

Progress Test 1 (Units 1–3)

LISTENING

Track 2

A Listen to the interview with Alicia Chavez, an expert in news media and new technology. Choose the correct answer - a, b or c - to the questions below. You will hear the interview twice.

- 1 What does Ms Chavez say about newspapers?
 - a) They will soon be replaced by the Internet.
 - b) They need to change.
 - c) They are losing money.
- 2 What does Ms Chavez say about the newspaper business?
 - a) It's becoming easier.
 - b) It's becoming more challenging.
 - c) It's always been very difficult.
- 3 What does Ms Chavez say is the main source of income for newspapers?
 - a) Sales
 - b) Marketing services
 - c) Advertising
- 4 What does Ms Chavez say newspapers should do?
 - a) Publish on the Internet
 - b) Encourage readers to buy new devices
 - c) Understand the technology that people use
- 5 How does Ms Chavez say that online content will be paid for mostly?
 - a) By advertising
 - b) By users paying for it directly, for example, through subscriptions
 - c) Through the sale of electronic reading devices
- 6 What does Ms Chavez say about TV?
 - a) The TV business and the newspaper business are similar.

- b) TV will probably be replaced by the Internet.
- c) When it was invented, it didn't end the newspaper business.

LANGUAGE

A Choose the correct words to complete each sentence.

- 7 (I'm going to visit / I visiting) the factory in Itami next week.
- 8 Have you (ate / eaten) lunch yet?
- 9 We're (worked / working) very hard this week to meet the deadline.
- 10 (He move / He's moving) from Brussels to Riyadh in October.
- 11 We (have / having) a staff meeting every Monday morning.
- 12 They've (decided / going to decide) to close the Barcelona office.
- 13 My company (producing / produces) brake parts for cars.
- 14 My flight (arrives / arrived) next Tuesday at noon and my first meeting is at two o'clock.
- 15 She (goes / has went) to New York about three times a year.
- 16 (We've invested / We investing) about two million dollars in R&D so far this year.
- 17 I usually (take / am taking) a taxi when I go to head office.
- 18 We (are being / are) very busy these days.

READING

Read the article about brands.

Brands through people

By Simon Glynn

What makes consumers choose one airline over another or one mortgage provider over its rival?

Our research shows that your reaction to a brand depends on your experience of buying, using or owning it and not just on advertising. The most important part of that experience is often your personal interaction with people. This is an area that most companies don't understand or invest enough in.

Take airlines. Satisfaction with cabin crew contributes more to people choosing the same airline again than other factors.

Why do companies not spend more on their people when there are clear benefits? Here are two common reasons.

It's too expensive

Many organisations know that people matter. But they don't invest in this area because they think it is a luxury they cannot afford. And it's true that some role models, such as the Four Seasons hotel group or Virgin Atlantic Upper Class, would be too expensive for most to copy.

But there are smart, affordable solutions that create a lot of brand value out of only a little customer interaction. First Direct earns the highest level of customer recommendation of any UK bank through just the telephone contact with its customers.

Customers at QVC, the market-leading television shopping channel, value their interaction with the station's people – in this case not the call centre staff who take the shopping orders, so much as the relationship that viewers believe they have with QVC's onscreen presenters.

The importance is not clear

Satisfaction surveys can hide the importance of people. For example, choosing a mortgage is often very influenced by counter staff in a bank or building society. Research with customers at the critical stage, where they have received a quote but not yet signed a document, shows that their interaction with the mortgage provider's representative is the biggest single influence on their choice.

It is bigger than perceptions of the products and fees, which are often the subject of the brand's advertising and communications. Yet in the same research conducted after the loan is given, customers may have forgotten the good customer service they received and may focus more on general brand impressions. If you conduct your research at that point – and this is often the case – the very important role that your staff have played will not be clear. **FT**

A Now decide if these statements are true or false.

- 19 Advertising is by far the most important way of supporting a brand's image.
- 20 Companies often don't invest enough in counter staff.
- 21 Customers may become loyal to an airline if they like the cabin crew.
- 22 Spending money on employee training generally isn't very beneficial to a company.
- 23 Most companies need to understand more about how customers behave.
- 24 Four Seasons and Virgin Atlantic have invested a lot in their people to build brand value.

B Choose the best word or phrase to complete these sentences.

