

Exercise 1

Which of the time expressions below do we usually use with the present simple/present continuous?

usually, this year, every day, now, often, nowadays, once a month, currently, at the moment, these days

the present simple: usually, every day, often, once a month

the present continuous: now, at the moment, this year, currently

both: these days, nowadays

Note: You can often find exceptions to the rule. E.g. I didn't receive the letter but it hardly matters now. (the verb matter cannot form continuous forms)

Exercise 2

Decide whether these sentences are correct or incorrect.

1 Exchange rates currently operate to the advantage of exporters. **is operating**

2 Older people are returning to classrooms for instruction in everything from operating a mouse to mastering spreadsheets. **OK**

3 This flowchart is showing the steps you need to take in order to liquidate your company. **shows**

4 A: On your CV it says you speak Chinese. **OK**

5 B: Yes, in fact, I'm currently taking private classes. I'm thinking Chinese is going to be a very useful language in our sector." **think**

Exercise 3

Complete the sentences with the present simple or continuous:

1 Powerful brand names **create** strong customer loyalty.

2 Because the company made a loss last year, the marketing department **is trying** to reduce costs.

3 This year Mary Kay **is investing** over 100m pounds in R & D.

4 We usually **develop** brands that say something.

5 Our company **offers** a full range of cosmetic products.

6 Does Burberry **outsource** its products?

7 He always **buys** Armani suits. Do you usually buy designer brands?

8 IBM **is** now **reacting** to this demand.

9 They're **testing** a new brand at the moment.

10 The marketing department always **keeps** within its budget.

11 Many consumers **prefer** well-known brands.

12 He **doesn't choose** clothes with large designer labels.

13 **Are** you still **working** with those designers?

14 **Are** they **offering** a good discount during the launch period?

15 The number of people shopping online **is growing**.

16 **We're looking** for an advertising agency to help us get into the American market.

17 Our company **does** a lot of business with overseas customers.

18 We still owe \$1,000 on our car.

19 After last year's long dry summer, business **is booming** for irrigation companies.

20 Our division **includes** IT consulting and e-business services.