

Progress test 1 (Units 1–3)

LISTENING

Track 3

A Listen to a phone call between Darren Larson and his manager, Liz Parks. Choose the best answer, a, b, or c to complete the sentences.

- 1 Business in Vietnam is ____ each quarter.
a) improving b) getting worse c) about the same
- 2 Sales in Thailand have ____ recently .
a) increased b) decreased c) not changed
- 3 Darren says the agent in Thailand has been ____ .
a) promoted b) replaced c) transferred
- 4 The new agent ____ .
a) has already started b) will start next month c) has not been chosen
- 5 Liz ____ the sales conference in Singapore.
a) has already attended b) won't attend c) plans to attend

B Listen again. For each function (6–10), tick the correct person.

- | | Darren | Liz |
|------------------------------------|--------------------------|--------------------------|
| 6 asks for repetition | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 asks for clarification | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 has problems with understanding | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 asks for further information | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 complains of technical problems | <input type="checkbox"/> | <input type="checkbox"/> |

LANGUAGE

A Complete the sentences with the words in the box.

bush grapevine nutshell stick wall

- 11 I heard it on the you've been promoted.
- 12 I asked Rudy to say yes or no, but he just beat around the
- 13 Look, in a, my trip to Singapore was a huge success.
- 14 I think you got the wrong end of the I'm not going on holiday, I'm going on a business trip.
- 15 John just doesn't listen. It's like talking to a brick

B Complete the multi-word verbs with *off*, *on* or *up*.

Lufthansa pilots cancel strike

Lufthansa pilots have called¹⁶ strike action planned for next week after new talks were set¹⁷ with the
5 German airline.

The announcement late on Wednesday averted, or at least put¹⁸, a four-day stoppage that could have cost

10 Lufthansa tens of millions of euros. The union's action had built¹⁹ the dispute into one of the worst to hit Germany in recent years, adding to a wave of
15 industrial action across the European airline sector, which has also affected British Airways.

In the end, the stoppage ended after

20 24 hours when the two sides agreed to carry²⁰ negotiating. Lufthansa says strike action costs it at least €25m a day.



C Choose the correct words to complete each sentence.

- 21 We're meeting tomorrow to discuss the new (market / marketing) strategy.
- 22 Can we discuss the (sales / price) figures? I was expecting an increase, not a decrease.
- 23 We're excited about the launch of the new (product / brand) range in South America.
- 24 I'd like you to meet Liam. He's the one who organised the successful advertising (image / campaign) in London last year.
- 25 We have brand (loyalty / leader), we just need to increase our market share.

VOCABULARY

A Complete the e-mail with the words in the box.

articulate customer focus identity market marketing misjudged product sensitive underperformed

To: Kate.Richardson@marketresearchers.com

From: Gill.Morton@gpgroup.com

Subject: Market research

Dear Kate

You may remember we met at the Memphis Technology Trade Show last spring. I was very impressed with your presentation on your company's successful²⁶ strategy for one of your clients in Australia.

I'm visiting Philadelphia next week, and I'd like to meet with you if you'll be around. We're preparing for a²⁷ launch in a developing²⁸, and I think your firm would be in a good position to help us develop our brand²⁹.

Our last big product³⁰ in this same market, partly because we³¹ the loyalty of the competition's³² base. We don't want to repeat that failure, so we're looking for someone who can run³³ groups and be³⁴ to market feedback. This person also needs to be³⁵ enough to communicate a clear brief to the advertising agency.

Let me know if you have time to meet next week.

Best wishes

Gill

SKILLS

A Choose the appropriate phrase (a–h) to complete these sentences.

- a) we met somewhere
- b) went to Carmen Diaz's presentation
- c) was given your name
- d) in sales or product development
- e) see we're in the same line of work
- f) could try Pietro Sylvani
- g) we met some time ago
- h) mentioned your name

A: Hello. You don't know me, but I'm Jeff Watson. I _____³⁶ by Janice Hayes – we used to work together in Personnel at Rank Xerox.

B: Oh, yes.

A: I'm looking for someone to help out with some training and Janice _____³⁷.

B: I see.

A: Haven't _____³⁸ before?

B: Yes, I think _____³⁹. Was it at the supply chain conference in Miami?

A: Yes, that's right. We both _____⁴⁰.

A: I need to find someone who can help with our distribution in Italy.

B: You _____⁴¹.

A: Isn't he in Shanghai?

