Chapter 3

Knowing Employers

Contents

- What makes a dream employer?
- Introducing an employer
- Asking questions politely (Indirect Question)
- Accepting and Refusing
- Noun-forming suffix

สาระสำคัญ

คำถามแบบ Indirect Question เป็นรูปแบบคำถามที่ใช้ในการสอบถามข้อมูลที่ค่อนข้างสุภาพและนิยมใช้ในสถานการณ์ที่เป็นทางการ วัลีหรือสำนวนภาษาที่พบบ่อยๆได้แก่ “I'd like to know...” ซึ่งเป็นรูปประโยคบอกเล่า และ“Do you know...?”หรือ “Can/Could you tell me...?”

จุดประสงค์การเรียนรู้

1. เพื่อให้ผู้เรียนสามารถบอกประเภทกิจกรรมของนายจ้างได้
2. เพื่อให้ผู้เรียนสามารถใช้สำนวนภาษาในการสอบถามและให้ข้อมูลเกี่ยวกับนายจ้าง โดยใช้โครงสร้างประโยคคำถามแบบ Indirect Question ได้ถูกต้อง
3. เพื่อให้ผู้เรียนสามารถใช้สำนวนภาษาในการตอบรับและตอบปฏิเสธได้
Brainstorming

**Directions:** Read the passage and brainstorm to get answers. Discuss in class.

**What makes a dream employer?**

From the survey, there are 10 factors that make a dream employer distinguish from other workplaces: the products and services the business offers; the company’s reputation; the company’s approach to training and development; its pay and conditions; rewards and recognition; work–life balance; whether the company is innovative; the business’s reputation; workplace culture; and the CEOs themselves. The followings are Australia and New Zealand’s top dream employers in 2011:

1. Google  
2. Virgin Group  
3. Apple  
4. Microsoft  
5. Walt Disney  
6. Vodafone  
7. Commonwealth Bank  
8. Facebook  
9. Lonely Planet

**Reference:** extracted and adapted from  

1. What factors do you consider first and last from your dream employer?

2. Which company in the list do you want to work with the most? Why?

3. What are the 3 top companies in Thailand in your opinion?

4. What companies or organizations do you dream to work with the most? Why? (Write at least 3 companies or organizations and your reasons.)
Vocabulary

Directions: Match the words that contain the same or similar meanings. Write the answers (a, b, c…) in the blanks. Practice pronouncing the words.

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. …… appliance</td>
<td>a. administration</td>
</tr>
<tr>
<td>2. …… construction</td>
<td>b. building</td>
</tr>
<tr>
<td>3. …… consumer</td>
<td>c. buy</td>
</tr>
<tr>
<td>4. …… dealer</td>
<td>d. buyer</td>
</tr>
<tr>
<td>5. …… distributor</td>
<td>e. clothing</td>
</tr>
<tr>
<td>6. …… garment</td>
<td>f. estate</td>
</tr>
<tr>
<td>7. …… management</td>
<td>g. instrument</td>
</tr>
<tr>
<td>8. …… manufacturer</td>
<td>h. merchandiser</td>
</tr>
<tr>
<td>9. …… property</td>
<td>i. producer</td>
</tr>
<tr>
<td>10. …… provider</td>
<td>j. supplier</td>
</tr>
<tr>
<td>11. …… purchase</td>
<td>k. transport</td>
</tr>
<tr>
<td>12. …… vehicle</td>
<td>l. wholesaler</td>
</tr>
</tbody>
</table>

Noun-forming Suffix (-er & -or)

- distribute >>> distributor  ผู้จ้าหน่าย
- export >>> exporter         ผู้ส่งออก
- import >>> importer         ผู้นำเข้า
- manufacture >>> manufacturer ผู้ผลิต
- operate >>> operator        ผู้ดำเนินกิจการ
- provide >>> provider        ผู้จัดหา
- produce >>> producer        ผู้ผลิต
- retail >>> retailer         ผู้ค้าปลีก
- sell >>> seller             ผูขาย / จำหน่าย
- supply >>> supplier         ผู้จัดหา
- wholesale >>> wholesaler    ผู้ค้าส่ง
Introducing an Employer

Activity 1: Read the help wanted ad and answer the questions.

**Huntsman (Thailand) Limited**

We are a manufacturer and marketer of petrochemicals. We are seeking for highly motivated and experienced persons to join us in the following position:

**Logistic Specialist**

**Responsibilities:**
- Handle international inbound and outbound logistic operation.
- Support on controls of logistic cost.
- Facilitate other associates' work.

**Qualifications:**
- MBA
- 3 year experiences in logistics.
- Good bi-lingual communication skill and positive working attitude.
- Good English in oral and written.

