

Test 1

READING AND WRITING 1 hour 30 minutes

READING

PART ONE

Questions 1–5

- Look at questions 1–5.
- In each question, which sentence is correct?
- For each question, mark one letter (**A**, **B** or **C**) on your Answer Sheet.

Example: 0



When does Bill Ryan expect to arrive?

- A** 9.30
B 11.30
C 12.30

The correct answer is **B**, so mark your Answer Sheet like this:

0	A	B	C
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1

Add any comments to our proposal in pencil – these will then be discussed at the next committee meeting.

The meeting will consider

- A** the company's plans for the future.
B the performance of the committee.
C suggested changes to a document.

Reading

2

To:	All Staff
Cc:	
Subject:	
<p>Regular customers will no longer be allowed a discount unless they buy in bulk.</p>	

- A Discounts will be offered to regular customers on orders of any size.
 B Established customers will only qualify for price reductions on large orders.
 C Customers can continue to get a discount if they place orders frequently.

3

*Tom,
 Arrange with printers for 3 cm logos to be increased in size by 10% on next brochure order.*

Tom must contact the printers to

- A change a design detail.
 B make arrangements for collection.
 C request a greater quantity.

4

BOOKSTORE

To: Office Staff/Customer Orders Department
From: Ted Smith/Warehouse Manager

Due to stock relocation, orders already placed will not be despatched between June 3 and June 10.

- A Office staff will transfer to a new location on June 10.
 B Warehouse workers should remove out-of-date stock by June 10.
 C Customers have to wait until after June 10 for recent orders.

5

● TRAINING COURSE ●

Questionnaires available from Information Desk. Please complete and hand in at Reception.

R. Hughes
 Training Manager

Trainees are asked to leave completed forms

- A at the Information Desk.
 B with the Training Manager.
 C with the Reception staff.

Test 1

PART TWO

Questions 6–10

- Look at the notice below. It shows a list of stands at a trade fair.
- For questions **6–10**, decide which stand (**A–H**) each person on the opposite page needs to visit.
- For each question, mark one letter (**A–H**) on your Answer Sheet.
- Do not use any letter more than once.

TRADE FAIR STANDS

- A** *CIP System*: Internal Telephone Systems
- B** *Bertix plc*: Top-of-the-Range Portable Computers
- C** *Aurora Ltd*: Hands-Free Mobile Phones for Vehicles
- D** *FastCo Ltd*: Distribution Services
- E** *Tops Recruitment Agency*: Specialists in Management
- F** *HTML Ltd*: Website Marketing and Internet Advertising
- G** *Journey.com*: Travel Agency for the Business Executive
- H** *FTA*: Finance for Training

Reading

- 6 Sally Green imports computer hardware and needs a company to transport it from the port to her chain of stores.
- 7 In order to obtain an advanced business qualification, Paul White has to take a year off work without pay, and is looking for funding.
- 8 John Brown is buying new vans for his service engineers and wants to be able to contact them at any time.
- 9 When travelling on business, Ben Smith needs to be able to write letters, send emails and analyse data.
- 10 Sophie Jones wants professional help in finding good candidates for senior posts in her computer software company.

