

RATAN TATA

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THE READING / TAPESCRIPT

Ratan Tata is the chairman of the Tata Group, India's largest corporation. He is the latest in a long line of Tatas to head the family-owned company. Ratan has revolutionized the company by focusing on high-tech products. He increased the international profile of the company by buying recognized brands. Tata is single and leads a modest lifestyle in his bachelor apartment.

Tata was born in Bombay in 1937. He received a Bachelor's degree in architecture from America's Cornell University in 1962 and briefly worked as an architect in California. He returned to India and joined the Tata Group. In 1971 he was appointed director of the radio and electronics division. Tata worked his way up to become chairman of Tata Industries in 1981.

Tata spent the 1980s transforming and modernizing the company. He branched out into business consultancy and high technology enterprises. His success elevated him to overall chairman of the Tata group. He did away with the old styles of management and recruited an army of eager, technology-savvy managers. The Tata Group is now the biggest on the Indian Stock Market.

Ratan Tata is now setting about making Tata an internationally recognized brand. Tata Motors is listed on the New York Stock Exchange and bought the luxury brands Jaguar and Land Rover. He stunned the world by creating the Tata Nano – a car selling for less than \$2,500. In 2007, he was listed among the 25 most powerful people in world business by 'Fortune' magazine.

246 words
Flesch Kinkaid 10.8

SYNONYM MATCH: Match the words from the article on the left with their synonyms on the right. Are your answers the same as other students'?

Paragraphs 1 and 2

- | | |
|----------------|----------------|
| 1. corporation | a. momentarily |
| 2. head | b. simple |
| 3. modest | c. lead |
| 4. briefly | d. section |
| 5. appointed | e. company |
| 6. division | f. named |

Paragraphs 3 and 4

- | | |
|------------------|---------------|
| 7. transforming | g. identified |
| 8. did away with | h. wise |
| 9. savvy | i. changing |
| 10. recognized | j. important |
| 11. stunned | k. got rid of |
| 12. powerful | l. amazed |

PHRASE MATCH: Match the following phrases from the article.

- | | |
|--------------------------------|------------------------------|
| 1. He is the latest in a long | a. into business consultancy |
| 2. increased the international | b. creating the Tata Nano |
| 3. leads a modest | c. up to become chairman |
| 4. briefly worked | d. recognized brand |
| 5. Tata worked his way | e. technology-savvy managers |
| 6. He branched out | f. lifestyle |
| 7. He did away with the old | g. as an architect |
| 8. recruited an army of eager, | h. line of Tatas |
| 9. an internationally | i. profile of the company |
| 10. He stunned the world by | j. styles of management |

LISTENING GAP FILL:

Ratan Tata is the chairman of the Tata Group, India's largest corporation. He is the latest _____ of Tatas to head the family-owned company. Ratan has revolutionized the company by _____ high-tech products. He increased the international _____ company by buying recognized brands. Tata is single and _____ lifestyle in his bachelor apartment.

Tata was born in Bombay in 1937. He received a Bachelor's degree _____ from America's Cornell University in 1962 and _____ an architect in California. He returned to India and joined the Tata Group. In 1971 he was appointed _____ radio and electronics division. Tata worked _____ become chairman of Tata Industries in 1981.

Tata _____ transforming and modernizing the company. He _____ into business consultancy and high technology enterprises. His success elevated _____ chairman of the Tata group. He did away with the old styles of management and recruited an _____, technology-savvy managers. The Tata Group is now the biggest on the Indian Stock Market.

Ratan Tata is now _____ making Tata an internationally recognized brand. Tata Motors is _____ New York Stock Exchange and bought _____ Jaguar and Land Rover. He _____ by creating the Tata Nano – a car selling for less than \$2,500. In 2007, he was listed among the 25 most powerful people in world business by 'Fortune' magazine.

CHOOSE THE CORRECT WORD:

Delete the wrong word in each of the pairs in italics.

Ratan Tata is the chairman of the Tata Group, India's largest corporation. He is the *late / latest* in a long line of Tatas to *head / heading* the family-owned company. Ratan has revolutionized the company by focusing *into / on* high-tech products. He increased the international profile of the company by buying recognized brands. Tata is single and leads a *modestly / modest* lifestyle in his bachelor apartment.

Tata was born in Bombay in 1937. He received a Bachelor's degree *on / in* architecture from America's Cornell University in 1962 and *brief / briefly* worked as an architect in California. He returned to India and joined the Tata Group. In 1971 he was *appointment / appointed* director of the radio and electronics division. Tata worked his *way / weigh* up to become chairman of Tata Industries in 1981.

Tata spent the 1980s transforming and *modernization / modernizing* the company. He branched out into business consultancy and high technology enterprises. His success *elevated / elevation* him to overall chairman of the Tata group. He did *away / off* with the old styles of management and recruited an *armed / army* of eager, technology-savvy managers. The Tata Group is now the biggest on the Indian Stock Market.

Ratan Tata is now *setting / seating* about making Tata an internationally recognized brand. Tata Motors is *listed / lasted* on the New York Stock Exchange and *brought / bought* the luxury brands Jaguar and Land Rover. He *stunned / stunning* the world by creating the Tata Nano – a car selling for less than \$2,500. In 2007, he was listed among the 25 most powerful people in world business by 'Fortune' magazine.