We offer attractive remuneration package to the right candidate. Interested person, please apply with full résumé in English to:

**Huntsman (Thailand) Limited.**

90/2 Moo 4, Bangpla Road
Tambon Bankhoh, Amphur Muang
Samutsakorn 74000

1. Who advertised for the job?

2. What did the company do?

3. What was the job opening?

4. What did the logistic specialist do?

5. What educational background was required?

6. What job field must the right candidate experience in?

7. What skills must the right candidate have?

8. How could an interested person apply for the job?

Source: extracted and adapted from http://th.jobsdb.com
**Activity 2:** Match the fields of industries with the companies. Practice asking and answering questions. Use the structure given.

- food and beverage
- logistics
- telecommunication
- transportation
- finance
- IT
- construction
- petroleum
- vehicle
- electronics
- entertainment
- paint
- automobile
- insurance
- property
- garment

**ThaiBev**

A: What industry is ThaiBev in?

B: ThaiBev is in the *food and beverage* industry.

A: What industry is Big C in?

B: Big C is in the *retail* industry.

**Activity 3:** Read and listen to the dialogue. Answer the questions that follow.

A: Hi, Bill. Can you tell me who you dream to work with?

B: Yes. I dream to work with the Shell.

A: Do you know what industry the company is in?

B: Sure. It is in the petroleum industry.

How about you, Jeff?

A: I dream to work with Novotel. It’s in the hotel industry.

1. Who was Bill’s ideal employer?

   ..............................

2. What did the company do?

   ..............................

3. Who was Jeff’s ideal employer?

   ..............................

4. What did the company do?

   ..............................
Accepting การตอบรับ
○ Yes, of course.
○ Of course.
○ Sure.
○ Certainly.
○ Absolutely.

Refusing การตอบปฏิเสธ
○ Of course not.
○ Sure not.
○ Certainly not.
○ Absolutely not.
○ I’m sorry I don’t know.

**Activity 4:** Match the companies with the types of business. Practice asking and answering questions. Use the structure given.

<table>
<thead>
<tr>
<th>Company</th>
<th>Type of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonald’s</td>
<td>Food service retailer</td>
</tr>
<tr>
<td>Dusit Thani</td>
<td>Hotel group</td>
</tr>
</tbody>
</table>

- Q: I’d like to know what McDonald’s does.
  A: Yes. McDonald’s is the food service retailer.
- Q: Can you tell me what Dusit Thani does?
  A: Certainly. Dusit Thani is the hotel group.

1. cement producer
2. direct seller of beauty products
3. distributor of imaging products
4. importer and seller of industrial and products
5. internet service provider
6. manufacturer and distributor of car air-conditioners
7. manufacturer and exporter of motorcycles and automobiles
8. producer and exporter of electric home appliances
9. retailer of health and beauty products
10. satellite operator
11. shopping mall
Asking Questions Politely

Indirect questions are used when talking to a person we don’t know very well or in a formal situation. It was more polite than using direct questions. We can begin indirect questions with:

- I'd like to know ...
- I was wondering...
- Do you know...?
- Do you happen to know...?
- Can you tell me…?
- Could you tell me…?
- Do you mind telling me…?
- Would you mind telling me…?

Example:

- Where is the company based?
  
  *I was wondering* where the company is based?

- When was the company founded?
  
  *Can you tell me* when the company was founded?

- What does the company import?
  
  *I was wondering* what the company imports?

Activity 5: Fill in the blanks with the words given in the box. The words can be used twice.

<table>
<thead>
<tr>
<th>distributor</th>
<th>exporter</th>
<th>manufacturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>producer</td>
<td>provider</td>
<td>retailer</td>
</tr>
</tbody>
</table>

1. Bridgestone is ................ the of tires and rubber products.
2. is the manufacturer and ................ of vehicles.
3. Converse is the ................ of footwear and apparel products.
4. is the ................ of health and beauty products.
5. TOA is the manufacturer and ................ of decorative paint products.
6. is the food ................
7. is the logistics ................
8. **SHERA** is…………….. the of cement boards and concrete roof tiles.

**Activity 6**: Match the companies with its products or services. Construct a sentence.

**Example:**

- Converse **manufactures** footwear and apparel products.
- Nikon **distributes** imaging products.
- Boots **sells** health and beauty products.
- Thai Airways **provides** air transportation services.

<table>
<thead>
<tr>
<th>air transportation services</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>animal foods</td>
<td></td>
</tr>
<tr>
<td>automobiles</td>
<td></td>
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<tr>
<td>beverages</td>
<td></td>
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<tr>
<td>financial services</td>
<td></td>
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<tr>
<td>household products</td>
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<tr>
<td>IT products</td>
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<tr>
<td>medical services</td>
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<tr>
<td>paint products</td>
<td></td>
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<tr>
<td>petroleum products</td>
<td></td>
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<tr>
<td>telecommunication services</td>
<td></td>
</tr>
</tbody>
</table>
Activity 7: Complete the sentences with the most appropriate words. Discuss in class.

