

## UNIT 15: MEANING QUESTION

### I. Typical question

At 1:38, what does Ms. Swenson mean when she writes, "give him another shot at it"?

### II. Strategy

**Beatrice Swenson** [1:22] I was checking out the sample pictures Billy Blake took of our products for the launch of our online store. I don't think they fully convey what it is like to shop in one of our retail stores. Our products should be displayed in a more comfortable setting that makes customers feel at home. I've forwarded the pictures to your e-mail. Let me know what you think

**Roberto Hernandez** [1:29] I see what you mean. It would be nice to have pictures of each product in an actual home setting

**Angela Orbison** [1:30] I feel the same as Roberto. And it might be a good idea to hire some models too. Show actual people using our dishes or sitting on rugs. It would help connect our products to consumers

**Beatrice Swenson** [1:31] I agree with both your points. But should we go with a different photographer?

**Angela Orbison** [1:33] I thought his work was quite good, but it just doesn't match our products' style.

**Roberto Hernandez** [1:34] Well, maybe give him a second chance. Tell him about our concerns and see what he can come up with. It would save us the hassle of locating someone else.

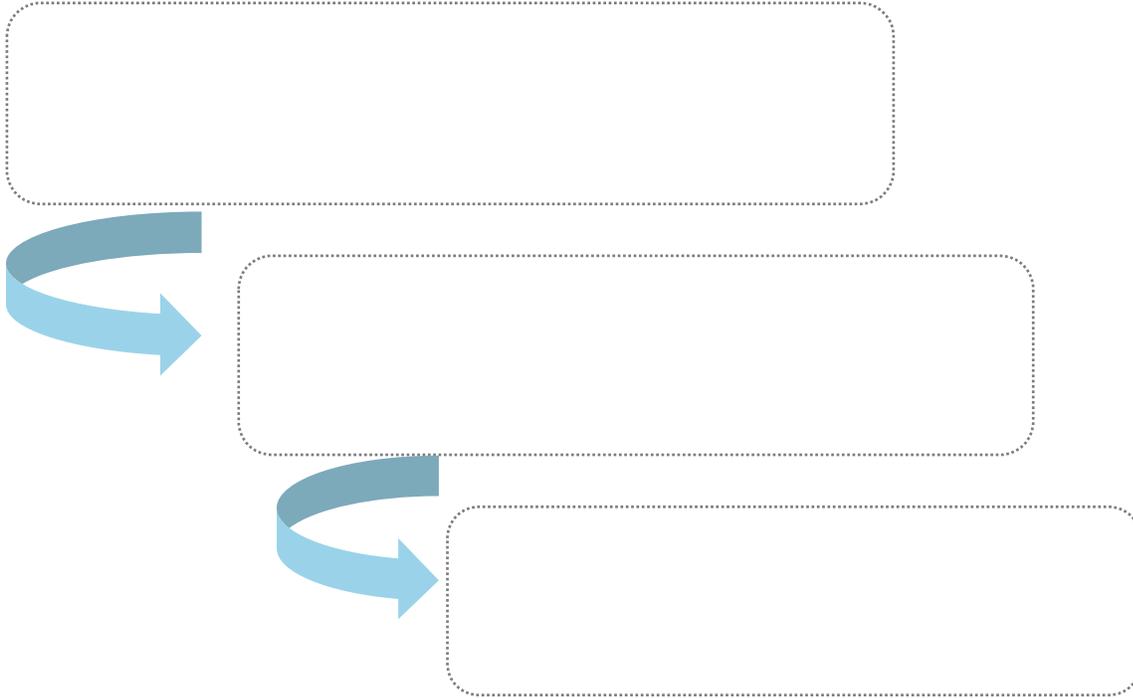
**Beatrice Swenson** [1:38] You're right, Roberto. I should give him another shot at it. I'll tell him he can use one of our stores as a location if needed. I'll let you know how it goes. Can I get an update on your assignments?

**Roberto Hernandez** [1 ;42] The shipment of vases from Thailand hasn't arrived yet, so we might not be able to list them on the site by the launch date. Other than that, everything is fine.

**At 1:38, what does Ms. Swenson mean when she writes, "give him another shot at it"?**

- (A) She may hire Mr. Blake to develop an online shop.
- (B) She will ask a photographer to retake some sample pictures.
- (C) She may use the photos sent to her e-mail account.
- (D) She will try to make a reservation at an establishment

### Strategy



### Check up 1

**Mitchell Roach [11:27]**

Hi, Jillian, are you free for lunch this week? 'd like to get your opinion on a new case I've been assigned.

**Mitchell Roach [11:27]**

I understand you were the lead counsel when Brighton Industrials got into a patent dispute with Grant Industries. Ms. Baird has asked me to handle their latest case against Cromwell Holdings.

