Progress Test Group IV

You have 1,5 hrs to complete this test.

LINGUS
KALBU MOKYKLA

1. Complete each paragraph by using the verbs in boxed in Past Simple.

have say begin introduce open

In 1985 Simon Bell _____ his computer business at the University of Southampton. In 1987 his company _____ the Z5000 machine which the magazine PC Journal _____ 'may become the next industry benchmark'. The following year he _____ an office in the United States and soon _____ offices in 28 countries.

amount decide employ run

In 1989, Bell _____ public. By now the firm _____ 750 people and sales _____to over $159 million. Then two years later employees _____ to celebrate 1st of April by hanging a giant inflatable banana outside the company headquarters, the first of many publicity stunts. On another occasion the CEO _____ the London marathon.

set up launch total offer

In 1992 Bell _____ free installation of applications software as a standard option an in 1993 _____ the low-priced Explorer PCs, one of the most highly praised systems in the industry. In 1996 Bell _____ an Internet computer store, through his website www.bell.com. Last year sales _____ more than $10 million a day.

2. Read the following text and answer the questions.

THE CONVERSATION

The Ikea effect

How Ingvar Kamprad's company changed the way we shop

On January 27 2018, Ingvar Kamprad, who started Ikea as a teenager, died at the age of 91. Starting with stationery and stockings, he had built one of the world's biggest furniture companies. And the way he did it has revolutionised how retailers operate.

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There are two features of modern life that we have Ikea to thank for: flat-pack furniture and a shop layout that gets you buying more of its products than you initially intended to. Both are principles that a number of other companies have copied. Ikea first brought out its flat-pack furniture in the 1950s. Whether you love or hate this concept, it was a stroke of genius and an effective way of making customers value the brand. There are the obvious aspects of cost and the practicality of shipping. But flat-pack furniture also has an important subconscious influence on consumers.

When Ikea stopped selling furniture that was already assembled, it was probably unaware of how this influence its consumers. Scientists have since managed to identify exactly why consumers simply can't get enough of building their own furniture. The act of touching products while assembling the furniture can increase your perceived value of the product. In addition, the more effort a consumer has to put into building something the more they like it – a winning formula.

Tests have shown that the actual act of putting something together (so that it becomes a complete object) generates a much more positive perception of that object than purchasing it in a completed form. This is known as the Ikea effect. Furthermore, touch itself is associated with emotion. This means that when we touch something, the emotive part of our brain is activated and we experience a close connection with the product. Touch creates feelings of ownership and increases the perceived value of items. We feel proud of our achievement and experience feelings of being closely connected to the assembled item.

The layout of the Ikea stores has also paved the way for a more creative way of thinking about how to guide shoppers. If you have ever visited one of its huge warehouse stores, you may have gone in thinking you were only buying a few items, to find yourself coming out of the store with a trolley full of things. This is because of its circular design and one way system.

This design means you often can't see what is coming next and fear you'll miss something you need if you don't continue all the way along the path. There are potential escape points throughout the store, but that would mean that you will miss several sections. Consumers are rarely prepared to take that risk.

Because you know it may be tricky to go back for a particular item later on, you want to pick it up when you see it and put it in your big trolley. This ensures that the customer touches the product, which in turn again generates a psychological sense of ownership and decreases the chance that it will be put down before you get to the tills.

The fact that you can't see around the next corner also creates a sense of mystery. Environments perceived to be mysterious usually generate a stronger liking and so encourage shoppers to keep walking through the store. And the more you do this, the more likely you are to buy something – especially all the smaller items on display such

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as candles, napkins and picture frames as they seem cheap compared to the larger more expensive items.

Ikea's creative ability to influence the subconscious of consumers is undoubtedly a big part of its success – and also why it's been copied by many other companies. Even though Ingvar Kamprad is no longer with us, Ikea has inherited from him a way of thinking outside of the box to communicate with consumers. It will be interesting to see what follows next.

1. How has Ikea revolutionised retail? How is different from other furniture stores?

2. What strategies does Ikea use to make shopping more interesting? Name at least 3:
   1)
   2)
   3)

3. Do you agree that Ikea has a certain charm to its brand? Why/why not?

3. Look at the paired sentences below. Math each one with situation a) or b).

1. Inflation has fallen by 1%.
   Inflation fell by 1%

A
B

a) Two years ago it was 4%, last year it was 3%.
b) Last month it was 4%. This year it is 3%

2. I think I've lost the file.
   Sorry, I lost the file.

a) I can't find the file. I wonder where I put it?
b) The file has gone and I'll never find it.

