



มหาวิทยาลัยราชภัฏนครปฐม



# **1551111**

# **LISTENING AND SPEAKING IN BUSINESS 1**



# UNIT 6

# PRODUCTS AND SERVICES





# LESSON OBJECTIVES

1

Describe the key features, benefits, and specifications of a product using appropriate business vocabulary and expressions.

2

Discuss their company's activities

3

Explain the scope and value of services offered by their company, emphasizing customer needs and service benefits.

4

Participate in a trade fair simulation by presenting their company's products and services.



# LESSON CONTENT



**Describing  
products**



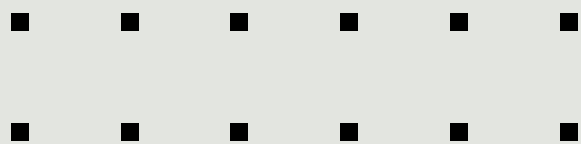
**Describing  
services**



**Talking about  
company  
activities**



**Performance  
task**



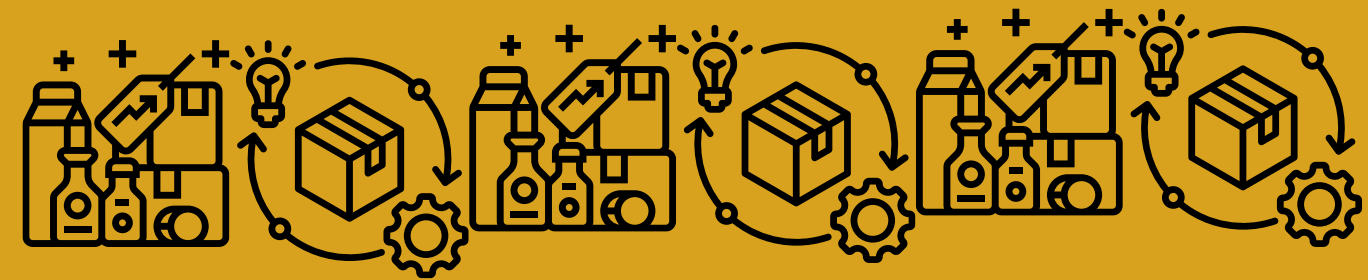


*Let's start*



# 01

## DESCRIBING PRODUCTS

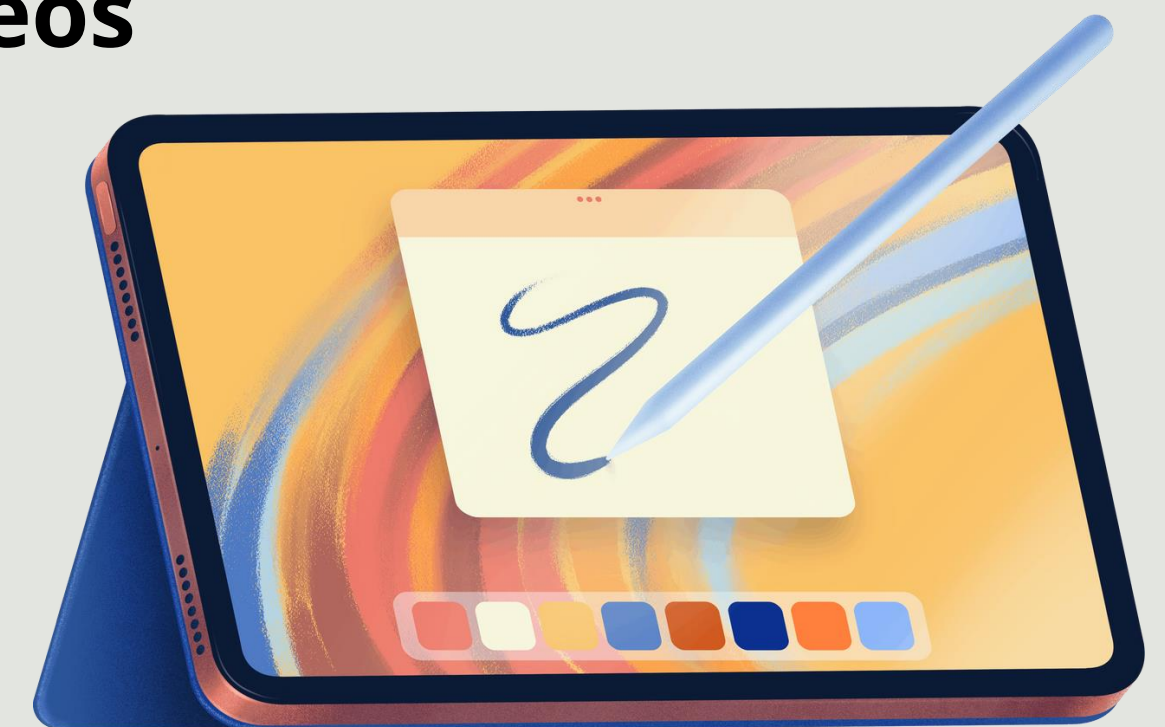




