

Business English I – Reading paper (45 minutes, 4 pages)

Please observe the time allowed and do not use anything but pen and paper.

Send your scanned paper to jimenezantonio@gmail.com to have it graded.

This paper weighs 20% towards your final mark.

1. Read the advertisement below for a hot drinks machine.

ADVERTISING FEATURE

Save money and keep your staff happy

It can be expensive to keep the canteen open to serve drinks to your staff through the day. Our QVM hot drinks machine replaces this service, so that you can close the canteen between mealtimes.

You can install the QVM hot drinks machine anywhere in the building. One machine is suitable for a staff of ten to fifteen people. It costs £1300 to buy, or £11.00 per week to rent over 60 months. It is not expensive to operate: for example, the cost of power for one day is 30p, nearly as cheap as the price of one hot drink from the machine.

Our company will carry out a weekly service, at a charge of £10.00. We can also refill the machine with drinks ingredients for an extra charge of £8.00. Some customers prefer to do this themselves, however.

There are eight choices of hot drink available from the QVM machine, and our company offers one month's trial free of charge, so that you can estimate how popular the machine will be and see what the actual savings are.

Are these sentences below 'Right' or 'Wrong'? If there is not enough information to answer choose 'Doesn't Say'.

With a QVM machine, companies can avoid having a canteen altogether.

A Right B Wrong C Doesn't say

The QVM machine provides enough hot drinks for up to fifteen people.

A Right B Wrong C Doesn't say

Most customers prefer to rent the QVM machine over sixty months.

A Right B Wrong C Doesn't say

The electricity used daily by the machine costs less than the price of a hot drink.

A Right B Wrong C Doesn't say

The machine company empties the money from the machine as part of its service agreement.

A Right B Wrong C Doesn't say

Customers can refill their machines with drinks ingredients, if they want to.

A Right B Wrong C Doesn't say

During the trial period, the customer pays a reduced amount to rent the machine.

A Right B Wrong C Doesn't say

2.- Read the following review of a book called *The Bosses Speak*.

The Bosses Speak

John Stuart is an executive recruitment specialist who has turned to writing. The result is this book, based on interviews with twenty Chief Executives.

Each top manager – none of them famous names, surprisingly – is given a short chapter, and there is some introductory material and a conclusion. This means you can jump from one person to another, in any order, which is good for people who are too busy to read a book from cover to cover. For a management book it isn't expensive, although whether it's good value for money is doubtful.

Some of the twenty interviewees started their own businesses, while others joined a company and worked their way up. Some are fairly new in their position, and others have had years of experience, though, strangely,

Stuart doesn't seem interested in these differences. The interviewees work in everything, from retailing to airlines to software, and it is this variety that forms the main theme of Stuart's book.

I have to say that Stuart's approach annoys me. He rarely stays at a distance from his interviewees, who are mostly presented in their own, positive words. If this were always the case, at least you would know where you were. But he seems to dislike certain interviewees. As a result, I don't know whether to accept any of his opinions.

It also means that the book gives no clear lessons. At the very least, I expected to learn what makes a successful Chief Executive. But these people seem to share two types of qualities. Some of them are very common, suggesting that

anyone can be equally successful, which is definitely not the case. And the other qualities are ones which most successful bosses I've seen definitely do *not* have. So in the end I'm no wiser about what really goes on.

Perhaps I'm being unfair. As long as you don't think about whether you'd like them as friends, and pay no attention to most of the advice they give, the most readable parts are where the bosses describe their route to their present position.

Stuart seems to think that his book would be useful for people aiming for the top, and that it might even make a few want to start their own company; but, in fact, what they could learn here is very limited. Seen as light business reading for a doctor or teacher, though, this book would provide some good entertainment.

For each item below, choose the correct answer and mark one letter (A, B or C).

The reviewer suggests that one advantage of the book is that

A it is better value than other management books.

B it does not need to be read right through.

C it is about well-known people.

The book concentrates on the fact that the twenty executives who are interviewed

A work in a number of different industries.

B started their companies.

C have worked for different lengths of time.

The reviewer cannot accept Stuart's opinions because Stuart

A makes unreasonable complaints about the interviewees.

B writes too positively about the interviewees.

C has different attitudes towards different interviewees.

Reading the book made the reviewer think that

A there are certain qualities which all Chief Executives need.

B it is difficult to discover how people really run a company.

C running a company is easier than many people think.

Which parts of the book did the reviewer most enjoy reading?

A how the interviewees became Chief Executives

B what sort of people the interviewees are

C the advice given by the interviewees

The reviewer recommends the book for people who

A intend to set up in business.

B want to become senior managers.

C are outside the field of business.

3.- Read the memo and note below.

MEMO	
TO:	Barbara Sinclair
FROM:	Peter Rogers
DATE:	25 May 2002
SUBJECT:	Insurance Claim
Could you deal with this? It's our insurance claim, for the damage at the weekend. The insurance policy is in my name, and we bought the carpet for £300, although it will cost at least £500 to replace. Luckily our office carpets seem fine.	
Thanks	

OWEN SMITH INSURANCE COMPANY
<i>with compliments</i>
Thank you for your recent phone call regarding flood damage in your photocopy room.
Could you please complete the attached form and return it to me as soon as possible.
<i>Martin Morris</i>

Complete the missing information in the claim form.

Insurance Claim	
NAME OF POLICY HOLDER:	(41)
POLICY NUMBER:	LD4756030C
ITEM(S) TO BE REPLACED:	(42)
LOCATION OF ITEM(S):	(43)
VALUE WHEN PURCHASED:	(44)
CAUSE OF DAMAGE:	(45)
DATE OF DAMAGE:	Sunday 19 May