

## Progress test 3 (Units 7–9)

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### LISTENING

**A** Marco, Susan and Elaine are having a meeting. They need to decide who will lead the South China sales team: Cindy Lee, Tony Wong or Agnes Goh. Listen and choose the best answer – a, b or c – to the questions.

Track 5

- 0 What does Marco say about Cindy, Tony and Agnes?
- a) They work in the Hong Kong office.
- b) They need to choose a team leader.
- c) They speak Chinese.
- 1 What does Marco do at the start of the meeting?
- a) Gives his decision
- b) Asks Susan for her opinion
- c) Gives his opinion
- 2 Susan says she prefers Cindy Lee. After that, what does Elaine say?
- a) She thinks Susan is too ambitious.
- b) She asks for Marco's opinion.
- c) She doesn't agree with Susan.
- 3 At the end, what does Marco suggest?
- a) That they talk to the team
- b) That they chose Agnes Goh
- c) That they decide the next day

**B** Listen again. Match the descriptions with a person. Put a tick (✓) in the correct column.

		Cindy Lee	Tony Wong	Agnes Goh
0	reliable	✓		
4	hard-working			
5	ambitious			
6	doesn't listen			
7	creative and sociable			
8	too relaxed			
9	practical			
10	not motivating			

## VOCABULARY

### A Complete the sentences with words from the box.

export	home	luxury	<del>mass</del>	niche
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- 0 Nike sports clothing sells to a mass market.
- 11 High-quality, expensive goods sell in a \_\_\_\_\_ market.
- 12 \_\_\_\_\_ markets are usually small but profitable.
- 13 Products sold inside the producer's country are sold to the \_\_\_\_\_ market.
- 14 \_\_\_\_\_ markets are outside the producer's country.

### B Write the numbers in words.

- 0 540 five hundred and forty
- 15 6,370 \_\_\_\_\_
- 16 29,606 \_\_\_\_\_
- 17 902,000 \_\_\_\_\_
- 18 4,225,094 \_\_\_\_\_
- 19 12.6% \_\_\_\_\_

### C Match the words and phrases on the left with a word or phrase on the right with the same meaning.

0—f

- |    |                     |    |             |
|----|---------------------|----|-------------|
| 0  | begin               | a) | manufacture |
| 20 | make                | b) | sell abroad |
| 21 | have a workforce of | c) | launch      |
| 22 | export              | d) | employ      |
| 23 | introduce           | e) | provide     |
| 24 | supply              | f) | start       |

## LANGUAGE

**A Put the words in the correct order to make sentences.**

0 were / When / Germany / in / they / ?

*When were they in Germany?*

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25 company / leave / the / John / Did / ?

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26 Lorraine / Why / Singapore / did / to / move / ?

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27 wasn't / work / Ivan / at / happy / .

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28 you / have / work / Do / lot / a / of / ?

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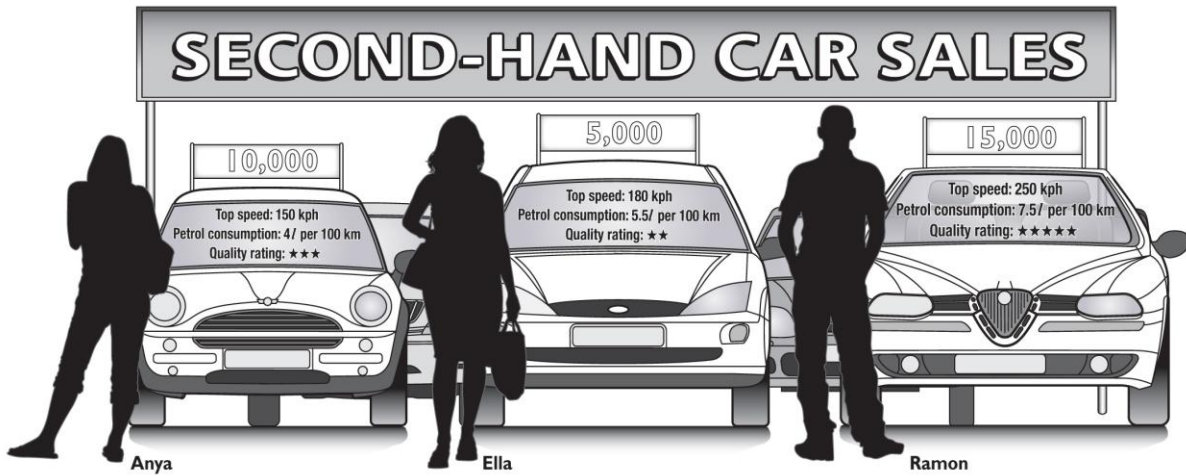
29 Alfredo / stressed / was / Why / ?