Example:

Q: Could you tell me what products the company sells / manufactures / distributes / exports?
A: Of course. It sells / manufactures / distributes / exports ............... 

Q: Do you know what services the company provides?
A: It provides ............... 

alcoholic 1. Singha distributes ............... beverages.
toothpaste 2. Colgate markets ............... , toothbrushes, and printing mouthwash.
shopping 3. Epson manufactures ............... products.
accommodation 4. The Mall provides ............... services.
financial 5. The Continent Hotel provides ............... services.
lenses 6. Krungsri Group provides ............... and banking education services.
petroleum 7. Hoya manufactures ............... and optical products.
automobiles 8. The Regent School's Pattaya provides ............... 
11. Mitsubishi Motors manufactures and exports ...............
12. Dumex distributes infant and child products.

**Photo Source:** http://th.jobsdb.com

**Activity 8:** Read the company profile and answer the questions.

<table>
<thead>
<tr>
<th><strong>Google</strong></th>
<th></th>
</tr>
</thead>
</table>
| **Industry** | Internet  
Computer software  
Telecoms equipment |
| **Founded** | Menlo Park, California  
(September 4, 1998) |
| **Founder(s)** | Larry Page and Sergey Brin |
| **Headquarters** | Googleplex, Mountain View, California, the United States |
| **Key person** | Eric Schmidt  
Executive Chairman |
| **Revenue** | US$ 50.17 billion (2012) |
| **Employees** | 53,861 (2012) |

**Source:** http://en.wikipedia.org

1. Can you tell me what industry Google is in?  
………………………………..  

2. Do you know where Google was founded?  
………………………………..  

3. Could you tell me when Google was founded?  
………………………………..  

4. Do you happen to know who the founders were?  
………………………………..  

5. Would you mind telling me how many employees Google have in 2012?  
………………………………..  

**Role-play**

**Directions:** Work in pairs. Read the sample dialogue. Create a dialogue covering details in the sample dialogue and role-play with your partner.

**A:** I’m a maintenance technician. I work for Microsoft (Thailand).  
………………………………..  

**B:** Excellent. Can you tell me what industry the company is in?  
………………………………..  

**A:** Certainly. It’s in computer software industry.  
………………………………..  

**B:** Do you know where the headquarters are?  
………………………………..  

………………………………..
**Explore it!**

**Directions:** Search for the profiles of 4 companies you dream to work with or situated in your city. Complete the form. Discuss with your partner.

<table>
<thead>
<tr>
<th>Company 1</th>
<th>Company Name</th>
<th>Industry</th>
<th>Founder</th>
<th>Founded Year</th>
<th>Headquarters</th>
<th>Products/Services</th>
<th>No. of Employees</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Company 2</th>
<th>Company Name</th>
<th>Industry</th>
<th>Founder</th>
<th>Founded Year</th>
<th>Headquarters</th>
<th>Products/Services</th>
<th>No. of Employees</th>
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<table>
<thead>
<tr>
<th>Company 3</th>
<th>Company Name</th>
<th>Industry</th>
<th>Founder</th>
<th>Founded Year</th>
<th>Headquarters</th>
<th>Products/Services</th>
<th>No. of Employees</th>
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<table>
<thead>
<tr>
<th>Company 4</th>
<th>Company Name</th>
<th>Industry</th>
<th>Founder</th>
<th>Founded Year</th>
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### Learning Log

**Directions:** Generalize what you learned from the lesson. Complete the form. ให้นักศึกษาสรุปความรู้ที่ได้ศึกษาจากบทเรียนนี้ โดยกรอกรายละเอียดลงในแบบบันทึกการเรียนรู้

<table>
<thead>
<tr>
<th>Lesson: บทเรียนเรื่อง</th>
<th>Duration of Time: ระยะเวลำในการเรียน</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vocabulary</strong> คำศัพท์</td>
<td><strong>Knowledge about Job Application</strong> ความรู้ทั่วไปเกี่ยวกับการสมัครงาน</td>
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<thead>
<tr>
<th>Function การใช้ภาษาตามสถานการณ์</th>
<th>Grammar &amp; Form หลักการใช้ภาษา</th>
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<thead>
<tr>
<th>Self-assessment การประเมินตนเอง</th>
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<tbody>
<tr>
<td><strong>Vocabulary</strong> คำศัพท์</td>
</tr>
<tr>
<td><strong>Knowledge</strong> ความรู้</td>
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<tr>
<td>Function</td>
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<tr>
<td>Form</td>
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</tbody>
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