

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 Claudia Lang 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1

To...	All staff
CC...	
Subject:	Holiday leave
<p>Staff must book annual leave six weeks in advance by getting the relevant form signed by Human Resources.</p>	

- A** Staff are allowed six weeks' holiday a year.
B Staff must book holidays before the end of the year.
C Staff must have their holiday requests approved.

2

Information for customers

All goods transported by Fera Carriers are insured, but our policy excludes damage due to poor packaging.

- A Customers will not necessarily qualify for compensation if goods are damaged.
- B Customers should arrange insurance against damage before sending goods.
- C Customers are able to claim a refund if packaging is damaged.

3

MEMO

To: Wei Yu
 From: Human Resources
 Date: 18 November
 Subject: Training

We can't say whether your training application will be accepted until we can confirm that funds are available.

- A Wei Yu should re-apply for his training course at a later date.
- B There may not be enough money to pay for Wei Yu's course.
- C Human Resources cannot confirm which training course Wei Yu should take.

4

To:	All Marketing staff
Cc:	
Subject:	11 am Marketing Meeting
<p>Peter phoned from the station – services to London aren't running this morning. Meeting put off to 3 pm this afternoon.</p> <p>Jane</p>	

- A The 11 am meeting is postponed because Peter's train was cancelled.
- B Peter will arrive at the 11 am meeting late because his train is delayed.
- C The 11 am meeting is rescheduled because Peter was late and missed his train.

5

The safety team is carrying out checks in this area.
 Access without a permit is denied until further notice.

- A A permit is currently required for entry to this area.
- B Special care should be taken when entering this area.
- C Permission to enter this area can be obtained from safety staff.

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PART TWO

Questions 6–10

- Look at the advertisement below. It shows a list of workshops offered by a training company.
- For questions **6–10**, decide which workshop (**A–H**) each person on the opposite page should attend.
- For each question, mark one letter (**A–H**) on your Answer Sheet.
- Do not use any letter more than once.

WORKSHOPS

- A** Classifying consumers
- B** Communications with customers
- C** Factors in setting pricing levels
- D** How to encourage repeat business
- E** Making a cashflow forecast
- F** Measuring consumer response to marketing
- G** Producing financial statements of past performance
- H** Researching potential markets

Reading

- 6 Julia Strekalova wants to know how to calculate the amount she can charge customers for her marketing consultancy services.
- 7 Roger Walker's company wants to give him responsibility for his firm's annual profit-and-loss account and balance sheet.
- 8 Paolo Longo needs to be able to assess the effect on sales following his company's recent product promotions.
- 9 Zhon Mei Feng's company wants her to learn to divide the market into groups, which it can target with different brands.
- 10 Valerija Georgievska needs a course on working out how much money her firm can expect to have available each month.

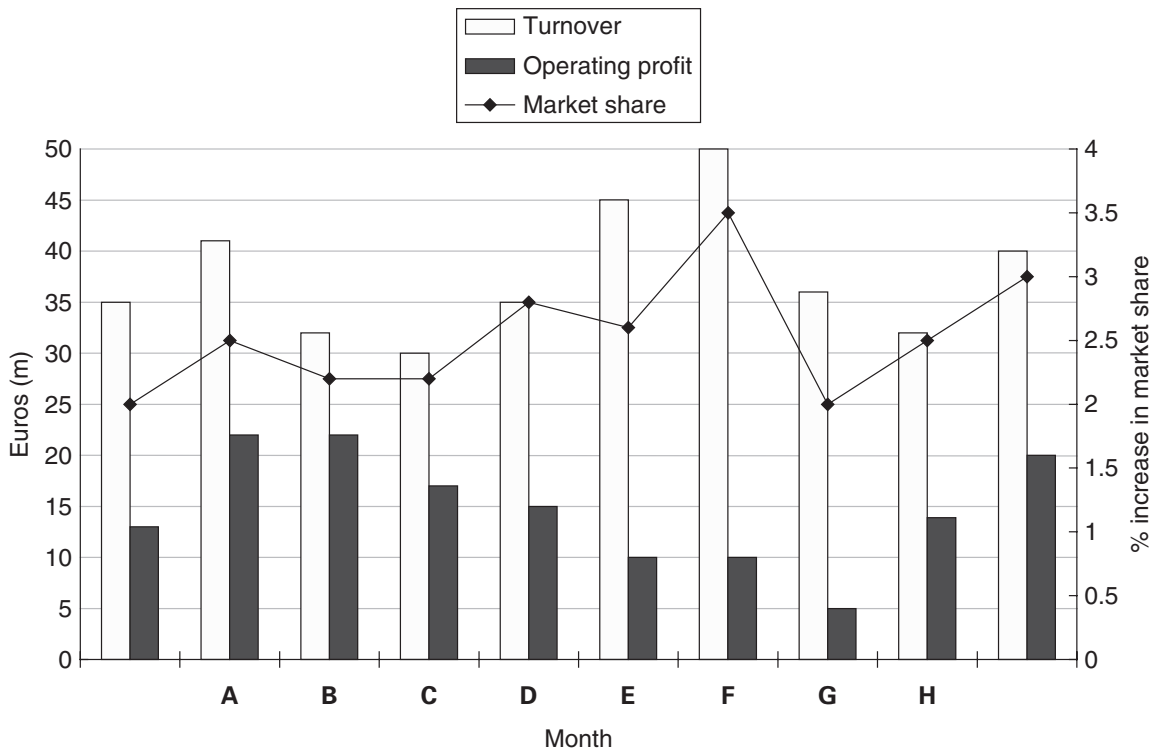
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PART THREE

Questions 11–15

- Look at the chart below. It shows a company’s turnover, operating profit and market share over a period of ten months.
- Which month 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.

