



МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ

Белорусский национальный технический университет



Факультет маркетинга, менеджмента,
предпринимательства

Кафедра современных европейских языков

**А. И. Сорокина
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**COLLECTION OF BUSINESS ENGLISH TESTS
FOR INTERMEDIATE STUDENTS**

**СБОРНИК ТЕСТОВ ПО ДЕЛОВОМУ АНГЛИЙСКОМУ ЯЗЫКУ
(УРОВЕНЬ INTERMEDIATE)**

Учебно-методическое пособие

**Минск
БНТУ
2014**

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Учебно-методическое пособие
по деловому английскому языку
для студентов экономических специальностей

*Рекомендовано учебно-методическим объединением
по образованию в области экономики и организации производства*

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Настоящее учебно-методическое пособие составлено в соответствии с программой курса делового английского языка для студентов экономических специальностей. Данное пособие содержит 12 комплексных тестов, предназначенных для контроля лексико-грамматических навыков в рамках данного курса.

Приводимые в пособии тесты предназначены для аудиторной работы студентов на последнем году обучения, но могут быть использованы и для самостоятельной работы.

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PREFACE

This collection of tests is intended for intermediate students of Business English who use the course “Market Leader”. The book is specially written for students of the school of marketing, management, entrepreneurship, Belarusian National Technical University, but it might be used by any person who wants to test or practise their vocabulary and grammar skills in the sphere of Business English.

It is written mainly as a self-study book to give students an opportunity to revise active vocabulary and main grammar areas to take a final test on the course “Market Leader”. It might also be used in class with a lecturer for supplementing or supporting their classroom teaching. This collection has 12 complex tests. Every test is written on the example of final tests of 2000 – 2012. They provide students with exercises to test vocabulary and grammar skills on units from the course.

TEST 1

I. Match the words and word combinations to their definition.

1. acquire <i>v</i>	a. to show or make a new product available for sale for the first time
2. crash <i>n</i>	b. a person's or organization's responsibility for loss, damage, or injury caused to others
3. deregulation <i>n</i>	c. to suddenly and quickly go down in value or amount
4. infant industry <i>n</i>	d. someone or something that can be trusted
5. infrastructure <i>n</i>	e. a legal form of company in some countries for someone who has their own business, with no other share holders
6. launch <i>v</i>	f. if one company acquires another, it buys it
7. liability <i>n</i>	g. an organization or product that may take the place of the organization or product that has the highest sales in its market or industry
8. market challenger <i>n</i>	h. a time when many investments lose their value very quickly, usually when investors lose confidence in the market and sell
9. plummet <i>v</i>	i. the aim of having no faults at all in products that are produced
10. recruit <i>v</i>	j. to take money out of a bank account
11. reliable <i>adj</i>	k. an industry in its early stages of development in a particular country. Some people think that these industries should be helped with government money and protected from international competition by import taxes etc
12. sole trader <i>n</i>	l. someone working for an organization who tells the authorities that people in the organization are doing something illegal, dishonest, or wrong
13. zero defects <i>n</i>	m. the basic systems and equipment needed for an industry or business to operate successfully or for an activity to happen
14. withdraw <i>v</i>	n. to find new people to work for an organization, do a job etc
15. whistleblower <i>n</i>	o. removing government rules and controls from an industry to increase competition

15 marks

II. Choose the correct preposition.

1. Sales grew \$5.8 million.
a) on b) in c) to
2. How many times have you applied this job?
a) in b) for c) at
3. The fake goods reduced the companies' sales 10 %.
a) by b) of c) on
4. John now has an art studio that deals advertising agencies.
a) with b) at c) of
5. Do they specialize any particular type of books?
a) at b) on c) in
6. the end they managed to get through to the Sales Director.
a) at b) in c) on
7. Mr. Nishiura is going to sue his employer unfair dismissal.
a) for b) in c) under
8. A sole trader provides all the capital and has unlimited liability debts.
a) over b) against c) for

8 marks

III. Put the verbs into the correct tense form.

9. It (be) the policy in the past to use TV as the main medium for advertising.
10. The cost of TV advertising (rise) since the beginning of the last year.
11. A clerk at the agents' office explained what (happen).
12. The company (launch) a new product in January.
13. A one- minute prime-time slot (cost) \$ 600 000 last year.
14. Sales resulting from our radio advertising campaign (increase) since last October.
15. Ms. Da Silva (arrive) next Monday.
16. He was feeling very guilty because he (lie) about feeling sick.
17. It was 9 o'clock in the evening. Nick still (write) his report.
18. Mr. Goldberg (leave) his office when he received a phone call.
19. The photocopier is broken! I (call) the engineer.
20. The train (leave) next Friday.
21. We often (raise) our prices more than 5%, but this time we (increase) them more.
22. I will call you as soon as I (arrive).
23. By the time I retire, I (work) here for 10,000 working days.
24. Last year export sales (fluctuate) pretty widely.

25. The office was very quiet when I came. Everybody (go) home.
26. My plane for Buenos Aires (leave) at 14.35.
27. Our turnover (rise) dramatically since we were founded.
28. They complained that they (introduce) the changes too soon.
29. Don't worry, I'm sure the spare parts (arrive) soon.
30. He asked me if I (speak) any foreign languages.
31. We didn't want to see the accounts because we already (see) them.
32. We already (sell) more units this year than we did last year.
33. Last quarter we (see) one of the best results.

26 marks

IV. Change the sentences from active into passive voice.

1. Syngenta makes crop protection products for farmers.
2. Sam Walton started Wal'Mart in 1962.
3. RoboScience makes and manufactures RoboDog.
4. Alfred Hitchcock directed North by Northwest.
5. Judy Irigoin runs the best creperie in Kennebunkport.

5 marks

V. Match the word in A with a word in B to have common business collocations.

- | | |
|---------------|---------------|
| 1. dispose of | a. product |
| 2. approach | b. smb's mind |
| 3. up-market | c. resources |
| 4. lower | d. espionage |
| 5. imprint on | e. attention |
| 6. engage in | f. loopholes |
| 7. plug | g. a strategy |
| 8. insurance | h. company |
| 9. capture | i. layout |
| 10. office | j. taxes |

10 marks

VI. Transform the conversation below into reported speech.

Anna Braun: Good morning! I'm just calling to ask about the second quarter shipment. Has it arrived yet?