- 25 First Direct has created high customer satisfaction with _____ interaction.
- a) only a little b) frequent c) Internet-only
- 26 QVC customers feel that they have _____ with the company's presenters.
- a) little time b) a relationship c) two-way communication
- 27 _____ don't always give a clear understanding of customers.
- a) Satisfaction surveys b) Sales figures c) Perceptions
- 28 Mortgage customers' experience with staff is _____ influence on their decision to buy.
- a) not considered a big b) almost never an c) the most important
- 29 It is important to ask customers' feelings _____.
- a) at the right time b) before they become angry c) about advertising
- 30 Brand advertising and communication often focuses on _____.
- a) customer satisfaction b) staff c) products and fees

SKILLS

A Complete the conversation with the words in the box.

see	feel	get down	hang on	need	talk about	don't think	don't	offer
-----	------	----------	---------	------	------------	-------------	-------	-------

- Jan** OK, let's _____³¹ to business. The aims of this meeting are to _____³² the training budget for this year, and to –
- Pat** In my opinion, we _____³³ to work on team building. I _____³⁴ that we –
- Jan** Could you just _____³⁵ a moment, please? The other purpose of this meeting is to agree the new seating arrangement. OK, now, how do you _____³⁶ about training, Pat?
- Pat** Sales could be better. I don't think our sales staff understand the product. Why _____³⁷ we plan a product training day soon?
- Jan** I _____³⁸ what you mean but I think we need to do more. May we could _____³⁹ incentives, too.

B Put the sentences into a logical order to make a conversation.

- a) This is Lee Simpson.
- b) No problem. How about Tuesday at ten o'clock?
- c) Great. So I'll see you on Tuesday. Goodbye.
- d) I'd like to speak to Lee Simpson, please.
- e) Hello, Lee. This is Dana Kirk. We've got an appointment next Monday but I'm afraid something's come up. Could we fix another time?
- f) That's OK for me.

40	_____	43	_____
41	_____	44	_____
42	_____	45	_____

VOCABULARY

A Match the sentence beginnings (46–51) with the best endings (a–f).

- | | |
|--|--|
| 46 I prefer to take only carry-on | a) of our soft drinks in a popular TV show. |
| 47 The T-445 is the market | b) class when we travel for work. |
| 48 When the New York branch is downsized, | c) leader, but the challenger is selling very well. |
| 49 To keep costs down, we all fly economy | d) about fifty jobs will be cut. |
| 50 After the new system is installed, we'll retrain | e) the staff to use it. |
| 51 We had a good result from the placement | f) baggage when I travel by air. |

B Choose the best word or phrase to complete these sentences.

- 52 We need to _____ decision-making to give middle management more control.
a) relocate b) relaunch c) decentralise
- 53 Customer _____ means consumers like to keep buying our brand.
a) image b) loyalty c) awareness
- 54 Americans usually say _____ for a 'single' ticket.
a) round-trip b) one-way c) return
- 55 After the new team have had time to settle in, we'll _____ the situation.
a) reassess b) upgrade c) deregulate
- 56 In London, people talk about the _____ rather than the subway.
a) motorway b) lift c) underground
- 57 When a famous actor says he uses a product, that's called an _____.
a) endorsement b) launch c) share
- 58 When you reduce the number of employees in an office, you call it _____.
a) downsizing b) desizing c) resizing
- 59 At the end of a meal, a British person usually asks for the _____.
a) check b) cost c) bill
- 60 A market _____ is customers of a similar age, income or social group.
a) share b) segment c) leader

WRITING

A You have received the following e-mail. Write a short reply (50–60 words). Include the following points.

- Apologise for the mistakes that were made.
- Explain that the employee who handled the arrangements is no longer with your company.
- Offer to arrange free transfers and accommodation for two visitors next time a meeting is held in Hong Kong.

To: Agnes Wong

Subject: Hong Kong travel arrangements

Dear Mrs Wong,

Last month my company arranged flights, ground transfers and hotel accommodation through your company, Star Travel. We were hosting a meeting for our regional managers here in Hong Kong. We were very unhappy with the results of the booking.

Though all of the flight arrangements were acceptable, two members of our group were not met at the airport as agreed, though their flights arrived on time. After waiting to be met, they finally took taxis. However, when they arrived at the hotel, it turned out that their booking had been changed to a different hotel. They again had to take taxis to get to the right location.