## DESCRIBING PRODUCTS

Listen to the conversation between a customer and a seller discussing a new tablet. For each product feature mentioned, write *D* if it relates to design and *F* if it relates to functionality.

- |                                |                      |
|--------------------------------|----------------------|
| ___ 1. battery last long       | ___ 6. lightweight   |
| ___ 2. edit documents          | ___ 7. run apps      |
| ___ 3. expandable storage      | ___ 8. sleek design  |
| ___ 4. fast processor          | ___ 9. stream videos |
| ___ 5. high-resolution display |                      |



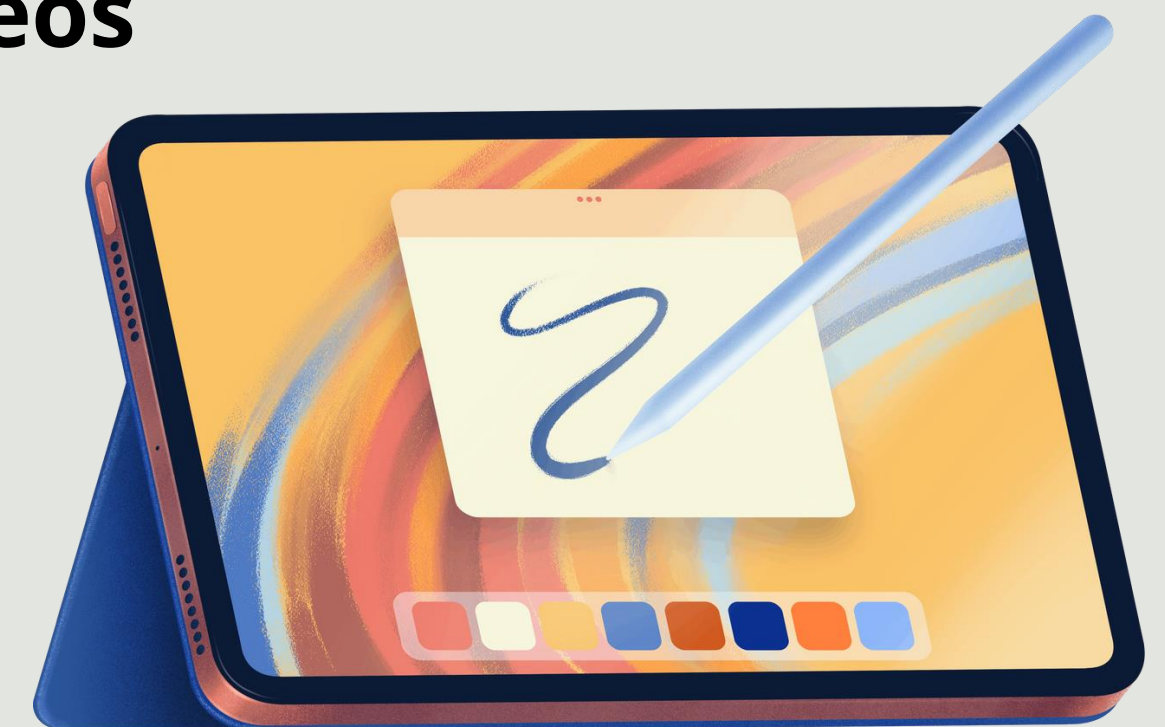


## DESCRIBING PRODUCTS

Listen to the conversation between a customer and a seller discussing a new tablet. For each product feature mentioned, write *D* if it relates to design and *F* if it relates to functionality.

