

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.