Business English Programs 2

FINAL TEST

Name : .....

PART 1. READING, VOCABULARIES & EXPRESSIONS

1. Read this extract from an interview and choose the best word in *italics*

A So what do you do to [1] *attract / encourage / make* customer loyalty?
B We have a [2] *loyalty / fidelity / company* card which we distribute free to all our customers. Every time they buy something, they win points and can get free gifts. It's the best way of getting [3] *again / comeback / repeat* business.
A And do you have an [4] *online / offline / outline* shopping service?
B Yes, we do. And we also use our website to [5] *lead / conduct / have* surveys of customer opinion.
A And how do you [6] *deal / treat / do* with customer complaints?
B Well, in all our stores we have a special customer service desk. But we also have a call [7] *reception / line / centre* which customers can phone when they have a problem.
A So customer service is very important to you?
B Yes, absolutely vital. We want to be sure that we can [8] *meet / respond / accept* the needs of our customers month after month, year after year.

2. Complete these sentences with the sentences from the box, as in the example

1 There was a sales assistant there to *advise* me on the best computer to choose.
2 If customers want to ..... about our service, thay can call our hotline.
3 Thanks very much for the ..... to your product launch.
4 I'm not at all ..... with the performance of my new car.
5 If you stay ..... to the same supplier, you can often negotiate better conditions.
6 They refused to ..... me the money for my watch; they just offered to repair it.
7 The information we get from online surveys allows us to ..... our offer of goods and services to our customers.
8 I think we ..... a new product to improve our sales.

Personalize	satisfied	refund	need
Loyal	invitation	complain	~~advise~~

LIVEWORKSHEETS

3. Read this text and decide if the statements below are true (T) or false (F)

TRUSTING THE CUSTOMER



Robert Ritchie's hi-fi business wowed the customer with its trust in the customer and Robert's own enthusiasm.

Robert Ritchie, who sells hi-fi equipment in Angus, Scotland, has been nominated for a 'Wow' award by David Robb. Here's what David had to say:

'I went to the shop on a Saturday looking for some new hi-fi speakers, and hoping to arrange a home demonstration in the next week or two. Not only were they extremely helpful (lots of time taken, coffee provided, etc.), but I went home with two pairs of brand-new speakers, worth over a thousand pounds, to try out, and with no pressure to return them quickly. They did not know me, and refused to accept the deposit I offered.

'This was followed by a visit from Mr Ritchie early on Sunday evening. This was extremely useful in helping me to decide which speaker was best for my room. I still needed time to decide, however, and was allowed to keep them longer with no specific date for their return. I eventually contacted them on Tuesday. They told me to keep the two unwanted speakers until they were next in my area. However, I took them back to the shop on the Wednesday, and paid for the two I had bought. Not only did I get another coffee, but had another hour's relaxed chat with Mr Ritchie, and a demonstration of some equipment which was much too expensive for me but fun to listen to. I left the shop with the feeling that I wasn't a customer, but a friend.

'I told my story on the email forum of a well-known hi-fi manufacturer, and within the hour four or five other messages came in describing similar experiences, over many years, which other people had had with the same Mr Ritchie. The general feeling was that he is the best hi-fi dealer in Scotland.'

1 David Robb took home four speakers. .....
2 He gave the speakers back on the following Monday. .....
3 David visited Mr Ritchie's house. .....
4 Mr Ritchie gave David some more advice on Sunday. .....
5 David bought two pairs of speakers. .....
6 When David returned to the shop, Mr Ritchie gave him another coffee. .....
7 David bought some other more expensive equipment. .....
8 David saw emails from other satisfied customers of Mr Ritchie. .....

LIVEWORKSHEETS

PART 2. GRAMMAR & STRUCTURE

1. **Look at the information in this table and decide if the sentences below are true (T) or false (F). Then, correct the false sentence, as in example**

COUNTRY	TV (PER 100 HOMES)	TELEPHONES (PER 100 PEOPLE)	COST OF LIVING INDEX (USA = 100)	LIFE EXPECTANCY (IN YEARS)	TOBACCO / CIGARETTES PERSON / DAY
Argentina	87.1	20.5	93	72.9	N/A
France	95.7	58.3	117	78.1	N/A
Germany	96.8	56.6	97	77.2	4.6
Italy	94.2	45.6	86	78.2	4.2
Japan	99.3	49.4	138	80.0	7.6
Poland	97.0	22.0	61	72.5	6.4
Spain	87.0	41.7	86	78.0	5.4
UK	98.2	54.9	113	77.2	N/A
USA	98.1	67.7	100	76.7	4.9

1 Japan has a higher number of TVs than the USA. *T*
2 France has fewer telephones than Spain. *F – more telephones*
3 Life is cheaper in the UK than in Argentina. .....
4 The French have longer lives than the Spanish. .....
5 The Americans smoke more cigarettes than the Polish. .....
6 TV seems less popular in the north of Europe than in the south. .....
7 Italy has a lower number of telephones than Germany. .....
8 The cost of living is much higher in Argentina than in Japan. .....
9 The Japanese have a better life expectancy than the British. .....
10 The Germans smoke more tobacco than the Spanish. .....

2. **Look at the table again. Choose a word from this list to complete the sentences below. Put each word in the appropriate (superlative) form, as in the example.**

~~high~~	good	healthy	few	expensive
bad	low	cheap	big	

1 Japan has *the highest* number of TVs per 100 homes, and Spain has ..... .
2 The USA has the most telephones per 100 people, and Argentina has ..... .
3 Poland is ..... country to live in, and Japan is ..... .
4 Japan has ..... life expectancy of the nine countries, and Poland has ..... .
5 The Japanese are ..... smokers of the six countries mentioned.
6 The Italians are perhaps ....., because they don't smoke as much as the other five countries mentioned.

LIVEWORKSHEETS

PART 3. LISTENING

1. **Listen to these situations and choose the best suggestion below for each one.**

a Why don't you call your doctor and get an appointment? .....
b Why don't we all go away together one weekend and have some fun? .....
c I haven't got much money. Let's just have a sandwich in the canteen. .....
d How about asking for a pay rise? .....
e Let's get the newspapers and see if there are any interesting vacancies. .....
f I think we should advertise it on the website. .....
g Why don't we find another one? How about looking in Yellow Pages? .....
h How about getting a bilingual secretary? .....

2. **Listen to this presentation about Wrigleys and complete the missing information**

1891 William Wrigley Jr arrives in Chicago and sells [1]..... and baking powder, and offers chewing gum free as an incentive.

1892 Sees that chewing gum is a better product and starts selling it under his own name.

1893 Launches [2].....

1910 Opens production facilities in [3]..... followed by Australia in 1915.

[4]..... Company begins construction of Wrigley Building.

1939 First appearance of [5]..... as an advertising idea.

1944 All Wrigley chewing gum stocks sold to the [6]..... .

1991 Start of factory in Guangzhou, [7].....

1999 New factory in St Petersburg.

2002 US total sales of chewing gum reach [8]..... – [9]..... sticks per person / year. Wrigley has about [10]..... % of this market.



LIVEWORKSHEETS