

## Test

1) Choose the correct option a, b, c or d. Write only a letter: a,b,c,d.

Large or small

Surviving in today's global market is a challenge for companies of all sizes as they 1 strategies to 2 with the major 3 and to produce innovative products. Thanks to digital technology, businesses are able to target customers anywhere in the world. The 4 markets are providing opportunities for both new and established companies to expand their customer bases. These companies certainly do not want to 5 these opportunities created by new technologies. Cautious companies which are not willing to 6 risks are the ones that will be left behind. Furthermore, profit 7 can be high for those online businesses who do not have to have to invest in expensive premises. The successful businesses will be the ones who can 8 any problems they meet and 9 up with plans to deal with the fast-changing face of global supply and demand in today's global economy. Consequently, they may then become targets for takeover 10 by larger competitors.

- 1) a grow    b develop    c acquire    d expand
- 2) a compare b contrast    c compete    d contest
- 3) a players    b participants c delegates    d partners
- 4) a performing b merging c competing    d emerging
- 5) a miss    b take    c fail    d lose
- 6) a make    b challenge    c take    d tackle
- 7) a lines    b takeover    c risk    d margins
- 8) a deal    b tackle    c cope    d succeed
- 9) a grow    b expand    c come    d rise
- 10) a bids    b proposals    c schemes    d pitches

## 2. Choose the correct option.

- A: Let me run through the basic security procedures with you now.  
B: <sup>1</sup> Do I have / Should I take notes?  
A: No, you <sup>2</sup> mustn't / don't have to take notes. The information is contained in your welcome pack.  
B: Okay, thanks.  
A: Right, when you come into the office, you <sup>3</sup> have / should to show the reception staff your security badge. You really <sup>4</sup> don't have / mustn't forget it or they won't let you into the building. And once you're in the building, you <sup>5</sup> have / must keep the badge with you at all times.  
B: Right, so basically I <sup>6</sup> should / have wear it all the time?  
A: Exactly. We're very strict about security here. You'll need the badge to open the internal office doors because our work is so confidential.  
B: What <sup>7</sup> should / do I have I do if I lose my badge?  
A: Tell your manager, but if you think someone has taken it, you <sup>8</sup> must / have to report it to the head of security immediately.  
B: Oh, dear. I'll <sup>9</sup> have to / should be very careful with it then.  
A: Yes, you <sup>10</sup> shouldn't / don't have to lose it.

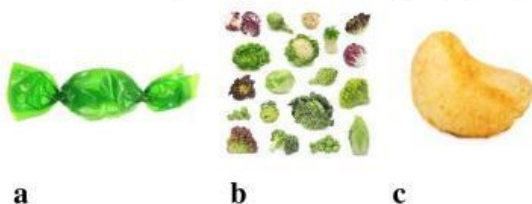
## 3 Read the conversation and write a word which best fits each space.

- A: This report is really complicated.

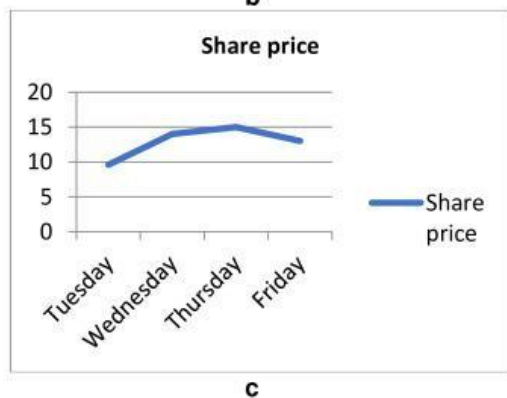
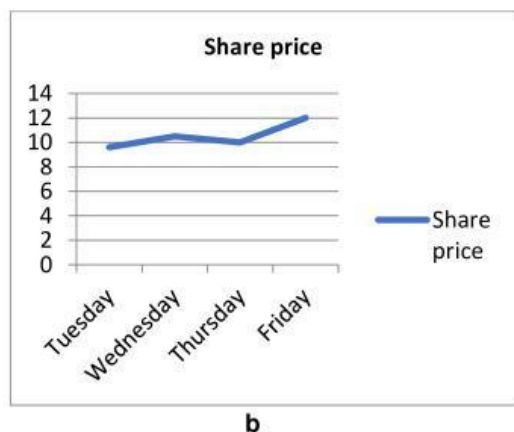
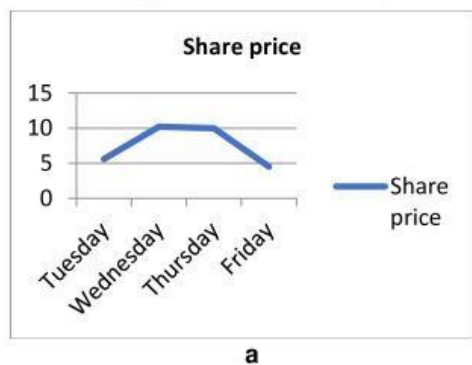
- B: <sup>1</sup>..... you like me to go through it with you?
- A: Thanks for offering but I think I can <sup>2</sup>..... I'll read it again and then I'll understand it.
- B: Okay. But would you <sup>3</sup>..... helping me with these files? I can't find them in the system.
- A: Of course. They've changed the numbering, that's why you can't find them. Let me give you a <sup>4</sup>..... There you are.
- B: Thanks for that. I really <sup>5</sup>..... it.

4. You will hear eight short recordings twice. For questions 1–8 choose the correct option.

1 Which food product is the company going to launch?



2 What happened to the share price last week?



**3** What kind of staff is the company going to recruit?



**a**



**b**



**c**

**4** What percentage of sales was in India?

- a** 5%
- b** 15%
- c** 35%

**5** What is the woman going to do?

- a** write a job description
- b** complete a job application
- c** design a job advertisement

**6** What must the new employee do now?

- a** learn about company procedures
- b** have a meeting with her boss
- c** go to the HR office immediately

**7** Which factor caused problems for the company?

- a** new regulations
- b** economic problems
- c** weather conditions

**8** What does the man want to do?

- a** train existing UK call centre staff
- b** recruit more staff for UK call centre
- c** have a call centre in another country

**5.** Listen to a part of a radio interview with Flavio Petrozzi about his export consultancy business. Choose the correct answer a, b or c.

**1** The export consultancy can

- a** help to set up new companies.
- b** improve management skills.
- c** help new and existing exporters.

**2** Mr Petrozzi's consultants

- a** have a great deal of export experience.
- b** know a lot about being successful.
- c** like working in other countries.

**3** Mr Petrozzi says that exporting for the first time can be

- a** exciting.
- b** scary.
- c** costly.

**4** What is the first thing a consultant will look at?

- a** product research
- b** target markets
- c** costs and finances

**5** Mr Petrozzi says planning

- a** is generally very expensive.
- b** succeeds if it is comprehensive.
- c** helps a company avoid errors.

**6** What does Mr Petrozzi say about customers today?

- a** They want the sales offices and warehouses in their country.
- b** They need customer services in their own country.
- c** They expect to receive their orders quickly.

**7** What does he say about export paperwork?

- a** The consultants will organise all that.
- b** Constant updating of systems is important.
- c** It costs a lot to get all the necessary documents