

Business English II – Use of English (45 minutes, 2 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. Complete the grid by putting the words into the correct box.

An incentive satisfied a customer survey a candidate qualified to apply for
A saving to reward brand awareness to launch expenditure a reduction
Convenient to relocate a sample a bonus to move to attract
To advertise wasteful after-sales service a complaint premises motivated

Improving performance of salespeople	Finding new offices	Improving customer service
_____ _____ _____ a bonus _____ _____	_____ to relocate _____ _____ _____	_____ _____ _____ after-sales service _____
Cutting costs	Recruiting staff	Marketing a new product
_____ expenditure _____ _____ _____	_____ to attract _____ _____ _____	_____ _____ _____ to advertise _____ _____

2. Match each sentence 1—6 with its closest paraphrase a—e. There is one extra sentence in 1-6.

- 1 Balfour Motors is engaged in a cost-cutting programme.
- 2 Cogent pic is in discussions with banks about obtaining long-term loans.
- 3 Strong & Moore is going ahead with its strategy of diversification.
- 4 Beejoy Ltd is about to embark on a revamp of its outlets.
- 5 Walter's is on track to meet its revenue targets.
- 6 Jonquest anticipates a speedy recovery in its turnover

- a) This company expects that its sales income will soon rise.
- b) This company still intends to broaden its range of activities.
- c) This company is taking steps to reduce its expenditure.
- d) This company's income is likely to be what it previously forecast.
- e) This company is seeking external funding.

3. Complete use one word from box A and one word from box B to form compound nouns to complete the sentences:

A

selling	public	brand	market	niche	profit
	credit	venture	govenment	sales	

B

facilities	awareness	share	force	product
point	relations	capital	margin	grant

Example: Sales are falling and the company's market share is down to less than 20 per cent.

- 1 Payment is made when the goods are ordered and we do not normally offer
- 2 The aim of the advertising campaign is to increase in a relatively new market.
- 3 After the bank refused him a loan, he applied for a to help him start up.
- 4 The big of all of our products is that they are simple to operate.
- 5 As a general rule, they add a ten per cent or 'mark-up' to the average cost.
- 6 The company's success is partly explained by its experienced and highly trained
- 7 The CEO's comments about the unions were a disaster for
- 8 This furniture is intended for the mass market here but is also exported to Japan as a
- 9 Despite the recession, a number of new companies have gained the backing of firms.

4. Complete these sentences with the right form of the word in brackets:

- a Would you say you are a person? (compete)
- b What's the best thing you ever bought in the? (sell)
- c Which group of professionals do you think are the most? (work)
- d How can graduates make themselves more attractive to prospective? (employ)
- e What is the best new you have seen in the last 12 months? Why? (produce)
- f Do you buy many things on the internet? Do you think that online is safe? (pay)
- g The job of an is seen as boring in the UK. Is it the same in your country? (account).

5. Complete each gap with ONE appropriate word

A take out, repay	1 research
B handle, deal with	2 a market
C do, carry out	3 profits
D generate, boost	4 a meeting
E adjourn, put off	5 loyalty
F build, encourage	6 a loan
G break into, enter	7 a complaint