Example: *Anna Braun called to ask whether the second quarter shipment had arrived yet.*

1. *Bill Armstrong:* Well, I'm not really sure.

He

2. *Anna Braun:* Do you think it could have been delayed?
She.....
3. *Bill Armstrong:* I don't know. I have no delivery note so far.
He.....
4. *Anna Braun:* Well, the problem is that we've no record of payment.
She.....
5. *Bill Armstrong:* And is that the reason why you are ringing today?
He
6. *Anna Braun:* You've been such regular payers in the past, haven't you?
She.....
7. *Bill Armstrong:* But we have a cash-flow problem at the moment.
He.....
8. *Anna Braun:* So what do you propose we do?
She
9. *Bill Armstrong:* Couldn't you possibly let us have just ten days?
He.....
10. *Anna Braun:* Very well, but this will be the absolute limit.
She.....

10 marks

VII. Complete the sentences with the correct type of Conditionals

1. If we schedule the product development in time, we (be) ready for the change of the demand.
2. If they worked harder, they (retain) their customers.
3. We will not invest unless we (foresee) a realistic chance of long-term profits.
4. As long as the project (be financed) from outside sources, we will have to ensure a much higher rate of return.
5. We (appreciate) it if we were appointed your sole distributor.
6. If we change the ingredients, we (be) ready for the price rise.
7. Unless we (be committed) to the project long-term, we won't carry it through.
8. If we were careful, we (leave) behind our competitors.
9. We will be able to commence work as long as the deposit (be paid).
10. If you were interested in our offer, we (discuss) the rate of commission.

10 marks

VIII. Ask questions to the sentences.

1. People perform better when they are relaxed than when they are under pressure. (to the subject)
2. After studying behavioural sciences, she worked with the World Health Organisation. (special question)
3. One morning she was sitting in her office when someone turned up. (general question)
4. We all make mistakes that may cost a lot to the companies we work for. (disjunctive question)
5. I am going to be talking about franchising agreements. (alternative question)
6. Only a few employees used PCs on networks to share information and ideas. (indirect question)

6 marks

IX. Choose words from the box to complete the text about management and managers' priorities.

focus on provide try out encourage involved
earn treat build take risks accept

Managers have to (1) respect. It is not enough just to have status and a good package, with a position, salary and a nice car. Good managers (2) responsibility and they have to be accountable, so if they make a mistake, it's their mistake.

It's critical also to (3) employees with opportunities to be autonomous, creative and imaginative. (4) your people to (5) Let them (6) new ideas. (7) everyone with respect. Managers have to concentrate on all the people (8) with the business, from suppliers to customers, and all the employees from the top level to the car park attendant.

The secret is to go back to basics: the real core is to (9) people and (10) relationships with everyone.

10 marks

Total marks: 100

TEST 2

I. Match the words and word combinations to their definition.

<ol style="list-style-type: none">1. asset <i>n</i>2. balance sheet <i>n</i>3. buyout <i>n</i>4. cash flow <i>n</i>5. dumping <i>n</i>6. diversify <i>v</i>7. economy drive <i>n</i>8. fluctuation <i>n</i>9. goodwill payment <i>n</i>10. integrity <i>n</i>11. liberalize <i>v</i>12. price13. fixing <i>n</i>14. receipt <i>n</i>15. turnover <i>n</i>16. upgrade <i>v</i>	<ol style="list-style-type: none">a. something belonging to an individual or a business that has value or the power to earn moneyb. if a company or economy increases the range of goods or services it producesc. the movement of prices, income, rates etc as they increase and falld. the state of being united or kept together as one whole, and therefore strong, unite. to make a system or laws less strictf. a document given by someone, showing that they have received money, goods etcg. the amounts of money coming into and going out of a companyh. a payment made by a supplier to a customer because of a problem the customer has hadi. a planned effort by an organization to reduce costsj. a document showing a company's financial position and wealth at a particular timek. to get a better seat on a plane, a better rented car etc than the one you paid for, or give someone a better seat etc than the one they paid forl. the rate at which workers leave an organization and are replaced by othersm. the activity of selling products in an export market cheaper than in the home market, or cheaper than they cost to make, usually in order to increase market sharen. the act of buying a business or the act of buying all the shares in a company of a particular shareholdero. unfair arrangement to keep prices high
--	--

15 marks

II. a) Supply the right prepositions.

1. When does the express Montreal leave?
2. Can we get business?
3. Delivery must befour weeks.
4. We require payment bank transfer.
5. Thank you bringing this matter my attention.
6. We look doing business with you in the future.
7. We can offer a discount 5% orders over £1,000.
8. They are complaining the management because they were not consulted about the takeover.

a) Insert the correct prepositions.

within through on by × 3 in ×3 out
for ×2 at of with

1. Payment will be made US dollars.
2. They specialise distributing high quality goods.
3. We are interested your offer.
4. Usually we deal foreign companies
5. You should carry a market survey.
6. Sales increased \$2m.
7. I think you should apply the job.
8. We can offer a 10% discount orders over \$100
9. They wish to be paid bill of exchange.
10. Our market share remains stable 10%
11. We can reach our customers advertising.
12. We expect delivery four weeks, from 1.01.04 till 31.01.04.
13. We can't offer you a trade discount 20%
14. The goods should be sent air freight.
15. We will place an order 100 cases.

27 marks

III. Fill the gaps using the verbs below. You need to change the form of the verbs.

be accept do break down finish have know realize
refuse see send carry out call offer

1. If I enough time, I the report tonight.
2. If your guarantee still valid, any repairs free of charge.

3. If they a lower bid, we it immediately.
We are short of money.
4. What you if you
a colleague stealing substantial quantities of stationery from your office?
5. If you how angry my boss gets, you
how nervous I feel.
6. If this equipment, weyour
service engineer at once. But I hope everything will be O.K.
7. If they to pay up, we them a
threatening letter.