**Jillian Barrera [11:32 a.m.]**

Hi, Mitchell. Sorry to keep you waiting. I just finished a meeting with Astoria Enterprises. How does Thursday morning sound? I'm afraid I'm quite busy this week.

**Mitchell Roach [11:33 a.m.]**

I can do it on Thursday. We could meet for coffee or at the office whenever you're free.

**Jillian Barrera [11:33 a.m.]**

Why don't you come by my office at 8:30 a.m. for coffee? I have about an hour before my first appointment in the morning.

**Mitchell Roach [11:34 a.m.]**

That's perfect for me as well. I really appreciate you taking the time to do this.

**Jillian Barrera [11:36 a.m.]**

I'm happy to help. I'm fairly familiar with Brighton now, so I may have some good suggestions for you.

**Mitchell Roach [11:37 a.m.]**

I'm sure you'll be a great help. In fact, Ms. Baird explicitly recommended that I contact you.

**At 11:34 a.m., what does Mr. Roach mean when he writes, "That's perfect for me as well"?**

- (A) A lunchtime meeting fits into his schedule.
- (B) A case can be dealt with right away.
- (C) An appointment for Thursday morning is suitable.
- (D) A client can drop by his office anytime in the morning



**Deal with:** .....

**Drop by:**.....

.....

**PRACTICE**

**Exercise 1:**

**Julianna Lopez 10:22 a.m.** So, it's confirmed. We're presenting a marketing proposal to AEK on July 18 at their headquarters

**John Brenner 10:24 a.m.** I heard! How exciting. I went through the company profile in the brochure you gave us. They could be our biggest client to date.

**Julianna Lopez 10:25 a.m.** Yes. They have 6,000 employees and manufacturing plants in Thailand, Turkey, and Mexico. They also have suppliers in China, Germany, and Korea and generated over \$2 billion in sales last year.

**Yvonne Bailey 10:25 a.m.** I can get to work on the marketing analysis for the presentation. I'd like to use the statistics in the brochure we were given. Do you think they're reliable?

**Julianna Lopez 10:26 a.m.** That would be fine, Yvonne. I think the figures are accurate. John and Eric, I'd like you to prepare the slideshow and handouts. Start immediately if you can.

**John Brenner 10:27 a.m.** Got it. It shouldn't take more than two days to finish.

**At 10:27 a.m., what does Mr. Brenner mean when he writes, "Got it"?**

- (A) He will begin doing some analyses.
- (B) He will work on a presentation right away.
- (C) He will confirm figures for a report.
- (D) He will write staff role descriptions

 *confirm* : .....

*figure*.....

*role*.....

**Exercise 2:**

**Gary Perkins** [1:25 p.m.] Allie, when is your vacation to Cancun? Will you still be out of town on the 18th?

**Allie Chen** [1:27 p.m.] Yes, I'll be gone for four days from the 16th to the 19th. Is something the matter?

**Gary Perkins** [1:28 p.m.] We have a speaker coming to give a lecture here on the 18th, and I'm checking to see who can help out given that it's a Sunday.

**Gary Perkins** [1:29 p.m.] So far, I've already recruited enough volunteers to handle the banquet and the decorations. I'll be picking up the speaker myself, so we just need people to help set up the stage.

**Allie Chen** [1:29 p.m.]

I see. I'm sorry I can't lend a hand.

**Gary Perkins** [1:31 p.m.]

No worries. There are still plenty of people I can ask. Someone's bound to be free.

**Allie Chen** [1:34 p.m.] If I remember correctly, Ms. Farley should be back from her vacation on the 13th.

**Gary Perkins** [1:35 p.m.] Is that so? I'll message her later. Thanks, Allie.

**At 1:31 p.m., what does Mr. Perkins mean when he writes, "No worries"?**

- (A) He is content with his plans for a holiday.
- (B) He expects to hear back about an event soon.
- (C) He is not stressed out about his workload.
- (D) He believes he will be able to find other helpers

 *content with*.....  
*workload* .....

**Exercise 3:**

**Pat Fiorentino** [3: 10] I am guessing most of you read the article in yesterday's newspaper about the city's growing trash problem. Mayor Watkins wants the city to address the issue right away, and he wants us to put together a list of recommendations to present at the next council meeting. Are there any initial thoughts?

**Vickie Hill.** [3:11] I think a media campaign would be helpful. We can focus on the concepts of reducing, reusing, and recycling.

**Lloyd Medrano** [3:12] Sounds great. I couldn't agree more. But I also think we need to provide more containers to dispose of trash, especially in public areas and parks. The sanitation department has complained about a shortage

**Marcella Sanders** 3:13

They also say they're understaffed. We could hire more employees, but the difficult part is figuring out how to pay for everything.

