



ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ

English I

Course Unit 3: Reading and Grammar 2

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Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



Listening 1: eBay

Pre-listening task

You will listen to a speaker talking about eBay, an online marketplace.

Before listening, match these words or phrases on the left with their meanings on the right:

- | | |
|------------------------------------|--|
| 1. the key issue | a. an advantage over other people |
| 2. founder | b. an amount of money to start a business |
| 3. profitable | c. creator |
| 4. experienced | d. safe; which can be trusted |
| 5. sound (e.g. a sound management) | e. something which can make money |
| 6. financial | f. someone who has a lot of knowledge and skills |
| 7. capital | g. the most important thing |
| 8. a head start | h. which has to do with money |

Task 1

[Listen to this business school seminar](http://learnenglish.britishcouncil.org/) from the year 2006 where the seminar leader talks about how eBay achieved its success. (this audio material comes from <http://learnenglish.britishcouncil.org/> and all rights are reserved by the British Council) While you're listening, try to write down which **4 points** the speaker makes about the success of eBay.

Optional: while you're listening, write down **2 problems** eBay has.

Task 2

Now listen to the audio again and choose **4 reasons** why eBay is so successful, according to the speaker (tick the boxes below):

- the Internet, which has brought buyers and sellers together
- the fact that people are using computers more often than before
- a very experienced manager
- the people who run eBay have a lot of skill and knowledge
- a great idea
- a safe business management
- the fact that eBay doesn't sell or produce anything itself
- the fact that eBay has shops all over the world

Answers to the exercises

Pre-listening task

1. g
2. c
3. e
4. f
5. d
6. h
7. b
8. a

Task 1 (student's own answers)

Task 2

- the Internet, which has brought buyers and sellers together (*"I think the key issue here is that eBay couldn't exist without the Internet"*)
- the fact that people are using computers more often than before (*the speaker says that the Internet an important factor for eBay's success, not that people use computers more*)
- a very experienced manager (*eBay is successful because it has an experienced team of people, not only one manager*)
- the people who run eBay have a lot of skill and knowledge (*"the founders of eBay... brought in an experienced management team"*)
- a great idea (*the speaker say that a **profitable** idea, not only a great idea, is behind eBay's success*)
- a safe business management (*"Let's move on to point three, sound business management"; sound means safe*)
- the fact that eBay doesn't sell or produce anything itself (*"Actually I'll add another point, point four, eBay doesn't produce, sell or ship anything itself"*)
- the fact that eBay has shops all over the world (*this is false; the speaker say that eBay **does not** have shops all over the world, and that makes it more successful because it has less costs*)