

MIDTERM TEST

PART A: LISTENING

Task 1: Listen and fill in the table with NO MORE THAN TWO WORDS OR A NUMBER

Name	(1) _____
Type of business	staff development (2) _____
Founded year	(3) _____
Name of managing director	(4) _____
Number of employees (up to now)	(5) _____

Task 2: Listen to a woman talking about her company on the radio.

A. Decide if the statements are true (T) or false (F).

1. Cynthia is used to being on the radio.
2. Cynthia will talk about how to start her own business.
3. Cynthia's knitwear became the famous, top-selling brand.

B. Listen again and choose the correct option.

4. *Why is the company name not really appropriate now?*
 - a. None of the clothes are made from wool.
 - b. The clothes are made from several different materials.
 - c. Most of the clothes are made from cotton.
 - d. The clothes are for all seasons.
5. *How did Cynthia feel about her early business?*
 - a. She was surprised at its success.
 - b. She enjoyed her popularity.
 - c. She was overwhelmed by the amount of orders she was receiving.
 - d. She was disappointed.
6. *The Woolly brand sells itself because*
 - a. the garments are expensive
 - b. the garments are unique.
 - c. the garments are only made from good quality materials.
 - d. a well-known celebrity advertises them.
7. *Which country outside Britain did she first sell her clothes to?*

- a. France
- b. Germany
- c. USA
- d. Denmark

8. *When did she first realise the importance of brand loyalty?*

- a. From the beginning.
- b. When she got mail from different countries.
- c. When clients began to order tops in advance.
- d. When customers wrote to her personally.

9. *Now her problem is that*

- a. she doesn't speak any Asian languages.
- b. she needs to employ more people.
- c. she needs to find reliable sales people.
- d. she needs a translating program for Asian languages.

10. *What is her main focus for the future?*

- a. to work on new designs and materials
- b. to expand into warmer markets
- c. to retire
- d. to learn another language quickly

Task 3: Listen to extracts from 3 different presentations and answer the questions with NO MORE THAN THREE WORDS AND/OR A NUMBER.

Talk 1:

1. How many parts is Stephanie's presentation divided into?

Talk 2:

2. What strategy did the speaker finish talking about?
3. Besides the Far East, where do they want to operate their business most?

Talk 3:

4. How is the future for graduates?
5. What can graduates ask the careers center for?

Task 4: Listen to how the presenters talk about the purpose of their talks and do the following tasks.

1: Answer the questions with NO MORE THAN THREE WORDS.

1. What department does Peter Collins work in?
2. What did Peter Collins get from users?
3. How are the set-up instructions?
4. What is the purpose of the talk?

2: Fill in the blanks with ONE WORD ONLY.

5. The topic of the presentation is how (5) _____ impacted the insurance industry and its (6.) _____ is to provide the audience with information on the huge changes in the insurance market in the last few months.

3: Listen and fill in the table WITH NO MORE THAN THREE WORDS

Topic	introduction of (7) _____
Reason	Be not the fullest order books
Purpose	Show the audience how they could (8) _____

PART B: READING

Reading 1:

How can social networking sites help companies?

1 Facebook and MySpace are *popular social networking sites on the Internet. Millions of people visit these websites and they make millions of dollars from advertising. People use social networking sites to make friends and now some businesses are asking employees to use them for work. For example, the company *Serena Software* employs nearly 1,000 people. Everyone reads the company news on Facebook and the site also helps internal communication because *Serena Software* employees work in different parts of the world. So one employee in California can quickly contact another in the Sydney office and build a closer working relationship. The company also believes they can *create better teams between the twenty nine offices in fourteen different countries by using social networking sites.

2 Social networking sites are good for your profits because you can *network with clients and tell them about new products.

Human Resources *departments also use the sites to help them find out about new employees and recruit them. The sites can also allow more employees to work from home or from any location. Some companies also have lower travel costs because they use the sites for international meetings.

3 Not all companies want employees to visit these sites for two reasons. Firstly, employees might contact friends and plan their social lives during working hours. Secondly, many companies believe there are security problems – you can get computer viruses from the sites and you might not want all your company information available for everyone to read online. But many businesses now believe there are more advantages than disadvantages. As one business owner said, 'If you don't understand the importance of social networking in the business world today, you won't have a business in the future'.

Glossary

*create = make something new

*departments = parts of a company / organization

*network = meet and talk with other business people

*popular = liked by many people

2 Read the text quickly. Which paragraph of the text (1–3) describes

- a two disadvantages? _____
- b how a company uses a social networking site? _____
- c more advantages? _____

3 Read paragraph 1 of the text again and answer questions 1–3.

- 1 What do millions of people visit?
- 2 Why do people use social networking sites?
- 3 How many employees does *Serena Software* have?