- F 1. battery last long
- F 2. edit documents
- F 3. expandable storage
- F 4. fast processor
- D 5. high-resolution display

- D 6. lightweight
- F 7. run apps
- D 8. sleek design
- F 9. stream videos





## Listen again and fill in the blanks.

a. Can you \_\_\_\_\_ me about this one?

This is our \_\_\_\_\_ model, the TechTab Pro. It's lightweight, with a sleek design, and \_\_\_\_\_ a 10.5-inch high-resolution display.

b. How's the \_\_\_\_\_?

It's equipped with a \_\_\_\_\_ octa-core processor and 8GB of RAM

c. What does it \_\_\_\_\_?

You can easily \_\_\_\_\_ apps, stream videos, and even \_\_\_\_\_ documents.

d. What about \_\_\_\_\_?

It \_\_\_\_\_ 128GB of built-in storage, but you can expand it up to 1TB with a microSD card.

e. What's the \_\_\_\_\_ life like?

It lasts up to 12 hours on a single \_\_\_\_\_.



## Listen again and fill in the blanks.

a. Can you **tell** me about this one?

This is our **latest** model, the TechTab Pro. It's lightweight, with a sleek design, and **comes with** a 10.5-inch high-resolution display.

b. How's the **performance**?

It's equipped with a **fast** octa-core processor and 8GB of RAM

c. What does it **do**?

You can easily **run** apps, stream videos, and even **edit** documents.

d. What about **storage**?

It **comes with** 128GB of built-in storage, but you can expand it up to 1TB with a microSD card.

e. What's the **battery** life like?

It lasts up to 12 hours on a single **charge**.



## Now practice asking and answering question about the product.

a. Can you **tell** me about this one?

This is our **latest** model, the TechTab Pro. It's lightweight, with a sleek design, and **comes with** a 10.5-inch high-resolution display.

b. How's the **performance**?

It's equipped with a **fast** octa-core processor and 8GB of RAM

c. What does it **do**?

You can easily **run** apps, stream videos, and even **edit** documents.

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It **comes with** 128GB of built-in storage, but you can expand it up to 1TB with a microSD card.

e. What's the **battery** life like?

It lasts up to 12 hours on a single **charge**.