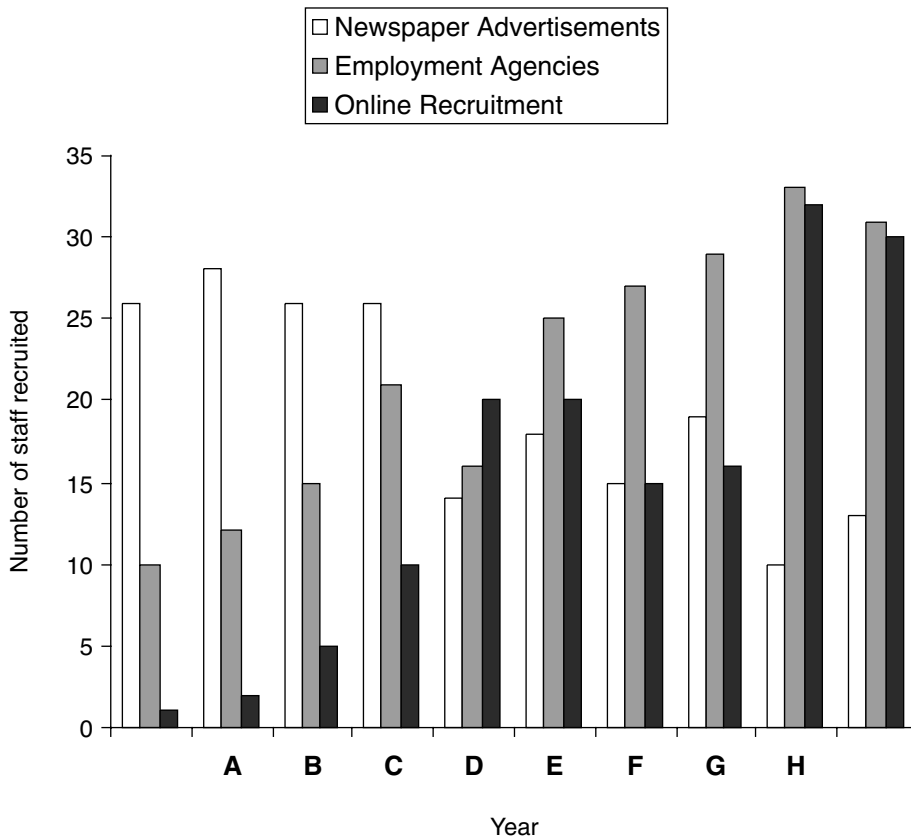
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PART THREE

Questions 11–15

- Look at the chart below. It shows how a company has recruited new staff over a ten-year period.
- Which year does each sentence (11–15) on the opposite page describe?
- For each sentence, mark one letter (A–H) on your Answer Sheet.
- Do not use any letter more than once.

METHODS OF RECRUITMENT



Reading

- 11** There was a slight drop in the use of newspaper adverts on the previous year, while both agency and online recruitment continued to rise.
- 12** This year more staff were recruited through agencies than either newspaper or online adverts but both these methods experienced an increase on the previous year.
- 13** There was an increase in both employment agency and online recruitment on the previous year although recruitment through newspaper adverts fell sharply.
- 14** Fewer employees were recruited through newspaper adverts this year than the previous year and online recruitment also declined.
- 15** This year the number of candidates recruited online was double the figure for the previous year, while the numbers recruited through employment agencies fell slightly.

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PART FOUR

Questions 16–22

- Read the article below about the UK cycle industry.
- Are sentences **16–22** on the opposite page 'Right' or 'Wrong'? If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't say'.
- For each sentence (**16–22**), mark one letter (**A, B or C**) on your Answer Sheet.

CYCLES MOVE WITH THE TIMES

Times have been hard for the UK cycle industry. Poor weather and competition from abroad have had a serious effect on sales. Manufacturers have had to cut back and last month more than 40 job losses were announced at Cycle World, one of the country's main bicycle factories in Leicester. But the company says it is fighting to win back customers, using such strategies as improved after-sales and bikes built to specific customer requirements.

Two years ago, Cycle World sold off its bike-making machinery in an effort to cut costs and save money. The company's Leicester factory is now only an assembly plant as most of the parts are imported.

The company produces half a million bikes a year across the full Cycle World range, with nearly all of these being sold in the UK. Production is largely done by hand. Workers use the batch production method – everyone making up to 600 bikes of a particular model at any one time.

At the height of its success, Cycle World employed 7,000 people but, like many areas of manufacturing, it has since shrunk. Its 1950s purpose-built factory now employs just 470 permanent workers, with numbers rising to 700 as temporary staff are taken on to meet seasonal demands in sales.