14 marks

IV. Put the verbs into the correct tense form.

1. We (start) the advertising campaign last year and since then sales
..... (rocket).
2. If you (agree) to create more jobs, we would think about a
productivity deal.
3. Our Sales Manager is on business trip at the moment. But he
(come) back on Friday.
4. We (study) the effect of the fall in dollar's value at the moment.
5. She (be) with our company for 8 years.
6. If you buy 1500 cases, we (offer) 12% discount.
7. They (sign) the contract when the phone rang.
8. We won't start construction unless you (train) our personnel.
9. If the Government found some extra money, we (create) a
subsidiary in your country.
10. We normally (hold) our sales conference in Spain, but this year we
..... (hold) it in Poland.
11. After we (meet) candidates we'll decide how many to employ.
12. Before he went there he (discuss) some business matters with
his director.
13. I will call you as soon as I (arrive).
14. She (works) thirty-five hours a week, but she (not / work) on
Fridays.
15. Calvin Klein (be) a leading fashion designer since the mid
1970.

18 marks

V. Look at these things which people said when they were interviewed for a staff survey. Put them into reported speech.

1. I find traveling to work at peak times stressful and time-consuming.
One worker told me that she
2. If the new scheme is introduced. I hope I'll be able to take a career break.
The accountant told me that if
3. I have always wanted to travel round the world.
One employee said that she
4. Can you provide on-site nursery care for pre-school children?
Several members of staff asked me
5. In my last job. we used flexitime, and it was very successful.
One person told me that in her last job. They
6. We would be interested in flexible working.
A large majority of staff said that they
7. When are you going to introduce the changes?
Some employees asked me
8. I hope to have all this technology up and running next week.
Sven said
9. The work you've been doing may be outsourced to India next year.
Arnaldo told the Board that
10. Don't make promises you can't keep!
The sales manager asked the Board

10 marks

VII. Ask questions to the sentences.

1. All staff need continuous training – not just new recruits. (to the subject)
2. When you apply for a job, it is better to send a letter. (alternative question)
3. He was originally attracted to this company in his final year at Cambridge.
(indirect question)
4. There are a lot of things which you can only learn with experience.
(disjunctive question)
5. The purpose of this report is to show off the performance of the Forest
Conference Centre in the last two years and its projected performance of
next year. (special question)
6. Business people do not appreciate having to mix with ordinary tourists.
(general question)

6 marks

VI. Complete the text below with words from the box. You may need to change the form of the verbs.

borrow break even assess invest forecast budget
expenditure interest payments income overrun

Any project needs a carefully prepared (1)..... This describes the
2)..... and (3)..... involved. A project is often based on a plan
to (4)..... money first and make a profit later after the project
(5)..... Those responsible for the financial side of the project have to
(6).....the risks and (7)..... the likely outcomes from the
project. A significant expense is usually (8)..... on any loans. Later, if the
financial environment is unfavourable, the project may (9)..... its budget.
If this happens, it maybe necessary to (10)..... more money.

10 marks

Total marks: 100

TEST 3

I. Match the words and word combinations to their definition.

<ol style="list-style-type: none">1. agenda <i>n</i>2. be ahead of3. diversify <i>v</i>4. fake <i>n</i>5. insider trading <i>n</i>6. marketing mix <i>n</i>7. phone rage <i>n</i>8. real estate <i>n AmE</i>9. rocket also rocket up <i>v</i>10. sample <i>n</i>11. speculate <i>v</i>12. teaser <i>n</i>13. trial <i>n</i>14. turnover <i>n</i>16. workforce <i>n</i>	<ol style="list-style-type: none">a. a list of the subjects to be discussed at a meetingb. the combination of marketing actions often referred to as product, price, place, and promotionc. land or buildings and the business of buying and selling themd. a small amount of a product that people can try in order to find out what it is likee. a copy of an original document, valuable object etc that is intended to deceive people into believing it is the real document, objectf. when smb uses knowledge of a particular company, situation etc that is not available to other people in order to buy or sell sharesg. advertisement intended to get people's attention for advertisements that will come later or products that will be available laterh. all the people who work in a particular country, area, industry, company, or place of worki. angry behaviour on the telephone by people who are not satisfied with the service they are receiving etcj. to start to put your money into different types of investments in addition to the investments you already havek. the rate at which goods are soldl. a process of testing a product to see whether it is safe, effectivem. to buy goods, shares, property etc in the hope that their value will increase so that you can sell them at a higher price and make a profit, often quicklyn. if a price or amount rockets or rockets up, it increases quickly and suddenlyo. to be in a better position than your rivals
--	---

15 marks

II. Supply the right prepositions.

1. We allow a quantity discount 7% purchases of 50 or more of models, rising 15% on quantities of 100 or more.
2. We agree to pay bank transfer.
3. I have looked the matter.
4. We would like payment letter credit sight.
5. We offer a close substitute, JC9, which is a similar design although a different colour, with 5% additional discount that line.
6. We agree the normal 10% discount.
7. An exporter tries to break our market.
8. You should comply all regulations.
9. We specialize distributing high quality wines.
10. Unfortunately we can't supply references a bank.
11. You should carry a market survey.
12. We've quoted you a very good price the consignment.
13. Unfortunately we can't meet the delivery date.
14. We are interested your offer.
15. There may be turbulence the Himalayas.
16. We cannot continue to depend one product.
17. We would like to discuss the rate commission and your terms payment.
18. We look forward hearing from you soon.

23 marks

III. Put the verbs into the correct tense form.

1. We (sell) already more units this year than we (do) last year.
2. Sales (fall) since the beginning of February.
3. When we receive your form, we (send) you a free flight voucher.
4. The company (reach) its targets last year.
5. What time his plane..... (arrive)?
6. We will sign a new contract as long as you (guarantee) prices for the next two months.
7. If you ordered 500 cases of wine we (give) you a 3% discount.
8. We (open) a new store next month.
9. They (drive) to the airport when the accident happened.
10. We contacted the sales managers after we (study) their offer.
11. They usually (recruit) within the company, but this time they (advertise) externally.
12. As soon as they (sign) the contract, we'll announce a deal.
13. We (sign) the contract tomorrow provided that there are no further problems.

14. Last month we (launch) an advertising campaign for a low-priced product.
15. He (work) for this company since 1998.

17 marks

IV. Complete the text below with the right word or phrase.

*visual production-oriented efficient customer needs market
research cost savings automated feedback quality monitoring*

In a specialist company that makes unique products, the focus on quality is different from a (1)..... business. In the latter case, the production process has to be quick and (2)..... and the company is always looking for ways to make (3).....

(4)..... systems are usually used to control production and in 5)..... processes. In a business that makes handmade individual products, quality control is likely to be based on continual (6)..... checks. For service organisations, quality has to be monitored in relation to (7)....., and (8)..... from customers is especially important. Of course, quality is also analysed in relation to the competition, so extensive (9)..... may also be carried out.