4 Paragraph 2 describes the advantages of social networking sites. Number advantages a–e in the order you read about them.

- a increase profits 1
- b online meetings _____
- c advertise new products _____
- d working from home _____
- e employ new people _____

5 Work with a partner and decide what the underlined words in the text refer to? Tick ✓ a or b.

- 1 *they* in paragraph 1
 - a Facebook and MySpace
 - b millions of people
- 2 *them* in paragraph 1
 - a social networking sites
 - b businesses
- 3 *another* in paragraph 1
 - a website
 - b employee
- 4 *them* in paragraph 2
 - a employees
 - b clients
- 5 *they* in paragraph 2
 - a companies
 - b Human Resources departments

6 Complete sentences 1–7 with the verbs in the list. Look back at the text to help you if necessary.

make visit tell read make network recruit

- 1 I often _____ this website because it has lots of useful information.
- 2 Social networking sites are a good way to _____ new business contacts.
- 3 We only _____ new employees with good qualifications.
- 4 Did you _____ the newspaper this morning?
- 5 How much money does the company _____ a year?
- 6 Did you _____ Ryan about the meeting this afternoon?
- 7 I always go to this conference because I can _____ with new clients.

Reading 2: Read the article and choose the correct answer a, b or c.

From small beginnings to world domination

It may surprise you to learn that small businesses across the world are driving the

- 1 In the first paragraph we learn
 - a that small businesses have a major problem.
 - b the success of global business is not surprising.

global economy. Technology is of course a major reason for this. Without the internet, small companies would not be able to access distant markets as easily as they now can. Is this the only reason people are setting up their own businesses today? Although it's a major one, larger and more traditional companies are also using technology to replace employees, who are then forced to find other work. Equally, fewer people want to work for large corporations these days. Instead, they are taking advantage of technological innovations on their own.

Many of today's global brands began life in a garage. ICBelStyle.com is an example of how technology can help people to start their own business in this way. Irene Coulter is the young businesswoman who started the brand three years ago; initially, she was selling people's unwanted accessories online: bags, shoes, belts and jewellery. Her unusual taste and style attracted many local people who asked if she had any more similar items.

Realising that there was a market here, Irene left her job and travelled the world for a few months sourcing original designs and items. She then came back and turned her garage into a stock room.

'I had no idea what was going to happen,' she says. 'I just enjoyed looking for the unusual and people liked what I was selling. In the first three months, I'd covered my costs and was making a good profit. I now specialise in hand-made goods from around the world and customised accessories.'

Going global was not easy for Irene, who was pretty scared at first. She was so scared, in fact, that she refused orders from other countries. Luckily, an accountant friend from university gave her the confidence to sort out the financial and legal side of her business. She now has local offices in America, Australia, India, China and Europe.

'The best piece of advice anyone gave me was to make sure that I scheduled thinking time into my working day,' says Irene. 'When you work for yourself, you work as hard as you can and end up doing everything and feel guilty if you stop. So, for half an hour every day, you should

c how important small businesses are in the global economy.

2 People may set up their own business because
a they do not like working for large companies.
b traditional companies are slow to use technology.

c there are many opportunities to work for themselves.

3 How did Irene start ICBelStyle.com?

a by making accessories in her garage
b by selling some unwanted items online
c by making jewellery for local people

4 What happened after her first sales?

a She built a garage to store her stock.
b She was asked to leave her job.
c She looked for new supplies.

5 What does she say about setting up the business?

a She knew what to expect.
b The first few months were profitable.
c It is unusual to be successful so quickly.

6 How did Irene feel about going global initially?

a She didn't have the confidence.
b She was really excited.
c It was not as difficult as she thought.

7 What was the best advice she got?

a Don't do everything yourself.
b to plan every day carefully
c to make time for thinking

take time out to get an overview of the business and allow new ideas to take shape.'

Reading 3:

Questions 1-3 refer to the following job advertisement

ADMINISTRATIVE ASSISTANT

Position Summary: Naidu Rai Electronics, one of the world's leading manufacturers in the telecommunications industry, is seeking a full-time administrative assistant in our Jaipur office.

Responsibilities:

1. Provide administrative support for members of the product design team, including travel and expense reports.
2. Schedule appointments with prospective clients and designers
3. Maintain files, process documents, and compile reports

Required Qualifications/ Education:

Senior school certificate mandatory; business school certification preferred

Skills

1. Strong interpersonal skills
2. Strong organizational and planning skills
3. Software proficiency

To be considered, email your resume and cover letter to s.mohta@naidurailec.in; candidates selected for an interview will be required to take a basic software proficiency test.

1. What is indicated about the job?

- A. It involves working with product designers.
- B. It requires frequent travel.
- C. It is a temporary position.
- D. It has been available for several months.