B: No, he's back in Rome now.

A: Hi. My name's Roger Lee.

B: Hi, Roger. I'm Erki Jenssen. I _____⁴².

A: Yes, that's right. Are you _____⁴³?

B Put the words in the correct order to make sentences.

44 morning strategy marketing purpose our of discuss the to meeting is this

The

45 I've idea heard a best long the time for

That's

46 they however are crazy want you all your ideas, think

We

47 other about ideas this we do can about what ?

Any

48 New York City was thinking we maybe go should to

I

49 Manhattan hotel in could go just four-star for a

We

50 will a idea, that's, money good because save it

Yes,

READING

A Read the article and decide if these statements are true (t) or false (f).

- 51 Very few Facebook users log in every day.
- 52 Business schools understand the value of social and business networking.
- 53 Most business schools are very happy for their students to use Facebook.
- 54 Universities' intranets are usually very similar in look and feel to Facebook.
- 55 BusinessBecause.com is a social networking site aimed at business schools.
- 56 BusinessBecause.com is specialised for business schools, but reaches a global market.
- 57 BusinessBecause.com has been in business since 2008.
- 58 Haas School of Business uses Facebook alongside its own network.

Social networking: Schools struggle to balance openness with control

It is ancient history in Internet terms, but when Facebook was launched in 2004, only college students could join. It opened up to everybody in 2006, and now has more than 400m users, half of whom log in daily.

So along with the world's biggest brands and celebrities, it is no surprise to find that business schools are joining the rush into social media. Universities can use such networks to keep in touch with their alumni, fundraise, attract students or even help them find jobs.

However, for most business schools, the rise of Facebook and its more corporate-minded cousin, LinkedIn, also presents a dilemma. Many have already invested in an internal network for keeping in touch with students and sharing course notes securely. But college IT budgets can't match the resources available to a company dedicated to building such sites and clunky software means many students prefer Facebook to the official intranet.

"It's a very difficult decision," says Soumitra Dutta, a co-author of *Throwing Sheep in the Boardroom*, a corporate guide to social networking. "The natural tendency for most universities is control – they want to own the network. But the public

networks are very popular and have much better functionality. Most schools are still struggling with this decision."

Trying to bridge the gap between public and specialist networks is BusinessBecause.com, a news and social media site for business schools, that recently launched from the UK.

"Schools are good at communicating with their own alumni and students but it's tough for students to connect with their counterparts at other schools – in the same city, let alone on the other side of the world" says co-founder Kate Jillings. "Networks such as Facebook and LinkedIn are too big. Schools and students need to be able to search for what they want easily and feel comfortable about being open within a specialist community."

Less than a year old, BusinessBecause is already being used by Cass Business School in London and the George Washington School of Business in Washington DC. But Ms Jillings says not every university has responded so well. "Considering that these schools are supposed to be at the forefront of business innovation, it's been hard to convince some of their marketing departments of the merits of social media."

Being close to Silicon Valley, that was not so much of a problem for the Haas School of Business at Berkeley. It has created a Facebook fan page to bring together automatically the various Haas groups that are spread across the network. That page now has more than 4,750 fans – out of a total of 30,000 alumni, although that ratio is improving as Facebook attracts more over-35s.

Haas also creates a private Facebook group for MBA students to meet each other virtually before they arrive in California, which is especially useful for international students. The school also operates a private, internal network with 8,000 members.

It seems sociable students and networking alumni will have to remember several logins for some time yet. But whether public or private, using at least one of these sites is 'crucial' for today's MBAs, says Prof Dutta. "They want to keep in contact with their peer group and what better way is there to do it?"



B Choose the best word or phrase to complete each sentence.

- 59 When it launched, Facebook was to students.

a) closed b) only available c) marketed mostly

60 Universities social media networks.

a) use b) fail to understand c) discourage the use of

61 Many business schools have their own intranet that they feel Facebook.

a) is much better than b) could be replaced with c) competes with

62 The article says that business schools don't have the resources available to big companies such as Facebook.

a) financial b) IT c) networking

63 According to the article, the over-35s group is a Facebook market.

a) growing b) steady c) shrinking

64 MBA students at Haas first meet one another

a) when they arrive b) using the Haas intranet c) on Facebook

65 Most Haas students and alumni use networking site.

a) only their favourite b) more than one c) the BusinessBecause

WRITING

You work for a group of marketing consultants. Last week you gave a presentation at a conference in Paris about marketing on the web. After your talk, a man named Arno Dubrovsky came to talk to you and mentioned that his company might be interested in hiring your services. Unfortunately, you didn't have time to discuss his requirements in detail but he gave you his business card.

