

PART THREE

Questions 23 – 30

LISTEN:

- You will hear a college lecturer talking to a class of business students about a merger between two supermarket chains.
- For each question 23 – 30, mark one letter (A, B or C) for the correct answer.
- You will hear the recording twice.

23 The merger was expected to help the combined company to

- A reduce its costs.
- B improve its public image.
- C compete with the market leaders.

24 One reason given for the merger's lack of success is

- A difficulties in integrating the two brands' supply chains.
- B increased competition from other supermarket businesses.
- C customers' unwillingness to accept changes in the stores.

25 The management structure following the merger led to

- A interpersonal disagreements.
- B confusion about responsibilities.
- C over-staffing at senior levels.

26 The company decided to sell some of its premises in order to

- A get itself out of debt.
- B reposition itself in the market.
- C acquire new types of businesses.

27 The company tries to attract customers by

- A offering benefits to large spenders.
- B promoting special offers.
- C keeping prices low.

28 The Chairman recently blamed the group's poor performance on

- A lack of customer consultation.
- B the country's economic situation.
- C continuing internal problems.

29 The Chairman's plans for improving the company's performance include

- A introducing high-quality product ranges.
- B increasing its advertising spend.
- C assessing its suppliers.

30 The first task which the speaker sets the students is to

- A analyse the reasons for the merger.
- B make recommendations concerning the company's future strategy.
- C consider the company's responses to problems.