

## Test 4

### 1 Choose the correct option a, b or c.

As a result of the fast <sup>1</sup>..... the company is enjoying, we are looking for new markets. One of our main <sup>2</sup>..... territories for next year is China. We need to create a new marketing <sup>3</sup>..... which takes local <sup>4</sup>..... into account. We have seen many <sup>5</sup>..... brands do badly in that part of the world. This is generally because companies have failed to <sup>6</sup>..... their products and marketing to make their products <sup>7</sup>..... to new customers. It's almost impossible to have a <sup>8</sup>..... policy throughout the world, and successful multinationals are those who have realised this. Product <sup>9</sup>..... is vital for success in the Chinese market. Our production process is very <sup>10</sup>..... so we are able to meet the needs of individual markets quite easily.

- |                 |                  |                 |
|-----------------|------------------|-----------------|
| 1 a growing     | b grown          | c growth        |
| 2 a product     | b target         | c local         |
| 3 a strategy    | b target         | c preference    |
| 4 a preferences | b standards      | c customisation |
| 5 a consumption | b consumable     | c consumer      |
| 6 a specialise  | b adapt          | c appeal        |
| 7 a appealing   | b preferable     | c customised    |
| 8 a customised  | b productive     | c standardised  |
| 9 a consumption | b specialisation | c customisation |
| 10 a adaptable  | b consumable     | c preferable    |

/10

### 2 Complete the second sentence or question so that it means the same as the first. Use the passive.

- 1 They finished the project last week.  
The project ..... last week.
- 2 They paint the goods by hand.  
All the goods ..... by hand.
- 3 We need a lot of money to complete the project.  
A lot of money ..... to complete the project.
- 4 They base their company in Switzerland.  
Their company ..... in Switzerland.
- 5 He founded the company in 2014.  
The company ..... in 2014.
- 6 Did they sell a lot of products last month?  
..... a lot of products ..... last month?
- 7 Did they meet all the targets?  
..... all the targets ..... ?
- 8 They built the factory in six months.  
The factory ..... in six months.
- 9 We require more information.  
More information .....
- 10 They made a big profit last year.  
A big profit ..... last year.

/10

### 3 Write one word which best fits each space.

- 1 That ..... me. I need to make a phone call.
- 2 Before I ....., can we discuss the budget?
- 3 We'll ..... to that later.
- 4 Can we ..... to the next item, please?
- 5 Is this a good ..... to talk about staff?

/5

### 4 Write one word which best fits each space.

- 1 How ..... if we employ two more staff?
- 2 I'm afraid I disagree ..... you.
- 3 That's not a ..... idea. I quite like it.
- 4 I think we ..... listen to what he says.
- 5 I agree ..... building a new factory is necessary.

/5

### 5 Write one word which best fits each space.

<sup>1</sup>..... is to confirm your order for five GH engines at a unit price of €5,000, which we received this morning.  
I can confirm that we will <sup>2</sup>..... the engines to your factory in Riga next Monday.  
<sup>3</sup>..... agreed at our meeting last week, we can give you a discount of five percent providing you pay for the goods on time. We <sup>4</sup>..... our terms and conditions for your records.  
If you have any queries, please do not <sup>5</sup>..... to contact me.

/5

6 [BP\_B1\_Test\_04\_001.mp3] You will hear eight short recordings twice. For questions 1–8 choose the correct answer.

1 Which country is the company planning to target next year?

- a Australia    b India    c South Africa

2 What was the company's biggest problem?

- a finding local experts  
b changing the packaging  
c creating new advertising

3 Why did the man start his own business?

- a Online sales grew surprisingly fast.  
b He lost his job with a design company.  
c His friends wanted him to do it.

4 What size boxes does the man want?

- a 40 x 40 x 30 cm  
b 40 x 40 x 50 cm  
c 40 x 40 x 60 cm

5 What does the woman want to discuss at the meeting?

- a pricing    b reorganisation    c production

6 What do the man and the woman agree on?

- a working hours  
b holidays  
c training

7 Which product did Max order?



a



b



c

8 What was the total price of the order?

US\$14,400

US\$40,400

US\$4,000

a

b

c

/8

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

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