

## Section 1: Vocabulary

1 Complete the text with the words in the box. There are six words you do not need to use.

 bald bankrupt campaigns coat customer downhill hat mad  
 objections product rapport retail sales strategy wind

My business has been going (1) \_\_\_\_\_ for the past six months: sales have fallen and costs have been increasing. If things don't improve, we'll actually go (2) \_\_\_\_\_ by the end of the year. However, I recently got (3) \_\_\_\_\_ of a venture capitalist who might be interested in acquiring my business, which would be wonderful. I've lost so much hair over the past few months that I've gone almost completely (4) \_\_\_\_\_! When I established the company, I thought I knew a considerable amount about business and (5) \_\_\_\_\_ sales, but luck seems to play a substantial part in business success or failure. The general economic climate hasn't made it any easier. I take my (6) \_\_\_\_\_ off to those who have prospered in these conditions but they've also been very lucky. Fashions and trends change so rapidly that it can be difficult to keep up with customers. You set your targets, establish a great (7) \_\_\_\_\_ with customers and suppliers alike, run advertising (8) \_\_\_\_\_ and try to keep ahead of your competitors, but for some reason, your product is no longer as attractive as the latest one from a new competitor. It's enough to make you go (9) \_\_\_\_\_!

2 Choose the answer (A, B, C or D) that best completes each sentence.

- 1 I'm afraid the bread has gone \_\_\_\_\_ – you can't eat it.  
 A bad                      B off                      C mouldy                      D sour
- 2 We use special offers and discount vouchers to \_\_\_\_\_ new customers into the store.  
 A concern                      B entice                      C manipulate                      D acknowledge
- 3 A key strategy for business success is to generate \_\_\_\_\_ customers.  
 A inherent                      B mail                      C host                      D loyal
- 4 The manager demonstrated some new sales \_\_\_\_\_ we could use.  
 A placements                      B orders                      C techniques                      D performances
- 5 Due to the increase in internet shopping, online marketing is a(n) \_\_\_\_\_ part of sales.  
 A intrinsic                      B loyal                      C sheer                      D absolute

- 6 The statistics have been \_\_\_\_\_ to make the results look better than they really are

A molded                      B established              C manipulated              D influenced

## Section 2: Grammar

- 3 Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between three and six words, including the word given.

- 1 I make large purchases once I have researched a product fully.

**LONG**

I make large purchases \_\_\_\_\_ researched a product fully.

- 2 The only reason the company failed was because costs were so high.

**IF**

The company \_\_\_\_\_ costs hadn't been so high.

- 3 I didn't study hard enough and that's why I'm not a doctor now.

**STUDIED**

If \_\_\_\_\_, I'd be a doctor now.

- 4 They didn't sign the contract so they lost their best customer.

**NOT**

Had they \_\_\_\_\_ have lost their best customer.

- 5 If you don't hit your targets, you will lose your job.

**OTHERWISE**

You \_\_\_\_\_ 'll lose your job.

- 6 What would you do if you found a bag full of money in the street?

**WERE**

If \_\_\_\_\_ a bag full of money in the street, what would you do?

- 7 We won't be able to expand the business if we don't get a bank loan.

**UNLESS**

We won't be able to \_\_\_\_\_ a bank loan.

- 8 Call the emergency services if there is an accident.

**EVENT**

In \_\_\_\_\_, call the emergency services.

- 9 Sarah won't move house unless she can find one she likes in the country.

**PROVIDING**

Sarah \_\_\_\_\_ find one she likes in the country.

- 10 My car keeps breaking down, so I always keep my toolbox in it.

**CASE**

I always keep my toolbox in my car \_\_\_\_\_ down.