

# Master Blueprint

WORKBOOK

**B2**

**PRE-ADVANCED**

 Compass  
Publishing



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# 1. WHAT'S A SOCIAL MEDIA MANAGER?

## 1 Choose the answers that can replace the underlined words.

- Our budget data show that we need to cut expenses.
  - goals
  - numbers
  - problems
- Successful companies always research the changing needs and wants of consumers.
  - customers
  - workers
  - investors
- Doctors analyze their patients' medical records to figure out how to help them.
  - study
  - exchange
  - request
- If you work in any service job, you sometimes have to deal with insults.
  - polite criticism
  - angry complaints
  - rude comments
- This restaurant is unique—it allows customers to bring their pets inside.
  - awful
  - different
  - new

## 2 Listen to a speaker talk about his typical workday. Fill in the blanks with the words that you hear. ▶ 1-01

I've been working as a **1.** \_\_\_\_\_ specialist at a large university bookstore for a year. I'm the whole department—I don't have any assistants. So it's a lot of responsibility.

A typical day starts around 6:00 a.m. I don't go to work until 8:30. But when I wake up, I begin monitoring the social media of **2.** \_\_\_\_\_ and other important accounts in the industry. This includes mainly Twitter, Facebook, and Instagram.

**3.** \_\_\_\_\_ I reply to their posts or share them. For example, I often re-tweet a famous author, with a comment saying that their books are available at our store. Of course, I also **4.** \_\_\_\_\_ write original posts. I do this every so often throughout the day, about two posts per hour. I try to use humor so that our posts are unique. Most bookstores' social media is so boring! When I'm not writing, I'm often checking and **5.** \_\_\_\_\_ to comments by consumers.

I also check and reply to emails in the morning. After lunch, I usually read the campus news and have a quick meeting with the store's department managers. I **6.** \_\_\_\_\_ need to know the latest about our products, our special offers, campus events, etc. All of this gives me **7.** \_\_\_\_\_ content for my online posts. I go home around 6, but I'm on call until 9:00 p.m. Sometimes I have to respond quickly if a negative comment or insult about our store is shared with a lot of people.



## 3 Read the statements and circle true or false.

- |   |      |       |
|---|------|-------|
| 1. The speaker works with a large team.                             | true | false |
| 2. He only writes content in the morning.                           | true | false |
| 3. He tries to make his posts different from those of other stores. | true | false |
| 4. He often gets ideas for posts from his coworkers.                | true | false |
| 5. His workday ends at 6:00 p.m.                                    | true | false |

## 4 Answer the questions in complete sentences.

- What is the first thing the speaker does each morning?

\_\_\_\_\_

- Would you like to follow a schedule like his? Why or why not?

\_\_\_\_\_

\_\_\_\_\_

## 2. JOB AD

### 1 Circle the word in each group that does not belong.

- |                |            |           |             |
|----------------|------------|-----------|-------------|
| 1. bonus       | benefit    | procedure | salary      |
| 2. shift       | hours      | overtime  | data        |
| 3. interact    | speak      | respond   | specialize  |
| 4. flexible    | fantastic  | excellent | outstanding |
| 5. certificate | competitor | skill     | experience  |

### 2 Fill in the blanks with the given verbs in the present simple or present continuous. Use each tense three times.

- Marlon can't come to the meeting because he \_\_\_\_\_ an important customer. (*help*)
- My boss just told us that she \_\_\_\_\_ her job in a month. (*leave*)
- The new contract period \_\_\_\_\_ on August 1st. (*begin*)
- They \_\_\_\_\_ the security cameras from 7:00 p.m. to 2:00 a.m. every night. (*monitor*)
- I'm usually on the early shift, but just for this week, I \_\_\_\_\_ the late shift. (*work*)
- Employees hate working overtime, but they \_\_\_\_\_ why it's sometimes necessary. (*understand*)

### 3 Circle the correct words.

- These plants have to be watered ( *always / regularly* ), or they'll die.
- This is a fun place to work, so employees ( *hardly ever / once in a while* ) complain.
- ( *Every so often / Never* ) they change the procedure for performance reviews.
- I think about trying a different career ( *seldom / all the time* ).
- We ask consumers for feedback ( *always / frequently* ).



### 4 Listen to two short talks and choose the correct answers. (1-02)

#### Speaker A

- Which is true about the man?  
a. He's new on the job.                      b. He's had the same job for a while.                      c. He recently got a promotion.
- What does he say about his customers?  
a. They're frequently upset.                      b. They're always friendly.                      c. They're often wrong.
- What doesn't he like about the job?  
a. the benefits                      b. the hours                      c. interacting with people

#### Speaker B

- Which is true about the woman?  
a. She's new on the job.                      b. She's had the same job for a while.                      c. She recently got a promotion.
- What does she say about her duties?  
a. It isn't very difficult.                      b. It doesn't require overtime.                      c. It involves boring documents.
- She mentions that she wants to \_\_\_\_\_.  
a. run her own firm                      b. retire at a young age                      c. get a big bonus

## 3. DANGER ON THE JOB

### 1 Match the first and second parts to make correct sentences.

1. Last week there were two employee injuries, •
  2. We got a letter from our cousins Mel and Leah, •
  3. Ms. Lee is the manager •
  4. He applied to seven companies, •
  5. I really respect people •
- a. who are living in Spain.
  - b. who work in dangerous jobs.
  - c. which weren't serious, thankfully.
  - d. whom you spoke with on the phone.
  - e. of which only one replied.

### 2 Match the words with the correct definitions.

1. fatal •
  2. trade •
  3. incident •
  4. factor •
  5. construction •
  6. remote •
  7. demand •
  8. strike •
- a. far away
  - b. to hit
  - c. one of the things that has an effect on a situation, decision, event, etc.
  - d. causing death
  - e. an event, especially one that is bad or unusual
  - f. a need for something to be sold or supplied
  - g. the work of building houses, offices, bridges, etc.
  - h. a job, especially one requiring skill in using your hands

### 3 Below, a journalist interviews an EMT. Number the statements to put the conversation in order. Then listen and check.

- **M:** Yes, but not just accidents. We respond to all kinds of medical incidents, which include sudden illnesses, fires, etc.
- **W:** You must have a lot of long days. What are your usual hours?
- **W:** So you ride in an ambulance and respond to accidents that involve injuries, right?
- **M:** We usually work four twelve-hour shifts per week. Although we're not always busy every minute of our shifts, we have to be ready to move at any time.
- **W:** That means you have to have a lot of technical medical skill. But what about danger? Is it dangerous to be an EMT?
- **M:** The best thing is knowing that you've made a difference to someone who needed help, and possibly saved their life.
- **M:** Well, it stands for "emergency medical technician."
- **W:** And finally, what's your favorite part of your job?
- **M:** It sometimes is. It's very challenging physically. You have to lift and move a lot of gear, which is pretty heavy—and of course, you have to lift patients, too. And driving fast always brings risks, but we're very well-trained for that.
- **W:** First of all, what exactly is an EMT?
- **M:** Not really. I'd say the most challenging part is emotional. It's the stress that comes from working in high-pressure situations all the time.
- **W:** Is that the hardest part of your job?



### 4 Read the statements and circle true or false.

1. The woman asks about the man's salary and benefits. **true** **false**
2. The most difficult part of being an EMT is the physical danger. **true** **false**
3. EMTs usually work 48 hours a week. **true** **false**
4. The man's favorite part of his job is overcoming challenges. **true** **false**