

Progress Test 2 (Units 4–6)

LISTENING

Track 3

A Listen to the radio report about retail sales. Complete the sentences with the figures you hear. You will hear the report twice.

- 1 Sales volumes rose by _____ per cent.
- 2 Sales increased _____ per cent through the month.
- 3 Economists had expected an increase of _____ per cent.
- 4 Holyoke Property has offered to buy Blankenship for _____.
- 5 Blankenship's share price increased to _____.

Track 4

B Listen to the conversation. Mark Spence, Gillian Franks and Wallace Jones are at an IT conference in London. Match the names (6-10) with the descriptions (a-e). You will hear the conversation twice.

- | | |
|-----------------------|---|
| 6 Gillian and Mark | a) usually works in New York. |
| 7 Gillian and Wallace | b) have met before. |
| 8 Wallace | c) has travelled to China in the past. |
| 9 Gillian | d) works for a company that isn't very old. |
| 10 Mark | e) are meeting for the first time. |

LANGUAGE

A Complete the sentences so that they have the same meaning as the sentence given.

- 0 That car cost 20,000 euro.

It's a 20,000-euro car.

- 11 His presentation will last for ten minutes.

He's going to give a _____ presentation.

- 12 Our sales rose from \$4 million to \$6 million last year.

Last year, our sales rose by _____.

- 13 I need to know more about the meeting we had today.

I need to know more about _____.

14 Our investment rose by £4 million to £16 million.

Our investment rose from _____ to £16 million.

15 What was the main idea of the paper?

What was the _____?

B Complete the text. Use *a, an, the* or zero article.

European stock markets

Shares in the aerospace and defence group, EADS rose by _____¹⁶ 2 per cent to €29.89 on _____¹⁷ announcement that Chile's LAN Airlines had confirmed _____¹⁸ order for 25 jets from the European aircraft manufacturer Airbus, _____¹⁹ joint company owned by EADS and BAE Systems of _____²⁰ UK.

READING

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

21 TV advertising in Spain and France costs more than in the UK.

22 Even if a campaign is successful, returns on TV advertising are decreasing.

23 Hovis had a successful relaunch last year.

24 The public voted the Hovis advert best of last year.

25 TV advertising was a very important part of the Hovis campaign.

BREAD AND CHOCOLATE: LAST YEAR'S BEST ADS

The UK is now the cheapest western market for TV advertising, according to analysts at Citigroup.

Advertising here is 30 per cent cheaper than the next cheapest market, France, and well below much weaker economies such as Spain.

'For successful campaigns, the return on investment for advertisers is therefore getting much, much better,' says Marc Sugarman, media analyst at Citigroup.

Hovis, the bread-maker which relaunched with a TV campaign last year, has benefited from the low cost of advertising.

Developed for Hovis by advertising agency Miles Calcraft Briginshaw Duffy, the advert was voted best of last year by *Campaign*, the trade magazine.

Hovis invested £15m in the relaunch, which included a new recipe and packaging, although the 122-second TV ad was the key element.

The extra costs will put last year's profits at Hovis below the previous year's, Premier Foods, its owner, said in a trading statement this month, but added: 'We believe we have built a platform for sustainable future profit development.'

Hovis sales had fallen 11 per cent two years ago as it lost ground to Warburtons. But Premier now expects Hovis sales to be up 13 per cent for last year. Market share rose 2 percentage points to 24.3 per cent after the relaunch.

Whatever the successes of the Hovis campaign, however, the prize for the best-known campaign of the year has to go to Cadbury's Gorilla ad, winner of the television Grand Prix at the Cannes Lions, which the company says turned around years of declining sales and delivered sales growth. **FT**

B Complete the sentences with the words in the box.

decline down fell increase recover

- 26 From the previous year to last year, Hovis's profits _____.
- 27 Hovis believes that they will _____ the advertising costs as profits increase.
- 28 Hovis sales were _____ 11 per cent two years ago.
- 29 The relaunch led to a small _____ in market share.
- 30 The Gorilla ad stopped the _____ in Cadbury's sales.

SKILLS

A Complete the dialogue with the phrases (a–e).

