

Section 2: Reading

Read the following three texts. Follow the instructions for each text.

Reading A

Read the text. Then decide if the statements are true or false. Circle *T* (true) or *F* (false).

It's easy to write and send an email. You type it onto a computer screen, press a button and off it goes. But the speed of the process is also a problem, because we don't think a lot about what we write. This can often cause our email messages to be grammatically incorrect, badly organized and full of spelling and typing errors. As a result, the person who receives the email can find it difficult to read and understand. Messages that are hard to understand can cause expensive mistakes if someone makes a decision to spend money based on unclear information. In addition, managers now read hundreds of emails each day, some of which are not relevant to them, and this adds to the stress of their jobs. So perhaps emails are not the simple things we think they are.

- | | | |
|---|--|-------|
| 1 | It doesn't take long to write and send an email. | T / F |
| 2 | Emails usually contain one type of mistake. | T / F |
| 3 | Some emails cause problems which cost a lot of money. | T / F |
| 4 | Every day, managers read a hundred emails. | T / F |
| 5 | Managers' jobs are not as stressful because of emails. | T / F |

Reading B

Read the text. Complete the sentences below with the best word or phrase. Circle the correct letter *a*, *b* or *c*.

A hard sell is often seen as offensive in Japan. Japanese businesspeople may think that you are trying to convince them because your product is no good. It is better to use a low-key sales pitch and give them objective information. Don't say that your product is 'the best on the market'. You are more likely to persuade them if you say, 'We sold more than two million units last year. As you know, our closest competitor sold less than a million.'

The Japanese are not accustomed to aggressive American techniques that use a 'winning' argument to try to persuade people to buy something. Remember that if people find out that you have not been completely honest about your product, they won't believe you in future, and what you say will lose influence.

It may not be essential when it comes to selling your products in Japan or other overseas markets, but it certainly helps if you are aware of the culture in general, not just the business culture. Find out about a country before you go there, and that way you can avoid embarrassing your hosts – and yourself.

Most travel guides give plenty of information on the culture of countries around the world, so there is no excuse for not knowing what is expected of you. And your hosts will like you all the more for it!

- 6 A hard sell is likely to_____Japanese businesspeople.
a upset b convince c please
- 7 Japanese businesspeople prefer_____to general opinions.
a aggressive techniques b persuasive information
c facts and figures
- 8 People will stop believing you_____you tell the truth about your product.
a if b when c unless
- 9 It is_____to know about the culture in overseas markets if you want to sell there.
a useful b necessary c hard
- 10 Your hosts will_____you if you know about their culture.
a embarrass b excuse c appreciate

Reading C

Read the text. Are the statements true or false, according to the text, or is the information not given? Circle *T* (true), *F* (false) or *NI* (no information).

A recent news report tells the story of an anthropologist who discovered a lost tribe in the Amazon. Their way of life had hardly changed since the Stone Age and they had never seen a car or met a foreigner. What shocked the anthropologist most about the natives, however, was not their strange social customs or mysterious religious rituals, but the fact that several of them were wearing Manchester United football shirts!

Whether or not that report is true, what is certain is that Manchester United stopped being just a famous football team several years ago and became a highly successful multinational corporation. The words 'football' and 'club' were actually dropped from the players' badges in 2000 in an effort to strengthen the corporate image. With a successful stock market flotation in 1991 and a current market value of over £1.4 bn, Manchester United is as much a triumph of the media as of great soccer.

'Top clubs have grown on the back of television contracts', says Richard Baldwin of accountants Deloitte and Touche. With this also comes merchandising. Manchester United's megastore stocks 1,500 different items, is constantly packed, and merchandising outlets as far away as Singapore, Hong Kong and Sydney attract thousands of fans who couldn't even tell you where Manchester is on the map. 'United look and behave very much like a traditional business from a corporate point of view,' says Nigel Hawkins, a financial analyst. 'They have a strong brand and have worked to maximize it by bringing in good people.' They certainly have. One sponsorship deal alone – with Vodaphone – netted Manchester £36 million, and American insurance group AIG just paid £56.5 million for a similar four-year deal.