9 marks

V. Each question or statement includes one extra and incorrect word.

Delete it.

For example: What ~~are~~ do you do?

- 1 How do you react when do people criticise you?
- 2 Could you tell me what is your salary is?
- 3 I'm not sure when does the interview finishes.
- 4 What are your weaknesses are?
- 5 Could I ask you how much do you earn?
- 6 Do you mind telling me if is there is anything you dislike in your present job?
- 7 Could you tell to me why she left?
- 8 I am wonder whether they'll apply?
- 9 I'd like to know how would your current boss would describe you.
- 10 Do you mind if can I ask what your weaknesses are?

10 marks

VI. Write the verb in brackets in the correct form.

1. If you (not/deliver) by Thursday, we'll find somebody who can.

2. What kind of deal you (offer) if we agreed in principle?
3. you (change) them if they don't improve?
4. We (sign) the contract as long as you guarantee prices for the next 18 months.
5. I (not/sign) if I were you.
6. If you (give) us a 10% discount, we'll place an order of over 1000.
7. We'd increase the guarantee to two years if you (increase) the order.
8. Where would we be if it (not/be) for subsidies?
9. We won't be able to start construction unless you (train) our personnel.
10. If you don't hear from me, you (know) I'm OK.

10 marks

VII. Put the sentences into the passive.

1. He could hold the meeting in the morning.
2. We completed the order last Friday.
3. He is trying everything to ensure that it is correct.
4. The receptionist was taking the call at the time.
5. They are opening the new distribution centre next week.
6. She wrote the phone number down incorrectly.
7. They test each ski in the factory.
8. People use Karhu skis in many different countries.
9. They take new products to the mountains for testing.
10. We have cut prices dramatically.

10 marks

VIII. Ask questions to the sentences.

1. We are provided with very generous study leave. (to the subject)
2. I'd have stayed in the job if my colleagues had been more friendly. (alternative question)
3. We went through an initial three-day programme to develop our core skills and introduce us to the firm and our new colleagues. (indirect question)
4. There is never a good time to take holidays. (disjunctive question)
5. The turnover rose from just under £4m last year to £4.5m this year. (special question)
6. Respondents almost universally praised the company for its consistency. (general question)

6 marks

Total marks: 100

TEST 4

I. Match the words and word combinations to their definition.

1. acquisition <i>n</i>	a. to start a new company
2. branded <i>adj</i>	b. a market for a product or service, perhaps an expensive or unusual one that does not have many buyers but that may be profitable for companies who sell it
3. corner <i>v</i> the market	c. if a government or organization pay part of the cost for a company's activity
4. customs <i>n</i>	d. when one company buys another or part of another company, or the company or part of a company that is bought
5. kickback <i>n informal</i>	e. the act of getting control of a company by buying more than half of its shares
6. launch <i>v</i>	f. help that is given by government to people with social or financial problems because they are unemployed, ill etc
7. niche market <i>n</i>	g. the thing that makes a particular product different from all other similar products
8. subsidize <i>v</i>	h. a bribe (=money that is paid secretly and dishonestly to obtain someone's help)
9. takeover <i>n</i>	i. the government department responsible for collecting the tax on goods that have been brought into the country and making sure that illegal goods are not imported or exported
10. tariff <i>n</i>	j. goods or products have brand names
11. transaction <i>n</i>	k. having three parts or members
12. triple <i>adj</i>	l. a written promise that a company gives to a customer, stating that it will repair or replace a product they have bought if it breaks during a certain period of time. It is another word for guarantee
13. welfare <i>n</i>	m. a tax on goods coming into a country or going out of it
14. warranty <i>n</i>	n. a business deal, especially one involving the exchange of money
15. unique selling proposition	o. to gain complete control of a market

15 marks

II. Choose the correct alternative to complete these sentences.

1. We (expected / had expected) a fall in profits last year.
2. Turnover (rises/ has risen) dramatically since we (founded / were founded).
3. Our new computer game (will be distributed / will distribute) by young people.
4. Usually the fake goods (reduce / are reducing) the company's own sales.
5. They were working on their new designs when they (were seeing / saw) an opening in the market.
6. We (will sign / sign) the deal tomorrow unless something (will go / goes) wrong.
7. If the project failed, we (would lose / lost) a lot of money.
8. The office was very quiet when I visited it. Everybody (went / had gone) home.
9. We (are receiving / have received) two big orders so far this quarter.
10. At the moment we (aren't knowing / don't know) the profit figures.
11. Payment should (made / be made) in US dollars.
12. Our meeting (will have finished / will finished) by 6 o'clock.
13. 30% of our workforce (were made / made) redundant.
14. You will get a bonus if you (reach / will reach) the sales target.
15. We would increase our order, if you (delivered / deliver) immediately.

15 marks

III. Put the verbs in the brackets into the correct form.

Muji ¹..... (set up) in 1980 in Tokyo and since then ² (become) a leading brand. Ironically, the company's name actually ³ (mean) "no brand" as the value of a Muji product lies in what it is, not who it ⁴ (design) by. Basic colours ⁵ (use) and each Muji shop ⁶ (stock) with a wide range of different goods. Muji baby wear ⁷ (launch) in Japan last year and the company ⁸(develop) this range at the moment for launch in the UK.

8 marks

IV. Complete the text with words from the box.

*monitoring team management schedules progress
recruitment stakeholders budgets sort out deadlines*

All projects need effective teamwork with key people working together, as well as a project leader responsible for (1)..... An important aspect of project management is working out (2)..... and drawing up an initial project plan. Once the project gets the go-ahead, everyone involved has to work to specific (3)..... which define when various stages have to

be completed. The project leader may also be involved with (4)..... finding the right people to do specific tasks. Financial matters include setting and keeping to (5)....., so cost management is vital.

The project leader is also responsible for effective communication with all the (6)....., the people involved with and affected by the project. (7)..... and controlling performance is essential, and most projects involve regular (8)..... meetings to review what has been achieved and to (9)..... problems.