We were treated very poorly by Star Travel and feel we are entitled to compensation. Please contact me as soon as possible to discuss how we may resolve this situation.

Yours sincerely,

Ms Eleanor Adams

B You work for the computer maintenance company Fisher's Computer services. You recently had a planning meeting for managers to prepare for the launch of your new maintenance service contracts. read the action plan and write an e-mail (90–110 words) to all site managers. Include the following points.

- The subject of the message
- Details about what is going to happen in the next four months
- Invitation to ask you any questions

Action plan: Service contract upgrade

March

Carry out market research

Finalise specifications of new maintenance packages

April

Train all sales staff in new product Site managers help prepare launch

May

Launch in London, Cardiff, Bristol

June

Launch in Manchester, Leeds, Newcastle

ANSWER KEY

PROGRESS TEST 1

Listening (6 marks)

1 b / 2 b / 3 c / 4 c / 5 a / 6 c

Language (12 marks)

7 I'm going to visit

8 eaten

9 working

10 He's moving

11 have

12 decided

13 produces

14 arrives

15 goes

16 We've invested

17 take

18 are

Reading (12 marks)

19 False / 20 / True / 21 / True / 22 / False

23 True / 24 / True

25 a / 26 b / 27 a / 28 c / 29 a / 30 c

Skills (15 marks)

31 get down

32 talk about

33 need

34 don't think

35 hang on

36 feel

37 don't

38 see

39 offer

40 d / 41 a / 42 e / 43 b / 44 f / 45 c

Vocabulary (15 marks)

46 f / 47 c / 48 d / 49 b / 50 e / 51 a / 52 c / 53 b

54 b / 55 a / 56 c / 57 a / 58 a / 59 c / 60 b

Writing (20 marks in total; 10 marks each)

See Examiner's guidelines.

A

Dear Ms Adams

I'm very sorry to hear that you weren't happy with the arrangements last month. The employee who handled the arrangements is no longer with our company. Next time you hold a meeting in Hong Kong, we would be happy to give you free ground transfers and accommodation for two visitors.

I hope we can continue to serve your travel needs.

Yours sincerely

B

Subject: service contract upgrade

Dear site managers,

We have agreed an action plan for our service contract upgrade. In March, we're going to carry out market research and finalise the specifications of the new maintenance packages. In April, all sales staff will have training in the new product, and you, the site managers, will help prepare the launch. The launch in London, Cardiff and Bristol will take place in May and the launch in Manchester, Leeds and Newcastle will be in June.

If you have any questions, please let me know.

Yours sincerely,

PROGRESS TEST 1

Track 2

(AC = Alicia Chavez, I = interviewer)

I Thank you for joining us Ms Chavez.

AC I'm happy to be here.

I I'd like to discuss the changing newspaper business. Every day, more people use the Internet for news and information. Are newspaper sales going down?

AC Yes, they are.

I So is this the end for newspapers? Will the Internet replace newspapers in the next few years?

AC I don't think so. In the past, newspapers were an 'easy' business. They had steady revenues and they were simple to manage. Now, sales are generally down, so business is harder. But this isn't a problem, it's a challenge. Newspapers need to change.

I OK. How should they change?

AC Newspapers make money through advertising so, if there's a problem with money, that's what they need to think about. In fact, most newspapers are already on the Internet. And that's good. It means that newspapers are already changing. Newspapers need to understand this: people now use their phones, their mobile devices, all kinds of different ways to get information. Newspapers need to learn to advertise using all kinds of technology.

I I see. So newspapers need to understand technology and understand how people use it.

AC Exactly.

I AC People are used to paying for a newspaper. Are they happy to pay for online content? Can't newspapers just sell news online?

I don't think so. People can get so much news and information on the Internet for free, who would want to pay? Well, the newspapers can try this but I think online content will be paid for by advertising. Paying a subscription for online content works for a small number of businesses but it won't work for most newspapers.

I Newspapers have been around for a long time. Do you really think they have a future?

AC Of course they do. When television was invented, people said newspapers – and the cinema – were finished. We still have newspapers, TV, the cinema, and now the Internet, personal DVD players, iPods, Newspapers will change but they won't die.

I Thanks very much, Alicia Chavez.

PHOTOCOPIABLE © 2011 Pearson Longman ELT