- a) could help us
- b) mention your name
- c) are very interested
- d) give you my business card
- e) have his contact details

A We _____³¹ in finding a distributor in China. Do you know anyone who _____³²?

B I was out there last year at a conference and I met a guy who's with a distributor in Beijing. He seemed to know a lot of people, too.

A Could you let me _____³³? I'd like to get in touch with him.

B I don't have them with me but I can e-mail them to you.

A Great. Could I call him and _____³⁴?

B No problem. I'm sure he'd remember me if you mention that I'm with ABX Electronics.

A Thanks. Let me _____³⁵. My e-mail address is on there.

B Put the sentences into a logical order to introduce a presentation.

a) Secondly, I'll discuss the details of the new structure.

b) Hi, everyone, I'm Simone Arbuckle. Good to see you all.

c) Finally, I'll talk you through the timeline for the changes. I'd be grateful if you could leave any questions to the end.

d) Firstly, I'll give you the background to the reorganisation.

e) This morning, I'd like to outline the reorganisation we're planning for later this year. I've divided my presentation into three parts.

36 _____

37 _____

38 _____

39 _____

40 _____

C Choose the correct word or number to complete each sentence.

41 A billion is written as (1,000,000,000 / 1,000,000).

42 The new office cost (millions / million) of euros.

43 We spent over three (thousands / thousand) dollars on taxis last quarter.

44 You say £6.25 as '(six point two five pounds / six pounds twenty-five)'.

45 $\frac{2}{3}$ is usually said as (three seconds / two thirds).

VOCABULARY

A Choose the best words to complete these sentences.

- 46 We've built two new _____ because we want to increase our stock of materials.
a) outlets b) warehouses c) service centres
- 47 We have staff in our _____ answering the telephone and dealing with customer's questions twenty-four hours a day, seven days a week.
a) call centre b) distribution centre c) subsidiary
- 48 The _____ department carries out research in their laboratory.
a) R&D b) customer services c) IT
- 49 Our _____ are in central London but we manufacture our products all over the country.
a) factories b) headquarters c) plants
- 50 The _____ department deals with payroll and all other money-related matters.
a) legal b) production c) finance

B Match the sentence beginnings (51–55) with the best endings (a–e).

- 51 Most of our Internet advertising budget is spent on a) the cinema
- 52 We're planning to raise awareness of our product by giving free samples at b) point-of-sale.
- 53 Posters have been our c) sponsorship of an international bicycle race.
- 54 We got a lot of TV exposure last year through our d) viral advertising.
- 55 Product placement in a film means that people see your product when they go to e) most effective outdoor advertising.

C Complete the article with the words in the box.

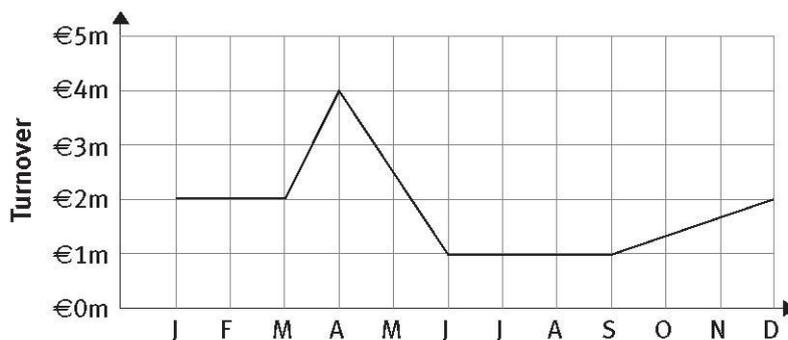
annual turnover bankruptcy equity stake dividend recession

Business headlines

- DVP has cut its _____⁵⁶ to 12p per share after two years of declines in _____⁵⁷.
- Leostone PLC has declared _____⁵⁸ after a year of heavy pre-tax losses.
- Abbott & Asher, the Newcastle-based pub chain owner, is suffering in the current _____⁵⁹ because consumers are spending less money going out.
- Burnside Group, which has a large _____⁶⁰ in Living Rooms, the high-street furniture shop, is making a further investment in an attempt save the chain from failure.