9 marks

V. Supply the right prepositions.

- 1 We offer a discount3 % payment within 14 days from date of invoice.
- 2 Please return your seats and fasten your safety belts.
- 3 We are responsible delivery.
- 4 We would appreciate delivery the end of November and look forward your acknowledgement.
- 5 You should increase our salaries 5%.
- 6 I'm pleased hear that you reconsidered your position.
- 7 We are not ready offer you exclusivity.
- 8 How do you feel that?
- 9 You should end an optimistic note.
- 10 I'd like a round trip Chicago.
- 11 We must ask you to clear you account 14 days.
- 12 We note that you have not replied our two previous requests payment.
- 13 We seem to agree the needan alliance with a German firm.

17 marks

VI. These are some of the things that the Managing Director said at a meeting you attended recently. A colleague who was unable to attend wants you to tell her what the MD said.

1. "I think a joint venture is the best way to break into the Middle East."
MD said.....
2. "We are not planning to set up a subsidiary."
MD said.....
3. "Sales are fluctuating at the moment but we expect them to level off."
MD said.....
4. "Prices have increased steadily since January."
MD said.....

5. "We've been talking to a group of investors in the Guff."
MD said.....
6. "I've talked to the commercial attaché at the embassy."
MD said.....
7. "I don't want to diversify in the immediate future."
MD said
8. "We shouldn't attempt to move too fast because we might get our fingers burned."
MD said
9. "We will be sending Stuart Campbell on a training course."
MD said.....
10. "We spend nearly 2,000\$ a month on advertising."
MD said.....

10 marks

VII. Look at the sentences below, decide what is the most appropriate conditional and put the verbs in brackets into the correct form.

1. If the deadline..... (move) again, we (never / meet) the launch date. But I really can't see that happening.
2. If results..... (not / improve), we (have to) cut the travel budgets. Perhaps we should start thinking about what we could cut now.
3. The unions (accept) our offer if we (meet) their demands on pensions. We should consider doing this.
4. If we (give) in to these ridiculous pay demands,..... (bankrupt) ourselves within five minutes.
5. If we..... (buy) a RoboDog for the house, (I / get) my newspaper delivered in bed. It's a pity we can't afford one!

10 marks

VIII. Put the sentences into the passive.

1. We will take market share from our competitors.
2. Their department is developing a new soft drink.
3. They publish the results of the tests every week.
4. The company must carry out marketing research.
5. We were considering their proposal for most of last week.
6. Satori Kato devised powdered instant coffee.
7. The corporation's sales and service organization covers the country.
8. We enclose payment together with our order.
9. The customer should receive the delivery by Friday.
10. They may have notified him before the invoice arrived.

10 marks

IX. Ask questions to the sentences.

1. I have to supervise and know about what's going on in all the different parts of the company. (to the subject)
2. Drink Me Chai Latte was launched in July 2003, and in November of that year, Tesco started stocking it. (alternative question)
3. When Unilever wanted to launch its AXE deodorant spray for men in the United States, it combined young men's natural interest in pretty girls with the attraction of a great house party. (indirect question)
4. There are still many places in the world where women earn less than men for the same work. (disjunctive question)
5. We had to cancel the meeting and reschedule it for this week. (special question)
6. Running meetings well is clearly an art. (general question)

6 marks

Total marks: 100

TEST 5

I. Match the words and word combinations to their definition.

<ol style="list-style-type: none">1. bank statement <i>n</i>2. clock in/on <i>phr v</i>3. disclosure <i>n</i>4. economies of scale <i>n</i>5. flexitime <i>n</i>6. have an edge over7. integrity <i>n</i>8. jet lag <i>n</i>9. knowledge worker <i>n</i>10. letter of credit <i>n</i>11. merchandise <i>n</i>12. retail outlet <i>n</i>13. sales promotion <i>n</i>14. sleeping partner <i>n</i>15. swindle <i>v</i>	<ol style="list-style-type: none">a. the advantages that a bigger factory, shop etc has over a smaller one because it can spread its fixed costs over a larger number of units and thus produce or sell things more cheaplyb. the tired and confused feeling you can get after flying a very long distancec. someone whose job involves dealing with information, rather than making thingsd. in foreign trade, a written promise by an importer's bank to pay the exporter's bank on a particular date or after a particular evente. goods that are produced in order to be sold, especially goods that are sold in a storef. information sent regularly by a bank to a customer, showing the money that has gone into and out of their account over a particular periodg. a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limitsh. a fact which is made known after being kept secreti. to record on a special card or computer the time you arrive at or begin workj. complete honestyk. a partner who invests in a business but does not take an achieve part in managing itl. a shop through which products are sold to the publicm. to get money from smb dishonestlyn. an activity such as special ads or free gifts intended to sell a product or serviceo. to have a slight advantage over your competitors
--	---

15 marks

II. Choose the correct alternative to complete these sentences.

1. We (are going to launch / launch) a new range next winter.
2. We (would cover / will cover) insurance, if you placed regular orders with us.
3. We (are impressed / impressed) by the quality of our product.
4. Unemployment (peaked / has peaked) last year.
5. The agency (wasn't believing / didn't believe) that the machine would save so much time.
6. I want you to meet the delivery date we (had agreed / agreed).
7. Sales (fell / have fallen) since the beginning of July.
8. Contracts (aren't signed / haven't been signed) yet.
9. Since December our turnover (has increased / is increased) by 15%.
10. More than 6 million tins of beans (are sold / sell) every week.

10 marks

III. Supply the right prepositions.

1. We offer a discount 3 % payment 4 days from date of invoice.
2. We apologize our customers any inconvenience caused.
3. We can quote you a price 150 Euros unit FOB Hamburg.
4. the left, you can see the Adriatic coast.
5. I must ask you to settle the account the next two weeks or give me reasons not doing so.
6. We're relying your supportthe meeting.

11 marks

IV. Insert the correct preposition.

for × 3 *with* × 2 *in* *into* *up* *to* *by* × 2 *of* × 2 *at* *at/of*

1. We are responsible ... delivery.
2. We are sure you'll be satisfied ... the quality of our goods.
3. I'm specialist ... marketing.
4. I'm going to divide my talk ... several parts.
5. Sole trade is one person who sets ... and run the company.
6. We supply our goods ... different countries.
7. The shares of limited company are held ... shareholders.
8. Mr. Lorenzo wants to give up his job, that`s why he sent a letter ... resignation.
9. We have a decrease ... \$3m in our sales.
10. Sales stand ... \$7m.
11. We placed an order ... 200 cases.

