

Product Design & Marketing

Services (Customers & Marketing)

Vodafone

AB: Video Preview

Ask your partner the following question. Write down the answer and answer your partner's question with a full sentence in English

- a) Which mobile phone service do you use? Why did you choose this company? Give 3 different reasons:

i) _____
ii) _____
iii) _____

- b) Are 'smart phones' good or bad for us? Give 2 positive & 2 negative effects of using them:

+1 _____
+2 _____
- 1 _____
- 2 _____

Video Viewing

Watch the DVD and try to answer your partner's questions. Ask your partner your questions and write down the answer. Answer your partner's questions with a full English sentence.

1. Complete the following:
"Mobile phones are now _____ of _____ life. _____ use them the time and _____. On the _____, in _____, on _____"
2. Complete the following information about Vodafone's business:

- i) In the UK: _____
- ii) In Europe: _____
- iii) In the World: _____

3. What do these numbers mean?

- i) 40% - _____
- ii) 30% - _____

4. On a typical day, how many calls does Vodafone handle?

5. What is located at Newbury? How far is it from London?

6. What's the problem with the current head office?

7. What will be the size of the new global headquarters? How many people will work there?

8. What do the following numbers mean?

- i) 25: _____
- ii) 5: _____

9. What doesn't Vodafone do?

10. Complete the following:

"The _____ thing or _____ thing about Vodafone is the way its _____ people actually _____ together other people's _____ to _____ the _____ the way we _____ it"

11. How many employees are in UK? How about worldwide?

12. Complete the following:

"Vodafone has a _____ of _____ ranging from _____ and IT _____ through to the people who _____ the _____ and _____ that we _____ to our customers"

13. How many retail stores does Vodafone have in UK? How many staff are there?

14. When are Vodafone stores open?

15. What do the following numbers mean:

- a) 4 _____
- b) 30-60 _____
- c) 20-50 _____

16. Complete the following:

"We get every _____ of person. We get _____ coming in wanting the latest _____ phone, _____ who want to keep in _____ with their _____"

17. How does Vodafone advertise? Which ones?

18. How many customers does Vodafone have in UK? How about worldwide?

19. Complete the following:

"The mobile phone is a _____ that is used by a whole _____ of people for a _____ range of different _____ from _____ use through to the business man who uses their phone every day to _____ their business _____"