

**116**

*Why did they do that?*



<p><b>A:</b> To create problems for local competitors by destabilising their industrial relations: the amount the US company would lose was not significant in terms of their world turnover.</p>	<p><b>Q:</b> Wallach Holdings was making a lot of money. Sales were good. So why did the directors of the company spread a rumour that it was having a bad year?</p>
<p><b>A:</b> To reduce the share price so that they could buy up stock and prevent a takeover.</p>	<p><b>Q:</b> When the Regional Sales Manager for Japan retired, the Dubon company chose someone with no Asian experience to replace him. Why?</p>
<p><b>A:</b> To find a job for the boss's son. It wasn't an important market for the company and the loyalty of clients there meant that the risk was smaller than in Europe.</p>	<p><b>Q:</b> Hersche Ltd had always been a company which controlled every aspect of the job very tightly. Why did they suddenly introduce a generous flexitime system for the office workers?</p>
<p><b>A:</b> To eliminate time lost through lateness because of traffic problems in the city.</p>	<p><b>Q:</b> Why did Le Coq Hypermarket sell eggs for a lower price than they paid for them?</p>
<p><b>A:</b> To get cash to invest; they didn't pay for the goods until three months later.</p>	<p><b>Q:</b> After being very careful all year, self-employed business man Santiago Guzman suddenly bought himself a new car and booked a trip abroad. Why?</p>
<p><b>A:</b> To pay less tax. He'd seen his accountant and found he was going to make a large profit. He needed to spend some money on deductible items.</p>	<p><b>Q:</b> Reed Construction put in a bid for a road building contract. They asked for far too much money and they didn't get the job. Why didn't they bid lower?</p>
<p><b>A:</b> To make sure another company in their group got it. Their holding company knew that government policy was to accept the third highest offer for any work to be done, so they put in three offers – all high – from different companies in the group.</p>	<p><b>Q:</b> When Martine &amp; Gluk found that one of their managers had embezzled over £100,000 they asked the person to resign. They did not dismiss her or take legal action. Why not?</p>
<p><b>A:</b> To avoid bad publicity. The company was an accountancy.</p>	<p><b>Q:</b> After ten years without a change the Velvet company revamped their main product. It was reissued with the logo of the company engraved into it. There were no other changes. Why?</p>
<p><b>A:</b> To persuade them to leave. Each had been with the company for over 15 years and would have been very expensive to sack. None were effective at their jobs. The offices contained no furniture apart from a chair. The manager hoped to demoralise them to the point that they left of their own free will.</p>	<p><b>Q:</b> Although the normal wage was \$1 per hour in this developing country, a new factory, run by an American company, offered \$2 per hour. Why?</p>
<p><b>A:</b> To avoid a price rise. They made chocolate bars. The price of cocoa beans had risen and the small amount of chocolate removed from each bar to create the design added up to millions in saved production costs.</p>	<p><b>Q:</b> The general manager of Wallace Sims, a medium sized manufacturing company, took three administrators and gave them private offices for the first time in their careers. Why did he do that?</p>

# Why did they do that?

## Worksheet

## 11b

**ACTIVITY**

Groupwork, pairwork: reading, speaking

**AIM**

To match up questions and answers on a set of cards.

**GRAMMAR AND FUNCTIONS**

Infinitive of purpose

**VOCABULARY**

*competitor, to destabilise, industrial relations, turnover, to spread a rumour, share price, flexitime, loyalty, to invest, accountant, profit, to put in a bid, to bid, deductible, holding company, to embezzle, to dismiss, to revamp a product, accountancy, publicity, logo, administrator, to sack someone, to demoralise someone, of your own free will*

**PREPARATION**

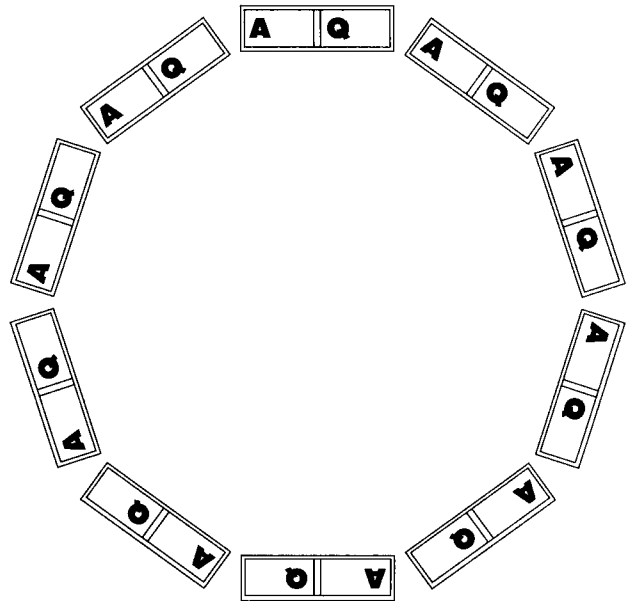
Make one copy of the worksheet for each pair of students and cut it up as indicated to make sets of cards.

**TIME**

10-20 minutes

**PROCEDURE**

- 1 Write the expression *ulterior motive* on the board. Ask the students if they know what it means. Give an example: *If you're nice to someone because you want something from them then you've got an ulterior motive.*
- 2 Divide the class into pairs.
- 3 Distribute the sets of cards to each pair of students, by putting them face down in front of them.
- 4 Ask them to shuffle the cards, then to turn over one card and read it.
- 5 Ask if the answer fits the question (it doesn't). Explain that they have to match cards together: questions to answers.
- 6 Draw this diagram on the board:



- 7 Tell them that if they match all the questions to the correct answers the cards will form a circle like the one in the diagram.
- 8 Tell them to turn the cards over. Tell them not to show their cards to their partner. They must read the questions and answers aloud.
- 9 Write the rules on the board to summarise:  
*Match the question on each card to the answer on another.*  
*When all the questions and answers are correctly matched the cards can be laid out in a circle.*

**FOLLOW-UP**

Ask if the situations on the cards remind any of the students of events that they have read about, or of their own experience.