

UNiCert® III exam Business English
Case study “ITM Power – No interest in green energy?”

Task:

In this exam you will gain an insight into the British company ITM Power, which has developed a new, promising technology for running cars. Investors are, however, hesitant. In order to survive and to be successful on the market ITM Power needs the support from investors.

You have recently started a placement with ITM Power and have been asked to analyse the problem and to make suggestions concerning possible ways to convince investors.

Steps:

Listening comprehension and reading comprehension:

In a first part you will listen to two news reports concerning new developments by ITM Power. Afterwards you will be asked to answer questions concerning the video clips, to read texts on the financial situation of ITM Power and interest by the European Parliament, and to answer questions about these texts.

Case study work (Speaking and writing):

In a second step you will work in pairs and will develop solutions to the problem mentioned above. You will receive further texts concerning the problem and will be able to use the Internet and dictionaries. You will have 60 minutes to prepare your suggestions.

- **Writing:**

In the third part of the activity you will work individually: you will be asked to write a report in which you detail your suggestions, i.e. possible steps to be taken by ITM Power to convince possible investors.

- **Speaking:**

In a fourth phase, you will work with your partner again and will present your ideas orally in the oral part of the exam, which will take place on XX/XX/200X.



Step 1: Listening comprehension and reading comprehension
(time frame: 90 minutes – including the listening)

a) Listening comprehension:

Part 1: Listen to the video recording and then answer the following questions using your own words.

You will be able to listen to the recording twice.

You will be marked purely on content and not on grammar, style, etc.

Listening text available on the Internet at: http://www.itm-power.com/asset_viewer2.php?id=sky_news (Sky News report, 16 July 2008)

- 1. What is the news presented in this news item? (1 mark)**

- 2. How does the system developed by ITM Power work? (3 marks)**

- 3. Why is the system described as being “cheaper” and “greener” (3 marks)**

- 4. Why is the way ITM Power created the technology so much more useful than the attempts of others? (2 marks)**



5. How far can the car go when fuelled by the green box? Could it go further? If yes, how? (3 marks)

6. Why is this considered to “defeat the object”? (1 mark)

Total: 13 marks



Part 2: Listen to the video recording and then answer the following questions using your own words.

You will be able to listen to the recording twice.

You will be marked purely on content and not on grammar, style, etc.

Listening text available on the Internet at: http://www.itn-power.com/asset_viewer2.php?id=itn_news2 (ITN Evening News, 16 July 2008)

1. How does the news presenter describe hydrogen? What perspectives does he see for hydrogen? (3 marks)

2. What does the so called “green box” do? (1 mark)

3. What are the problems of previous hydrogen cars and generators? (4.5 marks)

4. What are the costs of : (2 marks)
 - the old way of generating 1 kilowatt of electricity: _____
 - the innovative way: _____



b) Reading comprehension:

Read the following texts and then answer the questions below using your own words.

You will be marked purely on content and not on grammar, style, etc.

Text 1:

Hydrogen station is a lot of gas to investors

By David Blackwell

Source: *The Financial Times*, July 12th, 2008.

Text available on the Internet at: www.ft.com/cms/s/0/0dbcea40-4fb4-11dd-b050-000077b07658.html?nclick_check=1

Questions Text 1:

- 1. Are investors happy with the launch of ITM Power's home hydrogen station? Why? Why not? (4 marks)**

- 2. What are the perspectives for the company as seen by the chairman of ITM Power? (1 mark)**

- 3. Please explain Jim Heathcote's comment "Thermodynamics are for cissies – this is all about economics". (3 marks)**



4. **The Ford Focus equipped with the new tank can run up to 25 miles only. For which purposes is this considered sufficient? What options do drivers have if they want to drive longer distances?** (2 marks)
5. **Please explain the development of ITM Power's share price in your own words.** (4 marks)
6. **According to the text, does the development of the share price correspond to the expectations?** (2 marks)

Total: 12 marks



Text 2:

ITM cheers European sign-up to hydrogen-powered cars

Source: *Business Weekly*, September 12th, 2008.

Text available on the Internet at:

<http://www.businessweekly.co.uk/2008091232501/cleantech/itm-cheers-european-sign-up-to-hydrogen-powered-cars.html>

Questions Text 2:

- 1. According to the text, why is the decision taken by the European Parliament considered to be “a key decision”? And what consequences are expected?**
(3.5 marks)

- 2. What do you learn about ITM Power?**
(5 marks)

- 3. What does the European Commission Vice-President Günter Verheugen think about this decision?**
(3 marks)



4. Has the decision by the European Parliament already been implemented?
(2 marks)

5. What kind of decision has been taken, and what is the reaction of ITM Power to it?
(3 marks)

Total: 16.5 marks



Step 2: Case study work

(60 minutes)

You will now work in pairs:

- Please research further information on ITM Power, on the hydrogen technology, on ideas how to attract possible investors etc. using the documents attached and information available on the company's website (<http://www.itm-power.com/>), and by looking for further information with the help of search engines.
- Please prepare with your partner a list of possibilities and a plan for an overall structure to increase investments. Develop suggestions for further action in order to improve investor confidence in the technology and stimulate potential investors to invest in ITM Power, e.g. further press releases, comparisons with other alternative energies, new management appointments, celebrity endorsements etc.

You are allowed to use dictionaries and other print material.

You have **60 minutes** for your pair work activities.

In Step 3 you will then be asked to prepare a written report individually (writing task), and in Step 4 to present your ideas orally – together with your partner – in the oral part of the exam on XX/XX/200X.

Text 1:

Hydrogen station is a lot of gas to investors

By David Blackwell

From: The Financial Times, July 12 2008

Text available on the Internet at: www.ft.com/cms/s/0/0dbcea40-4fb4-11dd-b050-000077b07658.html?nclick_check=1

Text 2:

ITM Power shows off in-home hydrogen fueling station

by **Donald Melanson**, posted Jul 9th 2008 at 4:38PM

Text available on the Internet at: <http://www.engadget.com/2008/07/09/itm-power-shows-off-in-home-hydrogen-fueling-station/>



Text 3:

ITM Home Hydrogen Refueling Station Unveiled

Text available on the Internet at: <http://www.hydrogencarsnow.com/blog2/index.php/hydrogen-production/itm-home-hydrogen-refueling-station-unveiled/>, posted on July 9th, 2008

Text 4:

Hydrogen refuel station unveiled

Text available on the Internet at: <http://news.bbc.co.uk/1/hi/technology/7496331.stm>

Text 5:

ITM Power

Key Facts, Financial data

Information available on the Internet at: <http://altenergyinvestor.advfn.com/itmpower.html>



Step 3: Case study work: writing

(90 minutes)

Please write a report in which you will present your ideas on how to stimulate possible investors to invest their money in ITM Power.

In your report, please summarise briefly the problem, explain your ideas for future action and your overall strategy, and in your conclusion please evaluate the possibilities of future investment in ITM Power.

You will be marked on content, style and language.



Step 4: Case study work: speaking

(20 minutes preparation; 30 minutes exam per person)

In the oral exam you will be asked to present your ideas for stimulating potential investors to invest in ITM Power with your partner at a meeting with the company management.

- Please have a look at your written report.
- Decide whether you want to change any of these ideas.
- Explain the overall strategy and the individual suggestions, and
- explain the reasons for your strategy and the reasons for possible alterations to your written version.
- In the second part of the meeting you will have to answer to questions from board members and will have to negotiate changes to your plan.

Please prepare the structure of your presentation with your partner (who is responsible for which part of the presentation?).

During the exam, please use only short notes and avoid reading your text.