**At 3:12, what does Mr. Medrano mean when he writes, "I couldn't agree more"?**

- (A) He recognizes the benefit of having media involved.
- (B) He has heard a trash reduction suggestion before.
- (C) He feels that a proposed idea lacks substance.
- (D) He believes some changes would cost too much

 *involved:* .....

*trash*.....

*lack*.....

*substance* .....

**Exercise 4:**

**Hilda Jacobsen** [9:37 a.m.] Larry, how's your schedule looking for the week? Anything major going on?

**Larry Boyd** [9:39 a.m.] Not really. I was planning to spend most of my time working on the Hanifan project, but there's no rush. They don't need my designs for their office interior for another two weeks.

**Larry Boyd** [9:40 a.m.] Something I can help you with?

**Hilda Jacobsen** [9:42 a.m.] I was wondering if you would be free to join me in the city on Wednesday to meet some representatives from Digitek. I'll be pitching a lobby renovation idea to them. I really want their company as a client, so I think it would be great if you were there for support. You could help direct the conversation to my proposal's selling points just in case I forget something.

**Larry Boyd** [9:42 a.m.] I hear you. What time on Wednesday is this meeting?

**Hilda Jacobsen** [9:43 a.m.] It's at 10:30 a.m. We can take my car from here. I'll buy you lunch when we're done.

**Larry Boyd** [9:44 a.m.] It's a deal. I'll see you on Wednesday. We'll be coming back to the office, right?

**Hilda Jacobsen** [9:45 a.m.] Yes. I will e-mail you more details about the project in a moment.  
Thanks!

**At 9:44 a.m., what does Mr. Boyd mean when he writes, "It's a deal"?**

- (A) He is satisfied with the outcome of a business negotiation.
- (B) He knows a restaurant that serves food at low prices.
- (C) He consents to accompanying his colleague to a meeting.
- (D) He thinks that a client will benefit from a project's low cost.

 *outcome:* .....

*negotiation*.....

*consent to* .....

*accompany* .....

**Exercise 5:**

**Gail Royce** [7:32 p.m.] So, are we all ready for the product launch tomorrow? Let me know if there is anything else we need to do. We won't have much time, as the event starts at 11 a.m.

**Reena Singh** [7:36 p.m.] My team and I have the venue nearly ready. We have a few large banners to hang in the morning, but everything else has been set up.

**Roger Bryce** [7:37 p.m.] We have to make some final lighting adjustments in the morning, but the video screens are up and the sound system is operational.

**Olga Russovich** [7:38 p.m.] About 500 guests have confirmed, but a few more may show up. Six members of the press are coming. The caterer has also set up the food table and refreshment counter.

**Gail Royce** [7:41 p.m]. Thanks everyone. It sounds like everything is proceeding as planned. Olga, why are so few members of the press coming?

**Olga Russovich** [7:43 p.m.] There is an important meeting at City Hall at the same time. Many local journalists need to attend that instead

**Gail Royce** [7:46 p.m]. That's a shame. I think the reserved press seating area will be far too large. Reena, if you need, feel free to use up to half of the press area for further product displays

At 7:46 p.m., what does Ms. Royce most likely mean when she writes, "That's a shame"?

- (A) She does not believe that a banner's design is attractive.
- (B) She expected more media members to attend an event.
- (C) She wanted a product display to be finished earlier in the day.
- (D) She was disappointed that some video screens are out of order

 *out of order:* .....

*that's a shame* .....

**Exercise 6:**

**Georgette Lindsey** 3:45 p.m.

I have to book a venue for our regional conference in Vancouver on July 5. I'd like to get the total number of participants we can expect by the end of the day. I need managers from branch sales offices in our region to fill me in on how many will be attending. Could you inform me right away?

**Alison Bell** 3:47 p.m

I'll be attending along with 15 others from here at the retail branch in Winnipeg

**Maxine Newton** 3:47 p.m.

Just nine people on my end, including me.

**Lars Nordstrom** 3:48 p.m

I am not sure I can make it. I have a deal to close here in Calgary for a large order of farm machinery on that date. I'll see if one of my assistant managers can take my place. And 12 others will attend as well.

**At 3:48 p.m., what does Mr. Nordstrom mean when he writes, "I am not sure I can make it"?**

- (A) He doubts he will be able to complete a business transaction.
- (B) He is uncertain about his assistant manager's availability.
- (C) He cannot confirm that he will be able to travel to Vancouver.
- (D) He does not know how many employees will attend an event.



**transaction:** .....

**availability**.....

**uncertain** .....

**Exercise 7:**

**Sharon Van Deist 9:38**

I saw your advertisement for a minivan in the paper this morning. I've been looking for something that size. Is it still available?

**Enrico Lopez 9:40**

It is. Are you interested in seeing it and taking a test drive? I live at 2230 Sawyer Avenue, which is just off of Broad Street.

**Sharon Van Deist 9:47**

Oh, my apartment is nearby in Madison Heights on Finn Street. Are you in now? I can walk over and meet you at your place in about 15 minutes.