12. Sales reached a peak ... \$5m last month.
13. Our profit grew ... 5% last year.
14. Usually we deal ... foreign companies.
15. They sue us ... damages.

15 marks

V. Complete the text with words from the box.

economy competition consumers positioned marketplace location
benefits premium weaknesses targeting advertising value

Effective marketing involves (1)..... specific groups of (2)..... To do this, businesses and organisations need to ensure that their products are correctly (3)..... in the (4)..... The Four Ps are a tool that can help to achieve this.

Marketing people need to see how their products fit in comparison with those of the 5)..... This involves considering the (6)..... and (7)..... of your products. Next, pricing involves understanding whether your product is a (8)..... product, so you give it a high price. Or perhaps your product is based on (9)..... or offers special

(10)..... to the customer, so you give it a low price. Place is all about the (11)..... where you sell the product or service. Finally, promotion is about making your product known, so it is actually much more than simply (12).....

12 marks

VI. Open the brackets using the correct tense forms either active or passive.

Frank: Can I speak to Mary, please?

Mary: Mary speaking.

Frank: Frank here. Where you ¹ (be), Mary? I
² (try) to get on to you for the last three hours you
³ (not / leave) your office at 7.00?

Mary: Yes, I ⁴, but today I ⁵ (go shopping) and only just ⁶
..... (get) in. It's nice to hear your voice, Frank. I haven't known
you ⁷ (be) in Washington.

Frank: I only ⁸ (arrive) this afternoon. I would have rung you before
but I had been terribly busy all day covering a conference. It only just ⁹
..... (end) you ¹⁰ (do) anything tonight, Mary?

Mary: Yes, I ¹¹ (go) to the pictures.

Frank: But that's terrible! I'm only here for one night!

Mary: I ¹² (be) sorry, Frank. If you had told me you were coming up, I
would have kept the evening free. But you ¹³ (not / tell) me.

Frank: I ¹⁴ (not / know) myself till this morning when the boss

suddenly ¹⁵ (dash) into the office and ¹⁶
(tell) me to rush up here to cover the conference.

Mary: I thought Jack usually ¹⁷ (do) the conferences.

Frank: Yes, he ¹⁸ (do) but when he ¹⁹ (drive) up here last
night he ²⁰ (have) an accident and ²¹ (take) to
hospital.

21 marks

VII. Correct the mistakes in these sentences.

1. If we went to Paris, I can practise my French.....
2. If I lose the order it will affect my commission
3. If they payed late, we would close their account.
4. We cover insurance, if you placed regular orders with us.....
5. If I had my car, I will take you to the station.
6. If I do more exercise, I would get fitter.
7. I would learn more if I have better training.
8. If I started my own company, I can work from home.
9. If I earn more money, we could buy a bigger house.
10. If you moved to Australia, we won't see you very often.

10 marks

VIII. Ask questions to the sentences.

1. I monitor my company's financial performance, as well as supervising the budgets for various projects and controlling their costs. (to the subject)
2. The projected turnover for 2004 was £350,000. (alternative question)
3. A logo was a straightforward guarantee of quality and consistency, or it was a signal that a product was something new. (indirect question)
4. Traditional methods of investigating consumers' tastes are often not effective. (disjunctive question)
5. We had to cancel the meeting and reschedule it for this week. (special question)
6. By that time, we had already refocused our business. (general question)

6 marks

Total marks: 100

TEST 6

I. Match the words and word combinations to their definition.

1. attribute <i>n</i>	a. the thing that makes a particular product different from all other similar products
2. benchmark <i>n</i>	b. an amount of money paid to someone according to the value of goods, services, investments etc they have sold
3. bribe <i>n</i>	c. someone who tries to get money from people by tricking them
4. commission <i>n</i>	d. a group of people brought together to discuss their feelings and opinions about a particular subject.
5. conman <i>n</i>	e. a characteristic, feature, or quality
6. go /move downmarket <i>also</i> downscale	f. the total value of goods and services produced in a country's economy, not including income from abroad
7. focus group <i>n</i>	g. to start buying or selling cheaper goods or services
8. gambling <i>n</i>	h. good performance in a particular activity in one company that can be used as a standard to judge the same activity in other companies
9. gross domestic product(GDP)	i. money that is paid secretly and dishonestly to obtain someone's help
10. hoarding <i>n</i>	j. a large sign used for advertising. Hoardings are called billboards in American English
11. promotion <i>n</i>	k. a bribe (=illegal or unfair payment made to someone to persuade them to do something)
12. subsidy <i>n</i>	l. money that is paid by a government or organization to make something cheaper to buy, use, or produce
13. sweetener <i>n</i>	m. the practice of risking money or possessions on the result of something uncertain, for example a card game or a sporting event such as a horse race
14. unique selling point (USP) <i>n</i>	n. a move to a more important job or rank in a company or organization
15. undercutting	o. to charge a lower price than your competitors

15 marks

II. Supply the right prepositions.

1. We agree to pay bill of exchange.
2. Once again, my thanks your efforts our behalf.
3. I would like to apologise the inconvenience you suffered.
4. We can guarantee delivery within one week receipt your order.
5. Remind them that payment must be made US dollars.
6. We hope to receive a cheque from you the next few days.
7. I agree that we should look a new partner in Eastern Europe.
8. The home market accounts 65% of their sales.

10 marks

III. Write one preposition in each space below.

THE "GREEN" OFFICE

There are a number of simple steps you can take to make your office more environmentally friendly. Most of them are not just about looking ¹..... the environment. They are useful ²..... anyone who is interested ³..... running their office more efficiently. For example, has anyone in your workplace ever left their computer switched ⁴..... all night? Making sure that everyone shuts ⁵..... the computers ⁶..... the end of the day will save energy and reduce your electricity bills too. Many office workers also depend too much ⁷..... hard copies of documents, which means that the office spends far more than it should ⁸..... paper. Make sure everyone is aware ⁹..... the system for creating files and storing emails on computer so that they do not have to print everything ¹⁰.....

A truly green office will have a system for recycling different materials. Try to persuade your boss to set ¹¹..... a system with different bins ¹²..... paper, cardboard and plastic. If colleagues complain ¹³..... the extra time and trouble, you may be able to invest ¹⁴..... individual recycling containers which can be placed next ¹⁵..... everyone's desk. These are available from many recycling companies.