Reading

- 16** The weather has encouraged more people to buy bikes.
A Right **B** Wrong **C** Doesn't say
- 17** Management have recently had to make people redundant at Cycle World.
A Right **B** Wrong **C** Doesn't say
- 18** Cycle World is providing a more personal service to regain market share.
A Right **B** Wrong **C** Doesn't say
- 19** Cycle World imported some bike-making machinery as part of a cost-cutting exercise.
A Right **B** Wrong **C** Doesn't say
- 20** The majority of Cycle World bicycles are sold to the domestic market.
A Right **B** Wrong **C** Doesn't say
- 21** Only a small number of different bike models are produced each month.
A Right **B** Wrong **C** Doesn't say
- 22** 700 extra staff are taken on at the busiest time of year.
A Right **B** Wrong **C** Doesn't say

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PART FIVE

Questions 23–28

- Read the article below about starting a business.
- For each question (23–28) on the opposite page, choose the correct answer.
- Mark one letter (A, B or C) on your Answer Sheet.

Enjoying your career

'My business is my hobby,' someone tells you. 'I wish I could make a living from my hobby,' you may think. 'It sounds ideal.'

Yet according to Sue Cole, a management expert, there can be both advantages and disadvantages for those who combine their hobby with their career. 'There's a real possibility that your hobby becomes less attractive when it's your job. But also quite a few people who make their hobby their career become too enthusiastic and forget about the basic principles of business,' she says. 'For example, someone may think: "I love cooking. There aren't enough restaurants in this area. I'll start one up." And they go ahead without establishing how many customers they'll need each day or what income they'll require to cover costs. That can be a recipe for disaster.'

Richard Campbell, however, has made a success of it. A keen amateur singer with a passion for travel, he first became involved in organising musical tours as a university student. On graduating, he joined a small student travel company, Sunway Travel, as a tour leader. Thirteen years later, in 1993, he bought the business and repositioned it to focus entirely on musicians, both amateur and

professional. It was a successful move and Sunway Travel now arranges worldwide travel for 80% of Britain's classical musicians.

Despite the size of the business, Campbell still enjoys touring with orchestras. 'Musicians are usually delightful to travel with and you visit wonderful places.' It can get stressful though. 'They assume it's normal when everything goes right. If something goes wrong, they look for someone to blame, and they can be quite unreasonable and bad-tempered, especially if they are worried about meeting their contracts for the rest of their tour.'

Campbell explains that things haven't always been easy. 'Sometimes the company didn't perform as well as I'd expected. There were difficult times and I had to learn to cope with the stress. However, we've now got to a level where my staff can run the business on a daily basis and all I need to do is keep an eye on things.'

Campbell recognises that he could have earned more in another line of business. 'Travel generally doesn't pay well. I have friends in other professions who are very highly paid.' But he has no regrets. 'They envy me because I am reasonably well paid to do something that I love doing.'

Reading

- 23** What does Sue Cole say about people whose businesses are their hobbies?
- A** They have the perfect combination.
 - B** They risk losing interest in their leisure activity.
 - C** They know very little about raising finance.
- 24** Why do some people who open their own restaurant fail?
- A** They don't learn enough about the competition.
 - B** They don't research how to attract customers.
 - C** They don't know what turnover levels they need.
- 25** How did Richard Campbell change Sunway Travel in 1993?
- A** He relocated the company offices.
 - B** He targeted a new group of consumers.
 - C** He expanded the destinations the company dealt with.
- 26** According to Campbell, how do musicians react when faced with travel problems?
- A** They try to criticise the person responsible.
 - B** They expect things to be put right.
 - C** They say they will take their business elsewhere.
- 27** What does Richard Campbell say about the day-to-day running of his business?
- A** It is unnecessary for him to take an active role.
 - B** It has become more stressful.
 - C** It is difficult to set realistic targets.
- 28** What does Richard Campbell feel about his career?
- A** He likes his career though he's always short of money.
 - B** He wishes he earned a high salary like his friends.
 - C** He's happy and thinks he has enough to live on.