# 02

## TALKING ABOUT COMPANY ACTIVITIES



**Listen to a brief presentation and fill in the blanks to complete the sentences.**

**Company name:**

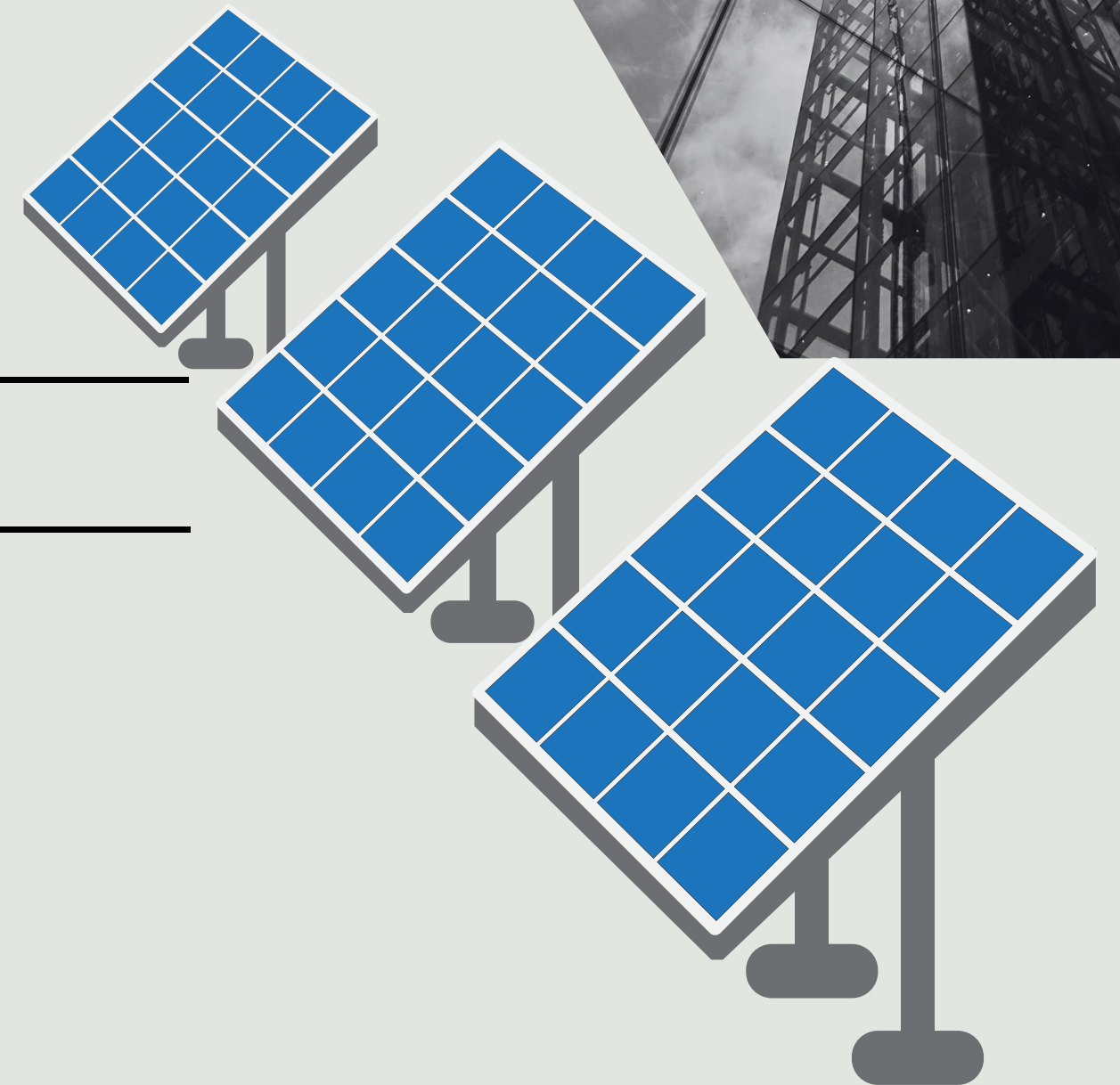
**Business type:** \_\_\_\_\_

**Company HQ:** \_\_\_\_\_

**Employees:** \_\_\_\_\_