**Enrico Lopez 9:51**

I'm actually at the supermarket on Baird Avenue now, but I should be home within 30 minutes.

**Sharon Van Deist 9:53** Okay, I'll be there at 10:30, if that works for you.

**Enrico Lopez 9:54** That'll do

**At 9:54, what does Mr. Lopez mean when he writes, 'That'll do'?**

- (A) He is satisfied with a buyer's offer.
- (B) He has completed all of his errands.
- (C) He is available at a specific time.
- (D) He is certain that a vehicle works



*errand:* .....

*specific*.....

.....

**Exercise 8:**

**Drake Hartford 10:38**

I'm at the reception area for Dandridge & Associates to check up on the painting crew's progress. I'm not sure about the paint color being used on the rear wall. It's that deep green tone Ms. Bryant wanted, but it doesn't match well with the flooring or front desk.

**Dolly O'Hare 10:42**

I was afraid that might be the case as it seemed too dark. Could you drop by her office and ask her to come have a look at it? Maybe you can suggest a few colors that are more suitable.

**Drake Hartford 10:45**

OK. I'll see if she is available and let you know what she wants to do. I'll recommend some colors as well. I think light brown, ivory, or even beige would look nice

**At 10:42, what does Ms. O'Hare mean when she writes, "that might be the case"?**

- (A) She anticipated a client would be unsatisfied.
- (B) She knew that a colleague was visiting a worksite.
- (C) She thought the paint would not match.
- (D) She realized Ms. Bryant might not be in her office



*anticipate:* .....

*match:* .....

*realize* .....

**Exercise 9:**

**Alexis Korot, 4:55** Our Web store sales have been high this year, so I'm excited that we're going to close our physical outlets and become an exclusively online business

**Alexis Korotypi 4:56** However, with only six months to go until we make this transition, I'd like to discuss potential concerns. Who wants to start?

**Bryan Duarte 4:58** I do. At the last meeting, we agreed to make some of our Web store products available through big on,. marketplaces. Our warehousing needs are going to change If we end up attracting a lot more customers this way

**Medina Bakshi 5:00** I'm not sure I follow. What's wrong with our warehouse?

**Bryan Duarte 5:01** I mean, Just think of how packed it Is during the holidays already. Well have even more requests to fulfill once we've gone completely online. Where are we going to store everything?

**Marline Bakshi 5:03** I think you're getting a bit ahead of yourself. So fa, we've never run out of warehouse space. We've been selling products online for a year now without any issues

**At 5:03, what does Ms. Bakshi imply when she writes: "I think you're getting a bit ahead of yourself?"**

- A. Some news does not need to be shared
- B. It is too early to worry about a problem
- C. A colleague has brought up an issue too late
- D. It is important to come up with a new plan



*share:* .....

*bring up*.....

*come up with* .....

**Exercise 10:**

<b>John Simmons</b> 6:02	Are you coming tonight?
<b>Sharon Goldman</b> 6:12	Have no idea what you're saying
<b>John Simmons</b> 6:13	The office party! We're all going out for dinner! Did you miss the memo?
<b>Sharon Goldman</b> 6:14	Must have. Where is it?
<b>John Simmons</b> 6:15	I'm sending you the details right now
<b>Sharon Goldman</b> 6:16	I'll come. I've just finished a meeting with Wayfair. I can't check my mail. Just tell me where it is, and I'll meet you there

**At 6:14, what does Ms. Goldman mean when she writes, "Must have"?**

- (A) She strongly requires the information.
- (B) She surely overlooked a notice.
- (C) She definitely needs to attend an event.
- (D) She has already forgotten an address.



**overlook:** .....

.....

.....

**Exercise 11:**

<b>Ross Peters</b> 10:20 A.M	Hi, all. Just checking up on everyone. Want to make sure we're on schedule for September's launch date.
<b>Sari Kato</b> 10:21	Hi, Ross. I've just spoken with the marketing team and they recommend we focus on our new product's cost savings. It's 10

	cents cheaper than similar products by our biggest competitor— Uno International.
<b>Ross Peters</b> 10:22 A.M	Great, Sari. I'd add that ZipSecure lasts longer than our previous product. And we can offer bigger discounts for orders of 40,000 units or more
<b>Sari Kato</b> 10:23 A.M	Points taken, Ross. I'll pass on your comments and send you a draft as well as the advertising copy. Oh, and I've. also signed up Sealer Co. for a couple of big trade fairs in China

**At 10:23, what does Ms. Sari Kato mean when she writes, "Points taken"?**

- (A) She has gained some experience from the project.
- (B) She expresses reservations about Mr. Peters' proposal.
- (C) She expects to be promoted by the management.
- (D) She has accepted Mr. Peters' advice



*gain:* .....

*express:* .....

*reservation:* .....