2. According to the advertisement, what must a person do to apply?

- A. Provide a client list
- B. Forward school transcripts
- C. Submit a resume
- D. Send a reference letter

3. What will an applicant do at interview?

- A. Answer a telephone call
- B. Take a computer test
- C. Submit a writing sample
- D. Compile a report

Questions 4-5 refer to the following memo.

MEMO

To: All Eastland Regional Hospital Staff

From: Patrick Menzales

Date: February 1

Subject: Referrals

Eastland Regional Hospital is planning to hire more registered nurses, X-ray technicians, and cafeteria and housekeeping staff. We will be holding a hiring and information event on Wednesday, February 27, from 2 p.m. to 5 p.m. in the Winker Auditorium. If you have friends or family interested in working here, this is a great opportunity for them to find out about open positions. There is no fee for entry. It is not necessary to make an appointment. As a valued employee, you will receive a bonus if you refer a candidate who is hired and whose employment lasts at least three months. Ask the candidate to include your name on the application in the space labeled “referred by”. The bonus will be added to your paycheck.

Please contact me if you have any questions.

4. *What is indicated about the hiring and information event?*

- A. It will be held in the cafeteria
- B. An admission fee will be charged
- C. It will take place in the afternoon.
- D. Attendees will be asked to register in advance.

5. *What does Mr. Menzales encourage employees to do?*

- A. Volunteer to lead a project
- B. Refer applicants for employment
- C. Earn a bonus by working overtime
- D. Apply for a better-paying position

Questions 6-7 refer to the following text message chain.

Eric Ozawa (12:06 p.m.)

Hi Kara. I wanted to let you know that my train is going to be late.

Kara Murato (12:10 p.m.)

Oh, that's too bad. Will you make it to the 3:00 meeting?

Eric Ozawa (12:11 p.m.)

I'm not sure. The conductor thinks it will be at least another hour before we leave.

Kara Murato (12:12 p.m.)

Should we postpone the meeting?

Eric Ozawa (12:14 p.m.)

I think you should get started. The plans for the new hospital wing are on my desk. You know everything about the changes to the original design. You can call me if the client has any questions that you are unable to answer.

Kara Murato (12:15 p.m.)

Sounds good. Let me know when you have an update on your arrival time.

Eric Ozawa (12:16 p.m.)

Sure. Thanks

6. *Why does Mr. Ozawa contact Ms. Murato?*

- A. To introduce her to a new client
- B. To inform her of a delay

- C. To ask her to book a train ticket
- D. To thank her for changing a project's deadline

7. At 12:15 p.m., what does Ms. Murato most likely mean when she writes, "Sounds good"?

- A. She will contact Mr. Ozawa if she has questions.
- B. She will attend a meeting by phone.
- C. She will drive Mr. Ozawa to the station.
- D. She will reschedule a consultation.

Questions 8 to 10 refer to the following email

To: Hien Pham hpham@ngoc.com

From: Therasa Griffin tgriffis@throngsoftware.com

Subject: Information

Date: September 20

Dear Mr. Pham,

Welcome to Throng Software. We are pleased that you are joining the company. On your first day of work, Monday, October 3, please report to building 14 at 8:45 a.m. You can check in at the front desk, where you will be given a temporary ID badge. I will meet you there, show you to your office, and then take you on a tour of the building to introduce you to your colleagues. You will then go to Information Technology (IT) to receive your laptop, passwords and security information. When you are finished, someone will guide you to Human Resources in building 12 so you can fill out payroll and benefits forms.

Please join me and several colleagues at 11:30 a.m. We will take you to one of our favorite restaurants near the office. The rest of the afternoon will be free for you to get settled into your office and review the information you receive during the day. I will stop by your office later in the day to make sure you know where all the office equipment is.

I look forward to seeing you then.

Sincerely,

Theresa Griffin Human Resources, Throng Software

8. What will happen on October 3?

- A. New laptops will be issued to employees.
- B. A luncheon will be held in the cafeteria.
- C. Tours of a renovated building will be given.
- D. A new employee will start work.

9. The word "rest" in paragraph 2, line 2, is closest in meaning to

- A. majority
- B. remainder
- C. break
- D. purpose

10. What will Mr. Pham do in the afternoon?

- A. test some equipment
- B. visit Ms. Griffin's office
- C. Review some project proposals
- D. Learn where equipment is located

Questions 11-15 refer to the following review and letter.

Calbo Cuts

My visit to Calbo Cuts as a first-time customer was disappointing. When I arrived, the sign on the door said "Walk-ins welcome," but the receptionist bluntly told me that I would need to wait about an hour for my haircut, even though only one other customer was in the shop and three stylists were there. The quality of the work was fine; the haircut was fairly priced at just \$15, and I was happy with my standard men's cut. The stylist, though, cut my hair without saying a word. I understand that not everyone likes to make small talk, but I found my stylist's total silence to be rude. When she finished my haircut, she removed the haircutting cape without even offering to blow-dry my hair.