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30 a / They / lot / time / have / of / don't / .

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**B** Look at the three cars. Complete the sentences comparing the cars.



<b>Price</b>	0	Ramon's car is <u>more expensive</u> than Anya's car.
	00	Ella's car is <u>cheaper</u> than Anya's car.
<b>Speed</b>	31	Ramon's car is _____ than Anya's car.
	32	_____ car is Anya's.
<b>Fuel efficiency</b>	33	Anya's car is _____ than Ramon's car.
	34	Ella's car is _____ than Anya's car.
<b>Quality</b>	35	Anya's car is _____ than Ella's car.
	36	Ramon's car is _____ .

**C Complete the sentences with the correct form (present simple or present continuous) of the verb in brackets.**

- 0 Every time I go to Singapore, I \_\_\_\_\_ *stay* \_\_\_\_\_ (stay) at the Oriental Hotel.
- 37 I usually drive to work but today I \_\_\_\_\_ (walk).
- 38 Martina often \_\_\_\_\_ (call) China. We have three suppliers there.
- 39 Usually I \_\_\_\_\_ (not deal) with customer complaints but today I'm helping Renée.
- 40 At the moment, Pete \_\_\_\_\_ (talk) to Davina about the quality control problem.
- 41 Helena is usually in her office in the afternoon but she \_\_\_\_\_ (work) from home today.
- 42 Normally delivery \_\_\_\_\_ (take) about three weeks.

**SKILLS**

**A Match the sentence beginnings with the endings.**

0—b

- |    |                            |    |                      |
|----|----------------------------|----|----------------------|
| 0  | I need some training to do | a) | costs.               |
| 43 | It's really important      | b) | my job properly.     |
| 44 | Why don't you buy          | c) | a self-study course? |
| 45 | We don't have              | d) | at home?             |
| 46 | We have to cut             | e) | possible.            |
| 47 | I'm sorry, it's not        | f) | any money for this.  |
| 48 | How about studying         | g) | to me.               |

**B Complete the conversation with the phrases (a–g).**

- a) I think we need to target younger people.
- b) I really like that idea.
- ~~e) I agree with you.~~
- d) Let's use Facebook and Twitter.
- e) How about starting a Facebook page?
- f) What about using social networking sites?
- g) I don't agree.

Tania I think we need to send out e-mail advertisements.

Franco (0) I agree with you . I think that's a great idea. Diana, what do you think?

Diana I'm afraid (49) \_\_\_\_\_ .

Franco Why not?

Diana (50) \_\_\_\_\_ . They don't really use e-mail.

Tania So what should we do?

Diana (51) \_\_\_\_\_ ?

Franco What, you mean like Facebook and Twitter?

Diana Yes.

Tania (52) \_\_\_\_\_ . In fact, I think it's brilliant.

Franco (53) \_\_\_\_\_ ?

Franco Good idea. But what about Twitter?

Diana (54) \_\_\_\_\_ .

**C Complete the sentences with words and phrases from the box.**

end    ~~presentation~~    sections    subject    subject of    talk about    talk to you

- 0 By the end of my presentation, you will have a clear idea of our plans.
- 55 My \_\_\_\_\_ today is our sales strategy.
- 56 I'd like to \_\_\_\_\_ about our bonus scheme.
- 57 The \_\_\_\_\_ my presentation is export sales.
- 58 By the \_\_\_\_\_ of my talk, you will understand why this is necessary.
- 59 I'm going to \_\_\_\_\_ our manufacturing process.
- 60 My presentation is in three \_\_\_\_\_.