15 marks

IV. Complete the sentences with the correct forms of the verbs in brackets.

1. John Dee (to work) for Best Motors in the Sales Department.
2. We (to study) the effect of inflation.
3. In the past, Calvin Klein (to take) a passive approach to the problem.
4. However, since the beginning of the year, sales (to fall) ... by almost 10%.
5. We (use) this supplier the last three years.
6. The truck that (to carry) the consignment of machine tools to Germany (to have) an accident.
7. We (to sign) contract as long as you guarantee prices for the next 18 months.

8. The flight (to leave) at 15.30 tomorrow.
9. I (to see) the Chief Executive on Monday. It was arranged last week.
10. There (to be) a flight of capital from the West towards India and China.
11. Powdered instant coffee (to devise) by Sotori Kafo.
12. Coffee (to use) in most countries as a breakfast drink.
13. Our head office (to relocate) in Canada.
14. We (to beat) our rivals on every detail.

15 marks

V. Change the sentences from active into passive voice.

1. They are making 20 % of their workforce redundant.
2. Carl Benz produced the first motor car in 1884.
3. We were investigating the problem all the week.
4. He has cancelled 9 a.m. flight to Hong Kong.
5. Employees must respect company procedures at all times.

5 marks

VI. Complete the text below using words from the box.

*ethical transparency relationships strategies stakeholders
environmental accountability marketing*

The core principles of effective PR

Public relations involves building good (1)..... with all the (2)..... in an organisation. The best PR (3)..... are based on effective relationship (4)..... In Asia there is a long tradition of this kind of approach to business, but it is important to develop (5)..... and integrity. This means not only openness, but also (6)..... , which means taking responsibility for decisions. A further dimension to effective PR is a commitment to (7)..... standards, which includes a continual assessment of the (8)..... impact of all your principles.

8 marks

VII. Transform the sentences below into reported speech.

1. "Will you have time to call me back?" I asked
2. "Don't touch it. You will only make it worse," he told me.
3. "You can't park here," said the police officer.
4. "I'll see you in the morning, Helen," said Peter.
5. "I'm taking the 5.30 train tomorrow evening," said Janet.
6. "What time does the seminar start, Peter?" I asked.

7. "Why did you apply for this job?" asked the sales manager.
8. "Are you taking much money with you to France?" asked the bank manager.
9. "When will I know the results of examination?" asked Jenny.
10. "Are you enjoying your flight?" asked the stewardess

10 marks

VIII. Correct the mistakes in these sentences.

1. If we were emigrate to Spain, it will be cheaper.....
2. The machine should not be touched if it has cooled down.....
3. If people got the opportunity, they will choose to work from home.....
4. If people feel that they have no impact on politics, they didn't think about the future.....
5. We are unable to supply the goods if we receive payment in advance.....
6. We saw lots more global trade if the internet becomes more important.....
7. I phone you if I will hear any news.
8. If we gave her a 5% pay rise, I think she'll stay.....
9. We will enjoy life more if we earning more.
10. If you will rent the office space for 12 months, we'll offer you a 10% discount.....

10 marks

IX. Look through these sentences and fill the gap with a word built from the list on the right and a prefix from the box.

multi- over- re- mis- sub-

- | | | |
|---|-----------------------|-----------|
| 1. Because the machine had outlived its usefulness, the production manager proposed | it. | place |
| 2. The finance department badly | the costings | calculate |
| 3. There's something wrong with this bill. I think they've | me. | charge |
| 4. We've received so many complaints about the product that we'll have to | the next model. | design |
| 5. Our major supplier is a large | company, | national |
| 6. Manufacture of the components was | to a smaller company. | contract |

6 marks

X. Ask questions to the sentences.

1. I think the extra work should be seen as something that comes with a managerial position. (to the subject)
2. Starting up your own business means taking a massive risk; 70% of all new businesses fail in the first three years. (alternative question)
3. As shoppers have become mobile and discovered more places to buy, including online websites, they switch products more often. (indirect question)
4. The idea, John Blogg, the co-founder, explained, was a gourmet gift shop. (disjunctive question)
5. This distributor has been in business since 1959 and they stock most major brands. (special question)
6. It has always been about developing, designing, marketing, selling software to help people to communicate better. (general question)

6 marks

Total marks: 100

TEST 7

I. Match the words and word combinations to their definition.

1. awareness <i>n</i>	a. the degree to which people buy a particular brand and refuse to change to other brands
2. brand leader <i>n</i>	b. the situation where one shareholder owns enough shares to control a company
3. brand loyalty <i>n</i>	c. someone's energy, motivation, and ability to work hard
4. brand stretching <i>n</i>	d. when a company starts to use an existing brand name on a different type of product, hoping that people will buy it because they recognize the name
5. cash cow <i>n</i>	e. knowledge or understanding of a particular subjects, situation, or thing
6. controlling interest <i>n</i>	f. special buildings or equipment that have been provided for a particular use, such as sports activities, shopping or travelling
7. copycat product	g. a port where import duty does not have to be paid on imports that are to be sent to another country to be sold, or used to manufacture goods that will be sold abroad
8. drive <i>n</i>	h. a product that copies a competitor's idea for a product
9. facilities	i. the activity of secretly finding out a company's plans, details of its products etc
10. free port <i>n</i>	j. the brand with the most sales in a particular market
11. industrial espionage <i>n</i>	k. a company where individual shareholders lose only the cost of their shares if the company goes bankrupt, and not other property they own
12. joint venture <i>n</i>	l. a business activity in which two or more companies have invested together
13. limited company/ limited liability company <i>n</i>	m. a relationship between two people, organizations that work together
14. partnership <i>n</i>	n. a limited company whose shares are freely sold and traded
15. public limited company <i>n</i>	o. a profitable product or business generating a steady flow of sales revenue

15 marks

II. Complete the sentences with the correct forms of the verbs in brackets.

1. The problem (to investigate) for most of last week.
2. Unfortunately, mass production and marketing (to invent) yet.
3. The trials (must, to approve) by the Ethics committee.
4. Background information (to give) a little bit later.
5. We (to introduce) it a few months earlier and it became popular with customers.
6. They (to publish) the results of the tests every week.
7. We (to consider) the options at the moment.
8. I'm worried about the sales of the range of fragrances we (to launch) 2 years ago.
9. Several firms (to copy) our designs and are now flooding the market with them.
10. An embarrassed clerk at the agents' office explained what (to happen)
11. We (not, to be able)to start construction unless you train our personnel.
12. Can you find out what time the airport bus (to leave)?
13. By the end of the week 1350 people (to die) and 10 000 (to affect) seriously.
14. Questions (to answer) at the end of the speech.
15. He just (to promote) to the post of Sales Director.

