

## 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.