**Activities:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TALKING ABOUT  
COMPANY  
ACTIVITIES**





**Listen to a brief presentation and fill in the blanks to complete the sentences.**

**Company name:** GreenTech Innovations

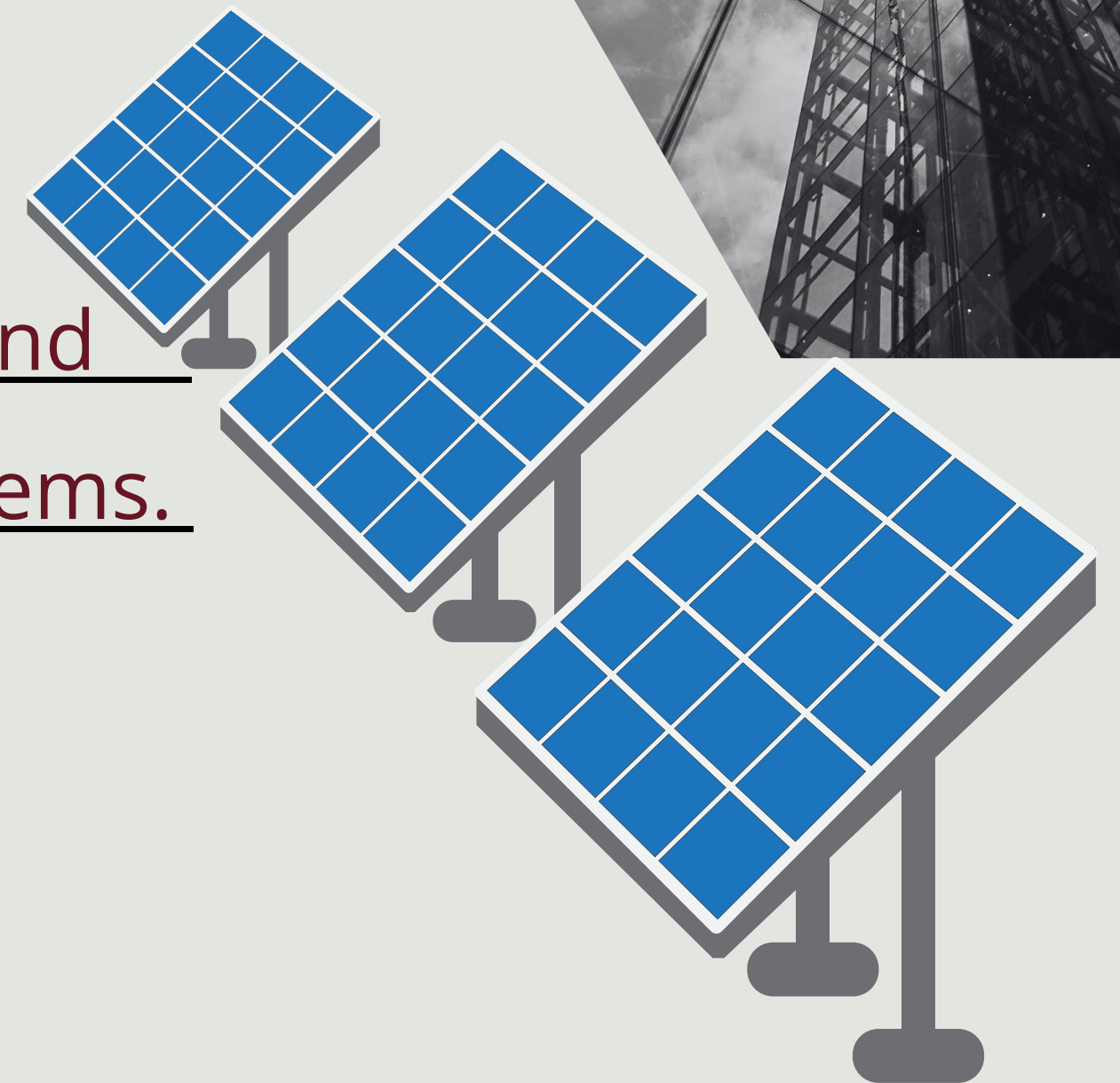
**Business type:** renewable energy solutions