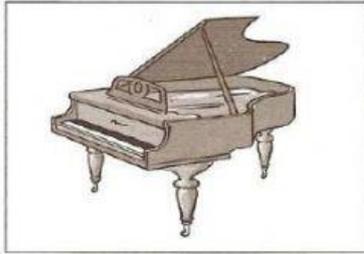
- 11** The story about the lost tribe may not be factually correct. T / F / NI
- 12** The Manchester United football team is not as famous as it used to be. T / F / NI
- 13** The media were certain that the Manchester United flotation would be a great success. T / F / NI
- 14** Fans in overseas countries know more about Manchester United's products than its location. T / F / NI
- 15** Manchester United's best sponsorship deal so far has been with T / F / NI

Section 3: Listening

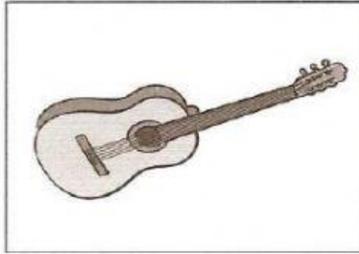
PART 1: Questions 1 – 5

For each question, there are there pictures and a short recording, **mark** your answer on your answer sheet.

Example: Which musical instrument will the man buy?



A



B



C

1. At what time will the art gallery open this weekend?



A



B



C

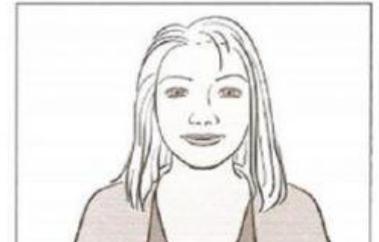
2. What does Margaret look like now?



A



B



C

3. When is the lecture?



A

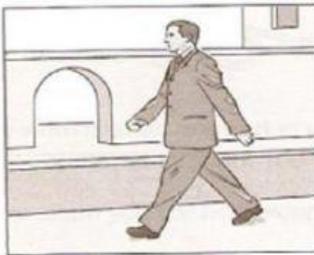


B

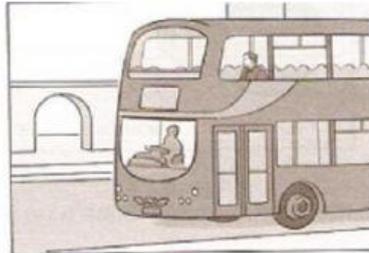


C

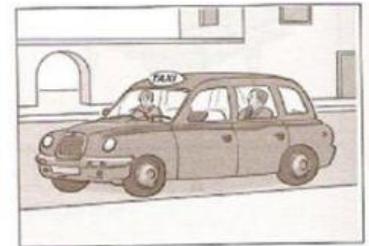
4. How did the man get to his office yesterday?



A

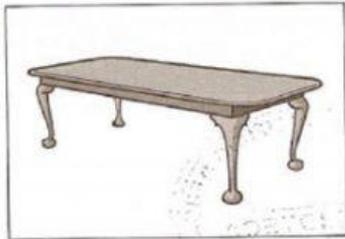


B



C

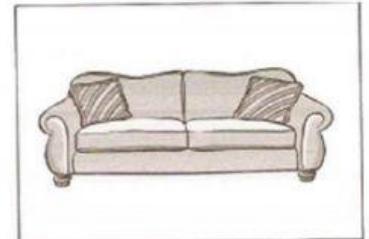
5. What piece of furniture do they decide to buy first?



A



B



C

PART 2: Questions 6 – 10

6. Connie thinks that the club is best for children aged

- a. over 13
- b. from 11 to 13
- c. as young as 9

7. What does Connie say about the club?

- a. All the coaches are friendly.
- b. The activities can be hard.
- c. She knows everyone there.

8. Which activity is Tom interested in trying?

- a. swimming
- b. playing football
- c. sailing

9. Connie says Tom needs to take

- a. some money
- b. a towel.
- c. his own lunch.

10. The shop that sells sports clothes is opposite

- a. the cinema
- b. the hospital
- c. the bank

PART 3: Questions 11 – 15

You will hear a conversation between a boy, Tom and his sister, Claire, about school. Decide if each sentence is correct or incorrect. If it's correct, choose the box for **Yes**, if it is not correct, choose the box for **No**.

	YES	NO
11. Clare thinks their father will be pleased by Tom's news.	<input type="checkbox"/>	<input type="checkbox"/>
12. Tom believes he can manage both swimming and school work.	<input type="checkbox"/>	<input type="checkbox"/>
13. Tom's teacher thinks Tom is clever.	<input type="checkbox"/>	<input type="checkbox"/>
14. Tom dislikes doing maths.	<input type="checkbox"/>	<input type="checkbox"/>
15. Clare thinks it is a bad idea to take a friend's advice.	<input type="checkbox"/>	<input type="checkbox"/>