Turnover, operating profit and market share



Reading

- 11 Although operating profit dropped and market share experienced a decline, there was an upturn in the level of turnover.
- 12 Both turnover and market share showed an increase this month, while operating profit suffered a decline.
- 13 Despite the fact that market share fell and there was a decline in turnover, operating profit was equal to that of the previous month.
- 14 While turnover experienced a downturn, both operating profit and market share showed signs of recovery.
- 15 Although market share showed an improvement and turnover also increased, this had no effect on the month's operating profit.

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PART FOUR

Questions 16–22

- Read the job advertisement below.
- 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.

Vacancies for Store Managers

Scene Video has been quietly successful in recent years, and we now have 23 stores worldwide – including 15 in Canada – with a further ten on the way. We are now offering exciting management opportunities.

As store manager, you'll have unusual independence – which will make most retail management posts seem easy compared with ours! You will be in charge of a store with over 40 staff, and you'll have a salary to match.

Whether you've worked in retail management or in another field involving customer relations, we want to hear from you. You'll be a strong leader, full of ideas and ambition, and commercially aware, preferably with knowledge of the retail industry in one of the countries where we have stores. If you are willing to relocate, you could be on track for fast promotion.

To find out what part you can play in our continuing success, you are invited to an informal Introductory Evening at any of our stores (details below). Or visit our website for more information and to download an application form. Please post this, together with a handwritten letter explaining why you are suited to the job.

Reading

- 16** Scene Video is planning to open more stores.
A Right **B** Wrong **C** Doesn't say
- 17** Scene Video believes its store managers have a harder job than other store managers.
A Right **B** Wrong **C** Doesn't say
- 18** Scene Video's salaries are higher than for similar positions in other retail businesses.
A Right **B** Wrong **C** Doesn't say
- 19** It is essential for applicants to have experience as store managers.
A Right **B** Wrong **C** Doesn't say
- 20** Most successful applicants will have to spend time working in different countries.
A Right **B** Wrong **C** Doesn't say
- 21** The Introductory Evenings are targeted at successful candidates.
A Right **B** Wrong **C** Doesn't say
- 22** Application forms should be completed online.
A Right **B** Wrong **C** Doesn't say

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PART FIVE

Questions 23–28

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

PARTNERS IN SUCCESS

Phil Brook and Sean Williams are friends who set up a company in 1997 providing finance to companies making IT purchases. Their firm, Syscap, now turns over £120m a year.

'I'm an extrovert, so selling fits my character,' explains Phil Brook. 'I started selling photocopiers, and it didn't take me long to achieve the agreed sales targets. Then, in 1994, I realised the IT industry was about to explode, and I decided to try and sell IT. I met a guy who was setting up as a computer re-seller, and I worked for him for three years, expanding his company to a turnover of £3–£4m. We were among only a few people selling computer systems on lease, so we were attractive to reps offering finance. There was this guy from CTL Bank called Sean Williams who rang us dozens of times, trying to sell me IT finance. I was already getting finance from somebody else, but he kept on calling. That impressed me – I thought, if he's any good, maybe I'll recruit him.'

Sean Williams adds, 'When we finally met, we went out to lunch and became firm friends. I thought Phil was fun, and we had similar interests. The next day, we did a deal together, and I provided him with all the finance he needed. Then he

realised, and I soon agreed, that there was a big opportunity to do independently what I was already doing for the bank. So he left his job and established Syscap. It took me a while to decide to join him, because I was among the top salespeople nationally at my bank, and my future was planned. But I knew when I did that it was the right decision. I knew we had the same ideas about work. When you work hard, you get there, whether you're good or not. It's like golf. The more you practise, the luckier you get. With us, the more times we picked up the phone, the more deals we made. The business soon took off enormously. I've always had big ambitions, but I didn't expect it to become as big as this.'

Phil thinks that the next few years look promising. 'The competition in this trade is weak,' he says, 'so I believe we can turn this into a £1bn company. People in our industry find it amazing that Sean and I still get on so well after all this time. But I'm glad we do. It's our partnership that makes the job fun.'

- 23** Phil stopped selling photocopiers because he
- A** was unable to meet the sales targets.
 - B** recognised an opportunity in another field.
 - C** became aware of their limited market potential.
- 24** Why did Phil agree to meet Sean?
- A** He liked the way Sean did not give up trying.
 - B** He thought they would have a lot of common interests.
 - C** He needed someone to provide IT finance for his clients.
- 25** Why did Sean not join Phil immediately at Syscap?
- A** He had doubts about the profitability of the venture.
 - B** He was unsure about giving up an established career.
 - C** He was afraid that working together would damage their friendship.
- 26** In what way does Sean believe that business is like golf?
- A** You cannot achieve your goals without taking risks.
 - B** To do well, you need a combination of ability and ambition.
 - C** If you do something enough times, you'll eventually be successful.
- 27** Sean says he is surprised that
- A** he and Phil are still good friends.
 - B** their company has been so successful.
 - C** more people do not set up their own businesses.
- 28** What makes Phil confident about their company's future growth?
- A** the strength of the friendship they have
 - B** being in a commercial field which is rapidly expanding
 - C** having few serious challengers for their position in the marketplace