**Company HQ:** San Francisco, USA

**Employees:** 800 employees

**Activities:** design and install solar panels, wind turbines, and energy storage systems.

## TALKING ABOUT COMPANY ACTIVITIES



**Work with a partner and practice asking and answering question about the company.**

**Company name:** GreenTech Innovations

**Business type:** renewable energy solutions

**Company HQ:** San Francisco, USA

**Employees:** 800 employees

**Activities:** design and install solar panels, wind turbines, and energy storage systems.

***Questions:***

*What's your company called?*

*What line of business are you in?*

*Where's your company based?*

*How many employees do you have?*

*What does your company do?*

***Example answers:***

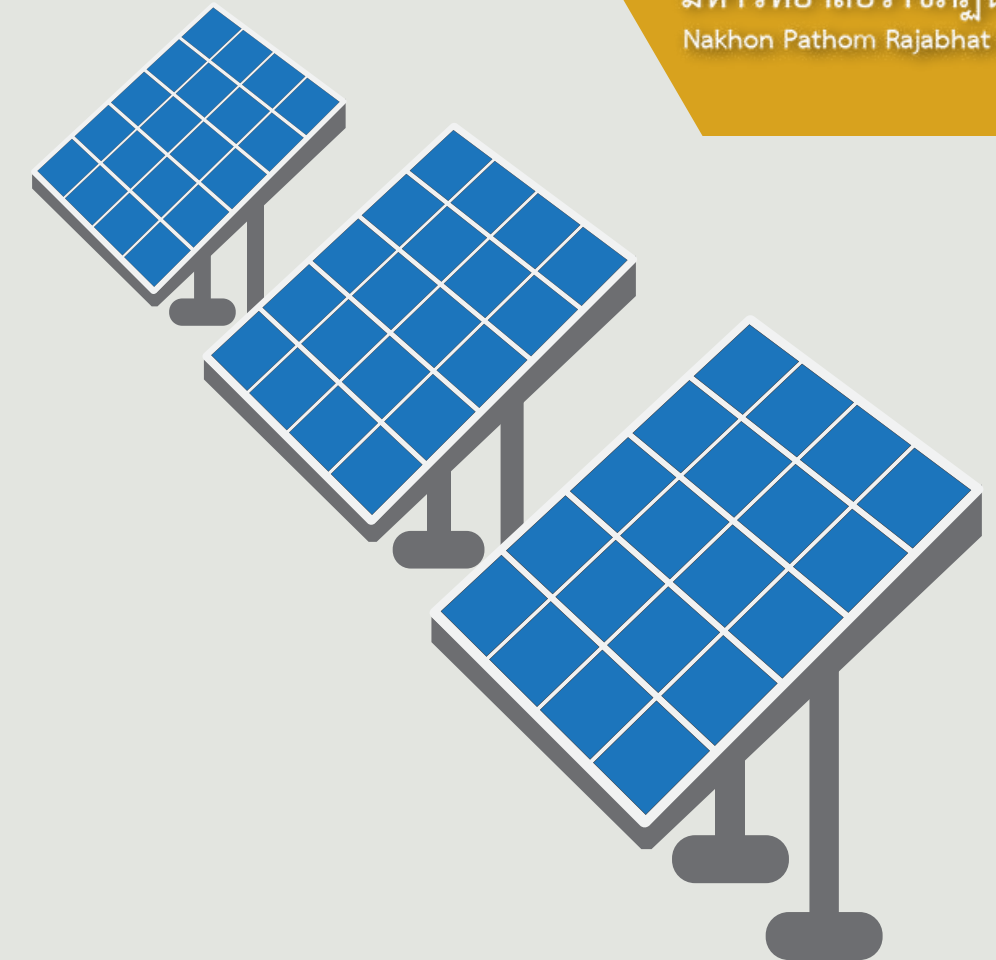
*It's called...*

*We focus on...*

*We're based in...*

*We have...*

*We...*





**Now, use the following company descriptions and present the information to the class.**

**Company name:** Freshbite Foods  
**Business type:** Food and Beverage Manufacturing  
**Company HQ:** Bangkok, Thailand  
**Employees:** 500  
**Activities:** produce packaged snacks, ready-to-eat meals and drinks

**Company name:** Speedy Logistics  
**Business type:** Logistics and Transportation Services  
**Company HQ:** Singapore  
**Employees:** 1,200  
**Activities:** provide shipping, warehousing, and delivery services

***Example answers:***

*It's called...*

*We focus on...*

*We're based in...*

*We have...*

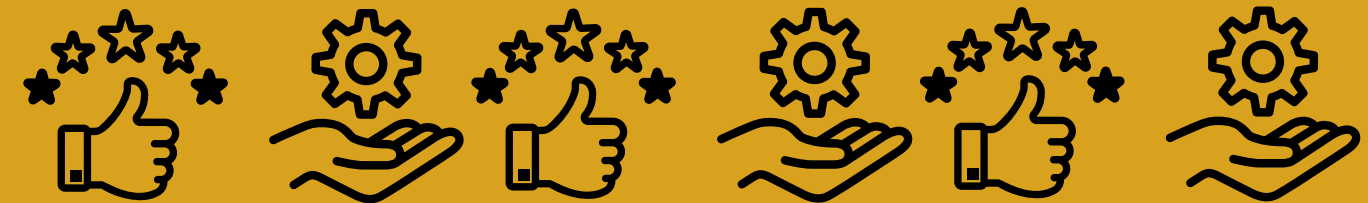
*We...*





# 03

## DESCRIBING SERVICES





**Suzanne and Karl meet a conference,  
Listen to the recording. Are these  
statements true (T) or false (F)? Check (✓)  
the correct answers.**

**Suzanne...**

- a. is attending a training course.
- b. runs courses for people who are going to work abroad.
- c. says her client usually leave their families behind.
- d. says a lot of clients are moving to India and China.
- e. likes Chinese food.
- f. says language learning is not important.
- g. teachers both husbands and wives.
- h. is planning to move to Seoul.