WRITING

A You work in the finance department of a sports clothing chain. A colleague has asked you for information about the company's turnover during the previous year. Write a brief summary (40–50 words). Use the graph to help you.



B You work for ColourColour, a paint manufacturer. the company has not yet received payment from a retail customer for the invoice below. the finance manager, Ms Speers, asks you to write a letter (120–140 words) to Myron Jenkins, the manager of the retail business. Include the following points.

- The subject of the letter
- Remind the customer what the order was
- Explain to Mr Jenkins that the payment is overdue
- Explain that if payment is not received within seven days, the company will take further action

- Give details of how you or Ms Speers can be contacted

INVOICE

COLOUR

Invoice no: 01886212

Client: Passion for Paint

Date: 15 June

Order: wall paint, magnolia
(Deliver by 17 June)

Quantity: 100 x 5 litre tins

Price: £1,825

Payment due: within 30 days (by 15 July)

ANSWER KEY

PROGRESS TEST 2

Listening (10 marks)

1 2.4

2 0.7

3 0.4

4 £165m

5 £61.25

6 b / 7 e / 8 d / 9 a / 10 c

Language (10 marks)

11 ten-minute

12 \$2 million

13 today's meeting

14 £12 million

15 paper's main idea

16 zero article

17 an

18 an

19 a

20 the

Reading (10 marks)

21 True / 22 False / 23 True / 24 False / 25 True

26 fell

27 recover

28 down

29 increase

30 decline

Skills (15 marks)

31 c / 32 a / 33 e / 34 b / 35 d

36 b / 37 e / 38 d / 39 a / 40 c

41 1,000,000,000

42 millions

43 thousand

44 six pounds twenty-five

45 two thirds

Vocabulary (15 marks)

46 b / 47 a / 48 a / 49 b / 50 c

51 d / 52 b / 53 e / 54 c / 55 a

56 dividend

57 annual turnover

58 bankruptcy

59 recession

60 equity stake

Writing (20 marks in total; 10 marks each)

See Examiner's guidelines.

A

Dear (name),

Here is the financial information you requested. In the first part of last year, turnover was level at €2m. In April, it increased rapidly to €4m, then dropped to €1m in June. It remained level until September, then began to rise steadily to €2m in December.

Best wishes,

B

Dear Mr Jenkins,

Re: Overdue payment

I am writing with regard to invoice number 01886212, which is overdue for payment.

Your order was for 100 five-litre tins of magnolia wall paint, which were delivered to you from our warehouse two days after you placed your order, as agreed.

Ms Speers, who is the finance manager here at ColourColour, would like to remind you that our payment terms are 30 days. This means that the full balance of £1,825 was due by 15 July.

If you fail to make full payment within seven days, we will have no alternative but to take further action.

Please contact either Ms Speers or myself in the finance department on 02144 8449122 if you would like to discuss the situation in more detail.

Yours sincerely,

PROGRESS TEST 2

Track 3

Retail sales increased last month. Sales volumes rose by 2.4 per cent compared to a year ago. This was due to a rise in sales of both groceries and non-food goods. The rise in sales over the month of 0.7 per cent was higher than economists' expectation of a 0.4 per cent increase.

Holyoke Property has made a takeover bid of £165 million for rival industrial property group Blankenship. Shares in Blankenship increased sharply following news of the bid, closing the day up 22 per cent, at £61.25.

Track 4

(MS = Mark Spence, GF = Gillian Franks, WJ = Wallace Jones)

MS Hello, Gillian. Great to see you again.

GF Hi, Mark. How are you?

MS Not too bad, thanks. Can I introduce you to Wallace Jones?

GF Hi, Wallace. I'm Gillian Franks. I work for GCH, the computer manufacturer. I'm responsible for product training.

WJ Nice to meet you, Gillian. I work with a company called IT Support.

GF IT Support?

WJ The company was founded just last year, so we're new. We supply software training and support to the financial industry.

GF I see. Here in London?

WJ Yes, here in London and we have a branch in Leeds, too. Where are you based?

GF New York. I'm over here for a week to visit the head office in Portsmouth, then I'm off to China to see the China Research Laboratory near Beijing.

MS Oh, that's great. I was there last year. I had a wonderful time.

GF Oh, really. I ...