Write a letter of 100–150 words to Mr Dubrovsky, including the following points:

- Remind him about when and where you met.
- Apologise for not having more time to talk with him at the conference.
- Refer to his interest in your consultancy services.
- Refer to a brochure you are enclosing and your company's website: www.OnWeb.co.uk
- Point out that your company has a lot of experience in web marketing.
- Offer to phone or visit his company to discuss his company's needs.

Progress test 1 Answer key

LISTENING (10 MARKS)

- 1 a
- 2 b
- 3 b
- 4 a
- 5 c
- 6 Darren (Sorry, I didn't quite catch that.)
- 7 Liz (What do you mean by really bad?)
- 8 Liz (Sorry, I'm not sure I know what you mean.)
- 9 Liz (Could you explain that in more detail?)
- 10 Darren (Sorry, it's a terrible connection. Can I call you back?)

LANGUAGE (15 MARKS)

- 11 grapevine
- 12 bush
- 13 nutshell
- 14 stick
- 15 wall
- 16 off
- 17 up
- 18 off
- 19 up
- 20 on
- 21 marketing
- 22 sales
- 23 product
- 24 campaign
- 25 loyalty

VOCABULARY (10 MARKS)

- 26 marketing
- 27 product
- 28 market
- 29 identity
- 30 underperformed
- 31 misjudged
- 32 customer
- 33 focus
- 34 sensitive
- 35 articulate

SKILLS (15 MARKS)

- 36 c
- 37 h
- 38 a
- 39 g
- 40 b
- 41 f
- 42 e
- 43 d
- 44 The purpose of the meeting this morning is to discuss our marketing strategy.
- 45 That's the best idea I've heard for a long time.
- 46 We want all your ideas, however crazy you think they are.
- 47 Any other ideas about what we can do about this?
- 48 I was thinking maybe we should go to New York City.
- 49 We could just go for a four-star hotel in Manhattan.
- 50 Yes, that's a good idea, because it will save money.

READING (15 MARKS)

- 51 F
- 52 T
- 53 F
- 54 F
- 55 T
- 56 T
- 57 F
- 58 T
- 59 b
- 60 a
- 61 c
- 62 a
- 63 a
- 64 c
- 65 b

WRITING (15 MARKS)

See page examiner's guidelines.

MODEL ANSWER TO WRITING TASK

Dear Mr Dubrovsky,

It was good to meet you at the conference in Paris last week. I am very sorry that I had to leave early and did not have more time to talk to you at the conference.

You mentioned that your company might be interested in hiring our consulting services. I am enclosing our most recent brochure so that you can learn more about us and what we can offer. You may also like to visit our website at www.OnWeb.co.uk. As you can see, we have a lot of experience in marketing on the Web and have helped many businesses to launch successful campaigns.

If you would like to discuss your company's needs in more detail, I would be pleased to call you at any time, or to visit you at your office.

Please do not hesitate to call me if you would like any further information.

Yours sincerely,

PROGRESS TEST 1

Track 3 (L = Liz Parks, D = Darren Larson)

- L How's it going in Southeast Asia, Darren?
- D Things are going very well in Vietnam. It's definitely a growing market. Our sales are higher every quarter.
- L That's good. What about Thailand?
- D Sorry, I didn't quite catch that.
- L I said what about Thailand?
- D Well, I've seen last quarter's Thailand results and they're bad. They're really bad.
- L What do you mean by really bad?
- D They're about half of the previous quarter.
- L Half?
- D Yeah. It was the agent.
- L Sorry, I'm not sure I know what you mean.
- D Our agent in Thailand let us down.
- L Could you explain that in more detail?
- D Well, we thought we could count on him to book sales but he had no commitment, no motivation. In fact, we terminated his contract. We've already replaced him.
- L ...
- D Sorry, it's a terrible connection. Can I call you back?
- L Sure. Bye!
- D Bye!
- L Hello?
- D Hi, Darren.
- L Ah, that's better. So ... when did the new agent start?
- D He started last month.
- L That's great news. Will he be at the regional conference in Singapore?
- D Yes, he will. You can definitely meet him there.
- L Good. Now, I want to tell you about my trip to ...