



Download from
Dreamstime.com

This watermarked comp image is for previewing purposes only.



ID 35103813

© Yulia Gapeenko | Dreamstime.com

[Pearson Education Limited 2006 Photocopiable Tests](#)

Intelligent Business

Apple's new smartphone Worksheet

A Discuss before you read

Discuss these questions:

- 1) What is a smart phone? How is it different from an ordinary mobile phone?
- 2) Have you got either a mobile phone or a smart phone?
- 3) What brand is it? What sort of operating system does it use?
- 4) What can you do with it?
- 5) How often do you use it?
- 6) Are you satisfied with your phone or do you want a better one?
- 7) What would you like the better phone to do?

B Comprehension

1 Read the complete article quickly. Choose the best summary.

A] The Apple iPhone was a great innovation in the market for smartphones and quickly gained a considerable market share. Their latest model, the iPhone 5 is able to connect to connect to 4G wireless networks. Experts in the industry welcome the larger screen and superthin handset. Apple is set to maintain or increase its market share.

B] Google's Android operating system is becoming more popular than Apple's iOS system and most new smart phones, from different manufacturers, use the Android system. The new features of the Apple iPhone 5, such as the slimmer design, larger screen and 4G connectivity will convince most users to upgrade to the new model.

C] The Apple iPhone 5 is an important development for Apple which is facing greater competition in the market for smartphones. Although the iPhone 5 is thinner, has a bigger screen and has better connectivity than previous models, it is unlikely to reverse Apple's gradual loss of market share.

2 Mark these statements as TRUE or FALSE.

- | | |
|--------------------------------------------------------------------------------------------------------------------------|-----|
| a) People expect that the Apple brand will produce new, unexpected ideas. | T/F |
| b) The iPhone 5 is a great step forward. | T/F |
| c) Phones produced by Samsung and others are as good as the iPhone 5. | T/F |
| d) Apple's phones generate more than 50% of Apple's business. | T/F |
| e) IHS predicts that smart phones will soon outsell non-smart phones. | T/F |
| f) Sales of phones using Android operating systems increased faster than sales of phones using Apple's operating system. | T/F |
| g) Samsung have 700,000 digital apps and the iTunes music store. | T/F |
| h) Apple's new mobile operating system will be used in the iPhone 5 and a smaller iPad tablet computer. | T/F |
| i) Many people think that Amazon also has plans for a smart phone. | T/F |
| j) Google will improve its range of software and hardware. | T/F |



This PHOTOCOPIABLE worksheet has been downloaded from www.intelligent-business.org

1

Copyright © Pearson Education Ltd 2012. All rights reserved.



Download from
Dreamstime.com

This watermarked comp image is for previewing purposes only.



ID 35103813

© Yulia Gapeenko | Dreamstime.com

Features include : Learning objectives at the beginning of each chapter highlight ... to the self - test questions in the book A Tutor's Manual provides photocopiable ... UK Ltd v VI Construction Ltd (2005) , Badger v Ministry of Defence (2006) and ... BY Cover photograph : Louie Psihoyos / Getty Images PEARSON Longman.

pearson education limited photocopiable

pearson education limited photocopiable, pearson education limited photocopiable 2006, photocopiable pearson education limited 2015, pearson education limited 2012 photocopiable tests, photocopiable pearson education limited 2011, photocopiable pearson education limited 2016, pearson education limited 2006 photocopiable answer key, photocopiable pearson education limited 2018, pearson education limited 2003 photocopiable answers, pearson education limited 2012 photocopiable answers, pearson education limited 2016 photocopiable, pearson education limited 2006 photocopiable tests, pearson education limited 2015 photocopiable, pearson education limited 2001 photocopiable, pearson education limited 2010 photocopiable answer key, pearson education limited 2004 photocopiable test answers, pearson education limited 2011 photocopiable answers

photocopiable pearson education limited 2015

photocopiable pearson education limited 2011

f8738bf902