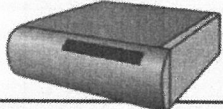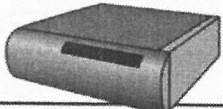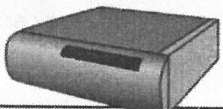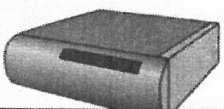# Database system benefits

Speaking   1   What kind of data do companies create, manipulate, store and retrieve?

Vocabulary   2   Match the company department 1–8 with the type of data it works with a– h.

1 Finance	a) data about employees, training, recruitment needs
2 Marketing	b) data about product specification, details and design
3 Human resources	c) data about profits, tax, loans, shares and cash
4 Customer relations	d) data about volume of products sold
5 Production	e) data about customers, satisfaction surveys, promotions
6 Technical support	f) data about product advertisements and competitors
7 Sales	g) data about quantity of product in storage
8 Stock management	h) information about the Help Desk, support calls, manuals, problem reports

3   Look at the four types of data below from PartyPlanner Ltd. What do you think PartyPlanner Ltd does? What company departments can you identify?

Personal data:
- CVs, job descriptions
- employee personal data
- training
- holiday

Customer data:
- customer contacts
- satisfaction surveys
- promotions

Product data:
- inventory
- purchasing needs
- return products

Technical data:
- contact to help desk
- helpdesk reports
- troubleshooting manuals
- service reports

Speaking   4   Work in small groups. Talk about the advantages and disadvantages of a computerised database. Present your ideas to the rest of the group.

Example: There are many advantages/disadvantages ... .