**READING**

**A Read the article and decide if the statements are true or false.**

- 0 People rarely chat about products or services on Facebook. *False*
- 61 The article says that Facebook is good at reaching small markets.
- 62 Facebook's user data is very useful for advertisers.
- 63 Starbucks uses Facebook to learn about its customers.
- 64 Companies have to spend a lot of money to advertise on Facebook.
- 65 Facebook earns most of its money from advertising.

## Social advertising: Lower costs and a personal relationship

People use Facebook to complain about or praise companies and products, from airlines to biscuits. That's why social media marketing is important for advertisers. Facebook can help advertisers reach hundreds of millions of possible customers – a huge market.

Facebook has a lot of information about its users, including people's interests and their friends. Advertisers can use this information. It helps them get the right message to the right person at the right time.

Starbucks, the coffee retailer, created its first page a few years ago. The page helped the company understand the things people liked – and disliked. It then used that information to help create its more traditional advertising campaigns. It also used the advertising campaigns to draw more people to its Facebook pages, which have tens of millions of fans.

It's an inexpensive way to attract new customers and it allows the company to build a close relationship with them.

Every time Facebook showed the ad to 1,000 people or every time a person clicked on one of the ads, Starbucks paid Facebook. Ads usually cost less than \$1 per click. More than 90 per cent of Facebook revenues come from advertising, according to EMarketer, a research firm.



**B Read the article again. Then choose the best option – a, b or c – to complete the sentences.**

- 0 Facebook is a natural way to advertise, because people often use it to talk about products or services .
- a) contact companies
  - b) meet new friends
  - c) talk about products or services.
- 66 Advertisers like Facebook because it helps them to \_\_\_\_\_ .
- a) reach a big market
  - b) deal with cultural problems
  - c) sell products cheaply
- 67 Facebook helps companies understand their \_\_\_\_\_ .
- a) products
  - b) employees
  - c) market
- 68 After setting up a Facebook page, Starbucks \_\_\_\_\_ .
- a) had a huge increase in sales.
  - b) stopped most of its traditional advertising
  - c) used the information to improve its traditional advertisements
- 69 Facebook helps businesses to build relationships with \_\_\_\_\_ .
- a) customers
  - b) other businesses
  - c) advertising agencies
- 70 Starbucks paid Facebook for an advertisement \_\_\_\_\_ .
- a) but they didn't know how many people saw it.
  - b) when people viewed or clicked on it.
  - c) before the ad appeared on the internet.



## WRITING

You and your colleague Tony need to fly to London for a meeting. You can choose between two airlines. Write an e-mail to Tony comparing the two airlines. Say which one you prefer to travel with and why. Write 60–70 words.

	<b>Britannic</b>	<b>E-Z Air</b>
Cost	€350	€180
Fly to	Heathrow Airport – close to London – train to city centre takes about 15 minutes and costs about €22.	Stansted Airport – about 55 km from London – train takes about 45 minutes and costs about €26.
Free meal during flight?	Yes	No
Flights each day	3	1
Arrival times	9.55 a.m. 3.45 p.m. 7.00 p.m.	10.50 p.m.

## Audio script

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### PROGRESS TEST 3

Track 5–6

- Marco OK, the next thing we need to talk about is the new leader for the South China team. I think we need to choose someone from the Hong Kong office. The three choices are Cindy Lee, Tony Wong or Agnes Goh. Susan, what do you think?
- Susan I prefer Cindy Lee. She's reliable and very hard-working.
- Marco How do you feel about that, Elaine?
- Elaine Well, I don't know. She's a great salesperson because she's ambitious but she doesn't listen. She doesn't work well with a team. I prefer Tony Wong. He's creative and really sociable.
- Susan Sorry, I don't agree with you. He's too relaxed. He makes an excellent team member but not a good team leader.
- Marco OK. So what about Agnes Goh? She's practical ...
- Elaine ... but not motivating. She's just not a natural leader.
- Marco I'm not sure I agree with you. What about talking to the team? We can see what they think.
- Susan Great idea, Marco.