Martin Silver, Bishopville

Calbo Cuts. 678 Seventh Street. Lamar, South Carolina. 29069

Martin Silver

51 Oak Street Bishopville, South Carolina 29010

Dear Mr. Silver,

Thank you for taking the time to leave us a review. We always try to provide the best service available. If you feel that any of our staff were unaccommodating or unprofessional, then I would like to hear more details regarding your complaint. Feel free to call me directly at 803-555-0110. At Calbo Cuts, we are serious about earning your continued business. I would be happy to schedule an appointment for you for a haircut and blow-dry with Marissa Loper, as I believe she can provide you with the haircut experience you are looking for. In addition, on your next visit to Calbo Cuts, we would like to offer you a complimentary bottle of our all-natural shampoo, one of our best-selling products. We hope you will come back to Calbo Cuts in the future whenever you need a trim.

Best regards,

Jenna Makowski

Jenna Makowski

Owner, Calbo Cuts

11. According to the review, what is suggested about Mr. Silver?

- A. He was late for an appointment.
- B. He did not ask for a standard haircut.
- C. He has been to Calbo Co Cuts only once.
- D. He did not see a sign on the door.

12. What aspect of his experience at Calbo Cuts disappointed Mr. Silver?

- A. The price
- B. The location
- C. The shop hours
- D. The customer service

13. Why did Ms. Makowski suggest that Mr. Silver contact her?

- A. To change an appointment
- B. To provide additional details

- C. To arrange a personal meeting
- D. To update contact information

14. *What is suggested about Ms. Lopez?*

- A. She takes a full hour to give a haircut.
- B. She does not accept walk-in customers.
- C. She is now the most popular stylist.
- D. She enjoys talking to customers

15. *What will Mr. Silver receive for free on his next visit to Calbo Cuts?*

- A. A bottle of shampoo
- B. A haircut
- C. A blow-dry
- D. A new product

PART C: WRITING

Writing 1:

You work in a travel agency in your city. Read this part of an email enquiry you receive from David Brown, a business client of yours in London. What three things does he say are important?

To: George@travelcity
From: David Brown

I have an enquiry which I hope you can help me with. Next month, I'm coming to your city on a sales trip. Can you tell me about two or three hotels where I could stay? I'm only coming for three days, and I'll be very busy, so somewhere central would be good. I hope I can invite clients to meet me at the hotel. I also hope to do a little shopping before I leave.

I look forward to hearing from you.

Yours sincerely

David

a Look at the reply to David Brown's enquiry from a travel agent called George. Put the lines into the correct order.

1 2
3 4
5 6
7 8
9

b Write a reply to David Brown (between 60–80 words) using the information about hotels from your notes in 1b.

a enquiry. Our city has several good hotels – but not many of them

b George

c centre. The Prince Hotel is also very good, and offers many business

d Yours sincerely

e Thank you for your message. I'll be glad to try and help with your

f main shopping area of the city. I think the Prince is a better hotel.

g Dear David

h are in the centre. The Park Hotel is very good, and includes a shopping

i services, including some comfortable meeting rooms. It's also near the

Writing 2:

Look at part of a letter you receive from Carl, who is going to visit your country soon.

I also want to ask you for some advice. As this is my first trip to your country, I am not sure about the culture.

What should I do when I meet people? Do you kiss? What do you say? Are there topics I shouldn't talk about?

I'd like to know about eating habits as well. What time do you usually have lunch and dinner? If I'm invited to somebody's house, what present should I take?

2

a Read this letter.
Does it contain
the same ideas
as you had in
1 above?

Dear Carl

I'm happy to confirm that all the arrangements are complete. I'm looking forward to your visit.

Regarding your questions about culture, the first point I'll tell you about is greetings. People here don't usually kiss if they don't know each other very well. Shaking hands is usual, and saying 'How do you do?' The answer to this is the same – 'How do you do?'

Secondly, you ask about topics of conversation. It's probably best not to talk about politics or religion. Also, we don't usually discuss each other's salaries.

Finally, there's the question of eating habits. Of course, people have different habits. Generally speaking, lunch is eaten between 12 and 1pm, and dinner between 7 and 8pm. If you're invited to somebody's house for dinner, you should take a bottle of wine and perhaps some flowers.

Anyway, I look forward to seeing you soon.

With best wishes

b Write your reply to Carl (between 60–80 words) using the phrases below and your notes in 1 above.

Regarding your questions about ...

The first point ...

Secondly, ...

Also, ...

Generally speaking, ...

Finally, ...