



Market Leader Intermediate Assignment 10.3

Pages 101 - 103

Skills – Parts A, B & D

Listen to the audio file and answer the questions in Parts A & B. Then read through the situation in Part D and consider what you would want to talk about in the meeting. In class you will lead a meeting with your teacher to discuss these points.

Case Study – Background

Read the background information and then listen to the audio track and make notes of the problem. Be ready to discuss your stance on the ethical problem that the company must deal with in class.

Case Study –Task

Read about the two discussion topics “Test Results on PX200” and “New Dieting Product”. Then plan a meeting agenda for discussing the ethical problems and brainstorming an action plan with the board of directors. In class you and your teacher will settle on a plan of action for the company.