SPELLING:

These jumbled words are from the text. Spell them correctly.

Paragraph 1

1. the lsaett in a long line of Tatas
2. He increased the international iepoflr of the company
3. Tata is nlesgi
4. leads a tomsde lifestyle

Paragraph 2

5. a Bachelor's dreeeg in architecture
6. lfibyer worked as an architect
7. he was npeoaidpt director
8. the radio and electronics soiividn

Paragraph 3

9. He hdbaecnr out into business consultancy
10. His success elevated him to overall rhncamia
11. He did away with the old lsetsy of management
12. technology-vavsy managers

Paragraph 4

13. negistt about making Tata...
14. Tata Motors is stdeil on the New York Stock Exchange
15. ulrxuy brands
16. oanmg the 25 most powerful people

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- () high technology enterprises. His success elevated him to overall chairman of the Tata group. He did away with the old
- () Tata was born in Bombay in 1937. He received a Bachelor's degree in architecture from America's Cornell University in
- () 1962 and briefly worked as an architect in California. He returned to India and joined the Tata Group. In 1971
- () savvy managers. The Tata Group is now the biggest on the Indian Stock Market.
- () line of Tatas to head the family-owned company. Ratan has revolutionized the company by focusing
- (**1**) Ratan Tata is the chairman of the Tata Group, India's largest corporation. He is the latest in a long
- () among the 25 most powerful people in world business by 'Fortune' magazine.
- () on high-tech products. He increased the international profile of the company by buying recognized
- () brands. Tata is single and leads a modest lifestyle in his bachelor apartment.
- () on the New York Stock Exchange and bought the luxury brands Jaguar and Land Rover. He stunned the world by
- () styles of management and recruited an army of eager, technology-
- () creating the Tata Nano – a car selling for less than \$2,500. In 2007, he was listed
- () Ratan Tata is now setting about making Tata an internationally recognized brand. Tata Motors is listed
- () up to become chairman of Tata Industries in 1981.
- () he was appointed director of the radio and electronics division. Tata worked his way
- () Tata spent the 1980s transforming and modernizing the company. He branched out into business consultancy and

SCRAMBLED SENTENCES

With your partner, put the words back into the correct order.

1. the a of is in line He latest long Tatas

2. the of profile international the increased He company

3. his in lifestyle modest a leads apartment bachelor

4. briefly as architect California worked an in

5. become to up way his worked Tata chairman

6. branched He consultancy business into out

7. did styles away of with management the He old

8. recruited of managers army , technology-savvy an eager

9. stunned the the Tata world Nano by He creating

10. in people powerful most 25 the business world

RATAN TATA DISCUSSION:

STUDENT A's QUESTIONS (Do not show these to student B)

1. What do you know about Ratan Tata?
2. Would you like to meet Ratan Tata?
3. What would you like to know about Ratan Tata and why?
4. _____
5. _____
6. _____
7. _____
8. _____

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RATAN TATA DISCUSSION:

STUDENT B's QUESTIONS (Do not show these to student A)

1. What did you learn from this text about Ratan Tata?
2. What questions would you like to ask Ratan Tata?
3. What would his answers be to those questions?
4. _____
5. _____
6. _____
7. _____
8. _____

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RATAN TATA SURVEY:

Write five questions about Ratan Tata in the table. Do this in pairs/groups. Each student must write the questions on his / her own paper.

Without your partner, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

Return to your original partner(s) and share and talk about what you found out. Make mini-presentations to other groups on your findings.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information about Ratan Tata. Talk about what you discover with your partner(s) in the next lesson.

3. RATAN TATA POSTER: Make a poster showing the different stages of the life of Ratan Tata. Show your poster to your classmates in the next lesson. Did you all find out similar things?

4. MAGAZINE ARTICLE: Write a magazine article about Ratan Tata. Include an imaginary interview with him. Write about what he does every day and what he thinks about.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to Ratan Tata. Ask him three questions about his life. Give him three suggestions on what he should do in his future. Read your letter to your partner(s) in your next lesson. Your "Ratan Tata expert" partner(s) will try and answer your questions.

ANSWERS

SYNONYM MATCH:

Paragraphs 1 and 2

- | | |
|----------------|----------------|
| 1. corporation | a. company |
| 2. head | b. lead |
| 3. modest | c. simple |
| 4. briefly | d. momentarily |
| 5. appointed | e. named |
| 6. division | f. section |

Paragraphs 3 and 4

- | | |
|------------------|---------------|
| 7. transforming | g. changing |
| 8. did away with | h. got rid of |
| 9. savvy | i. wise |
| 10. recognized | j. identified |
| 11. stunned | k. amazed |
| 12. powerful | l. important |

PHRASE MATCH:

- | | |
|--------------------------------|------------------------------|
| 1. He is the latest in a long | a. line of Tatas |
| 2. increased the international | b. profile of the company |
| 3. leads a modest | c. lifestyle |
| 4. briefly worked | d. as an architect |
| 5. Tata worked his way | e. up to become chairman |
| 6. He branched out | f. into business consultancy |
| 7. He did away with the old | g. styles of management |
| 8. recruited an army of eager, | h. technology-savvy managers |
| 9. an internationally | i. recognized brand |
| 10. He stunned the world by | j. creating the Tata Nano |

ALL OTHER EXERCISES

Look at the text on page 2.