**T**

**F**

\_\_\_\_\_

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\_\_\_\_\_



**Suzanne and Karl meet a conference,  
Listen to the recording. Are these  
statements true (T) or false (F)? Check (✓)  
the correct answers.**

**Suzanne...**

- a. is attending a training course.
- b. runs courses for people who are going to work abroad.
- c. says her client usually leave their families behind.
- d. says a lot of clients are moving to India and China.
- e. likes Chinese food.
- f. says language learning is not important.
- g. teachers both husbands and wives.
- h. is planning to move to Seoul.

T	F
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>





**Write down yes/no questions about each statement below. Start like this:**

*a. Is Suzanne attending a training course?*

*b. Does she run courses for people who are going to work abroad?*

**Suzanne...**

a. is attending a training course.

b. runs courses for people who are going to work abroad.

c. says her client usually leave their families behind.

d. says a lot of clients are moving to India and China.

e. likes Chinese food.

f. says language learning is not important.

g. teachers both husbands and wives.

h. is planning to move to Seoul.

T	F
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>



**Practice the questions and answer with a partner. Start like this:**

*Is Suzanne attending a training course?*

*Yes, she is. / No, she isn't.*

**Suzanne...**

- a. is attending a training course.
- b. runs courses for people who are going to work abroad.
- c. says her client usually leave their families behind.
- d. says a lot of clients are moving to India and China.
- e. likes Chinese food.
- f. says language learning is not important.
- g. teaches both husbands and wives.
- h. is planning to move to Seoul.

T	F
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>



# 04 | PERFORMANCE TASK



# TALKING ABOUT PRODUCTS AND SERVICES

## USEFUL PHRASES



### Describing products

- This product is designed for...
- It features a [specific feature].
- The key benefit of this product is...
- It comes in various sizes/colors/styles.
- It's lightweight and easy to use.

### Describing services

- We offer [specific service], such as...
- Our service includes [details].
- This is perfect for customers who need...
- We provide 24/7 customer support.
- Our team ensures fast and reliable service.





# TALKING ABOUT PRODUCTS AND SERVICES

## USEFUL PHRASES

### Talking about company activities

- Our company specializes in...
- We focus on [specific activity or industry].
- We're known for [specific strength].
- Our main goal is to [mission or objective].
- We serve clients in [specific industry/area].

### Asking and answering questions

- Can you tell me more about this product/service?
- What makes this product different from others?
- How does this service work?
- Does it come with any warranty?
- Yes, it's available in multiple options.
- It's highly recommended for...

# TASK



**You will participate in a mock "trade fair" where you will present and "sell" your product or service.**

## **Preparation:**

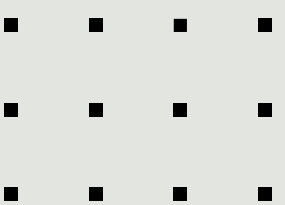
- **Choose a product or service your "company" offers.**
- **Prepare a short presentation to describe its features, benefits, and unique selling points.**

## **Booth Setup:**

- **Create a simple visual display (poster, brochure, or props) to represent your "booth."**

## **Presentation:**

- **The company representative introduces the product or service.**
- **Highlight key features, benefits, and company activities.**

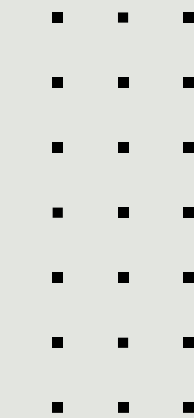


# REFERENCES:

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Helliwell, M. (2016). Business Plus: Preparing for the workplace. Student's Book 1. Cambridge University Press.





# **UNIT 6** **PRODUCTS AND** **SERVICES**

*Thank you.*







# UNIT 6 PRODUCTS AND SERVICES

*Thank you.*





มหาวิทยาลัยราชภัฏนครปฐม