

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 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: ¹ Do I have / Should I take notes?

A: No, you ² 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 ³ have / should to show the reception staff your security badge. You really ⁴ don't have / mustn't forget it or they won't let you into the building. And once you're in the building, you ⁵ have / must keep the badge with you at all times.

B: Right, so basically I ⁶ 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 ⁷ should / do I have I do if I lose my badge?

A: Tell your manager, but if you think someone has taken it, you ⁸ must / have to report it to the head of security immediately.

B: Oh, dear. I'll ⁹ have to / should be very careful with it then.

A: Yes, you ¹⁰ 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: ¹ you like me to go through it with you?

A: Thanks for offering but I think I can ² I'll read it again and then I'll understand it.

B: Okay. But would you ³ 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 ⁴ There you are.

B: Thanks for that. I really ⁵ 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?

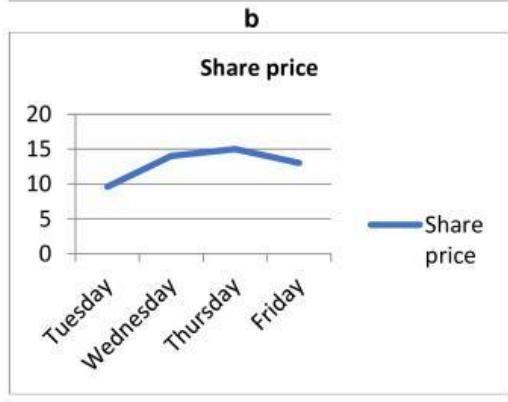
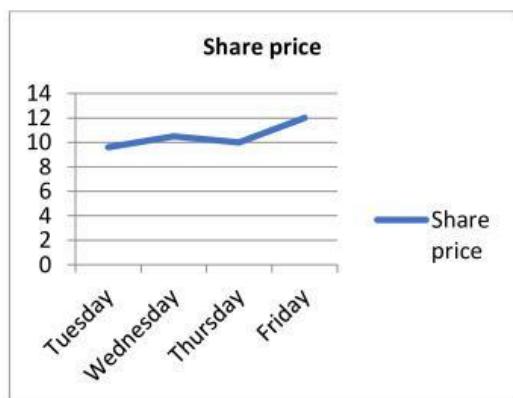
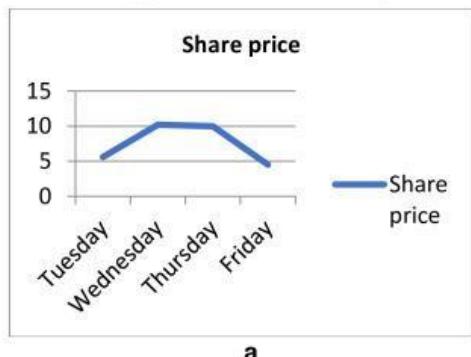


a

b

3

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