3. Has Jane called this morning?
   Did Jane call this morning?

a) Jane promised to call this morning. It's 11 am.
b) Jane promised to call this morning. It's 2pm.

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4. Sales improved.
   Sales have improved.

a) Last year sales were poor. This year they are better.
b) Sales were poor initially, a year later they were better.

5. How long have you worked here?
   When did you start working here?

a) In 1999.
b) Since 1999.

4. Complete the sentences by putting the verbs in brackets into either present simple, past simple or present perfect.

1. The company is doing very well. Last year sales _____*went up*_____(go up) by 15%, so far this year they _____*have gone up*_____(go up) another 12%.

2. We _____ (operate) all over Latin America. Recently we _____ (set up) branches in Peru and Ecuador.

3. This _____ (not look) like the right block. Are you sure we _____ (come) to the right address?

4. _____ (you/see) my laptop? I'm sure I _____ (leave) it here earlier.

5. I _____ (just/met) Andrew from Sales. _____ (you/know) him?

6. I _____ (never/speak) to him, but I _____ (speak) to his assistant on the phone yesterday.

7. I _____ (work) for WorldCom now – I _____ (be) there for more than five years.

8. I _____ (work) for WorldCom since last year, but now I _____ (want) to change jobs. _____ (you/hear) of any vacancies?

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5. Choose the correct option in each dialogue:

1. A: Are you free next Tuesday morning?
   B: Sorry, *I'll have/I'm having* a meeting with Sue.
   A: Oh right. What about Thursday?

2. A: What are your plans for next year?
   B: *We'll open/We're going to open* a new factory in Hungary.

3. A: What do you think about the new marketing campaign?
   B: I think *it will probably succeed/it's probably succeeding.*

4. A: What about tomorrow at about 5.30?
   B: OK, *I'll see you then/I'm seeing you then.*

5. A. So, as you can see, I've been thinking about this problem quite a lot.
   B: Yes, I see. So *what are you going to do/what are you doing*?

6. A: It would be nice to meet next week.
   B: Yes, it would. *Are you doing anything / Will you do anything* on Wednesday?

6. Listening exercise: Great Business Rivalries. Listen to each part two times. PART 1: Listen to the description of McDonalds. Fill in the missing information:

Company	McDonald's
Headquarters	Oak Brook, Illinois
Founder(s)	1. Richard and Maurice _____
Year founded	2. _____
Employees (2015)	420,000
Number of locations (2016)	3. _____
Turnover (2015)	US$ 25 billion

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PART 2: Listen to the description of Burger King. Fill in the gaps:

Company	Burger King (formerly Insta-Burger King)
Headquarters	4. _____
Founder(s)	David Edgerton and James McLamore
Year founded	1954
Employees (2015)	5. _____
Number of locations (2016)	15,243
Turnover (2015)	6. _____ US$

PART 3: Now listen to the 3rd file talking about their business rivalry and answer the questions below:

1. How long have McDonald's and Burger King been rivals for?

2. Why did Burger King sell a bigger burger than McDonalds?

3. Why did the 'burger wars' start?

4. Which other fast food chain has been involved in the 'burger wars'?

5. Why did the 'burger wars' make a comeback?

6. What was the joint McDonald's/Burger King burger going to be called?

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7. Complete the sentences and decide which type of Conditional Sentence it is.

1) If I ___*had*___ (have) lots of money, I would sail round the world. _*2*__

2) If my sister _____ (see) this puppy, she would love it. ____

3) If I _____ (pack) the suitcases myself, I wouldn't have left my swimsuit. ____

4) We _____ (sit) in the garden if the weather is nicer. ____

5) _____ (Fred / be) bored if you take him to the opera? ____

6) I _____ (wait) for you outside the cinema if I arrive early. ____

7) Val and Cherie would move if they _____ (can / find) a better house. ____

8) I _____ (tell) him my name if he asked. ____

9) If the children want to go to the zoo, _____ (Dad /take) them? ____

10) If the weather _____ (be) nice, I cycle to work. ____

11) They wouldn't believe him if he _____ (tell) them the truth. ____

12) She will be upset if her best friend _____ (not / come) to her wedding. ____

8. Complete the gaps with suitable tenses. Use any tense appropriate.

Mary _____ (be) one of 185 passengers on a today's flight to Warsaw. She _____ (wait) a long time for this day. Mary _____ (travel) a lot in her life. When she _____ (be) a child, she _____ (fly) around a lot, because her father _____ (be) a diplomat and every few years the whole family _____ (have) to move to a different country. Her flight _____(take off) at 3 o'clock and _____ (land) at 5.15. She _____ (not/be) nervous about the flight. But she _____ (be) nervous about what _____ (wait) for her in Poland.

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