16 marks

III. Complete the text. Use the correct present, past, or perfect form of the verb in brackets.

Susie Wessendorf¹ (not do) well at school but, since then, she² (built up) a successful company. In the last twenty years, she³ (start) three new businesses. She⁴ (sell) the first two businesses last year. Now the third one⁵ (grow) very fast. Susie is a wealthy woman and⁶ (not need) to work, but she still⁷ (love) making things happen. She said recently, "Right now I⁸ (try) to work less. My children⁹ (grow up), and I¹⁰ (want) to spend more time with them while they are young."

10 marks

IV. Maria works at an information desk in an airport. These are the answers she gave - what do you think the questions were?

Example: "The restaurant is upstairs." Someone asked her where the restaurant was

- 1 "You can get a shuttle outside the building."
- 2 "At the foreign exchange counter."

- 3 “The duty free is on the first floor.”
- 4 “Yes, you can leave your suitcases in the left-luggage lockers over there.”
- 5 “I'm sorry, I really don't know why the Alitalia flight has been delayed.”
- 6 “You find baggage trolleys over there.”
- 7 “No, you can't choose your seat.”
- 8 “Yes, there are long queues at check-in.”
- 9 “If you are not a Gold Card Holder, you don't have any discount.”
- 10 “The elevator doesn't work, sorry”

10 marks

V. Complete these sentences with the phrasal verbs below. Make sure you use the correct tense.

call back cut off get back to get through hang up
hold on look up pick up put through speak up

1. If you don't know a number you can always it in the directory.
2. a minute, I'll see if she's free.
3. It took a long time but eventually I to him.
4. The switchboard me to the manager's office.
5. This is a terrible line. I can't hear you very well. You'll have to
6. I don't have the figures. I'll have to you tomorrow.
7. I can't talk now. I'llyou later.
8. He's on his mobile and the signal is weak. That's why we keep getting
9. When you finish a call you
10. It's been ringing for ages. I wish she'd the phone.

10 marks

VI. Look through these sentences and fill the gap with a word built from the list on the right and a suffix from the box.

-ish -al -ly able

1. Opening of the banking complex will be an important development for the region. commerce
2. The new model was up-to-date and visually very..... style
3. If you want cheap and..... products you can buy them at the discount supermarket. afford
4. The managing director prefers to leave..... affairs to the accountant. finance
5. The accounts department supplies us with a..... list of all payments. quarter

IX. Correct the sentences which have a grammar mistake.

1. I'm usually going to work by car.....
2. The climate gets warmer because of global warming.....
3. My boss stays often in luxury hotels.....
4. Could you tell me where is the meeting room?
5. The committee chose the new Financial Director last Tuesday.
6. This internet search engine developed without the use of advertising...
7. Could you me tell where you live?
8. Food served in British restaurants isn't bad as you think.
9. I have to work much harder in my current job than in my last one.
10. The Chairman said that profits have risen by 5% this year.

10 marks

X. Ask questions to the sentences.

1. I have two divisional management accountants reporting to me. (to the subject)
2. The failure rate of legitimate franchises is a mere 10%. (alternative question)
3. The trouble is that most marketers have to struggle to create strong feelings for their brands. (indirect question)
4. Some venture capital firms will only be interested in entrepreneurs who have experience of successfully starting up businesses. (disjunctive question)
5. Highly experienced sales force are quite highly paid, which will make our products more expensive. (special question)
6. You can do this by providing a site map or by changing the colour of the current section in the navigation area. (general question)

6 marks

Total marks: 100

TEST 8

I. Match the words and word combinations to their definition.

1. applicant <i>n</i>	a. a financial document showing the amount of money earned and spent in a particular period of time by a company.
2. benefits package <i>n</i>	b. the idea that governments should do as little to the economy as possible and allow private business to develop
3. drop <i>v</i>	c. the difference between the price of a product, service and the cost of producing it
4. franchise <i>n</i>	d. a short written statement made by an organization, intended to communicate its aims to customers, employees, shareholders
5. income statement <i>n</i>	e. a person who applies for a job or a place at a university
6. laissez-faire / laissez-faire <i>n</i>	f. to fall to a lower level or amount
7. margin <i>also</i> profit margin <i>n</i>	g. the practice of giving jobs to members of your family when you are in a position of power
8. mission statement <i>n</i>	h. an arrangement in which a company gives a business the right to sell its goods or services in return for payment or a share of the profits
9. nepotism <i>n</i>	i. time that you spend working in your job in addition to your normal working hours
10. overtime <i>n</i>	j. advertising for a product in places where it is sold
11. point-of-sale advertising <i>n</i>	k. the total amount of pay and all the other advantages that an employee may receive such as bonuses, health insurance etc
12. subliminal advertising <i>n</i>	l. a person or company that sells goods in large quantities to other businesses
13. subsidiary <i>n</i>	m. all the things that a person or organization has done in the past, which shows how good they are at doing their job
14. track record <i>n</i>	n. a company that is at least half-owned by another company
15. wholesaler <i>n</i>	o. when images appear very quickly during a television or cinema advertisement with effects that people are not conscious of

15 marks

II. Supply the right prepositions.

1. We'll be landing 25 minutes.
2. Thank you offering a trade discount 15% and a quantity discount 5% orders over 750 units.
3. We can quote you a price 150 Euros unit CIF Hamburg.
4. We wish to be paid bill of exchange.
5. I'd like an aisle seat the back.
6. He will receive one month's salary his first day at work.
7. Payment should be paid sterling and 30 days.

12 marks

III. Complete the faxed invitation to Don McGill, Marketing Director of an Australian pharmaceutical company. Use the prepositions in the box.

at for from in on

I was interested to learn¹ a colleague that you will be attending the Annual Sales Convention here next month. I understand you plan to stay on² New York³ a few days after the convention.

We are holding a training seminar⁴ members of our department⁵ our head office⁶ July 5-7. I would like to invite you to lead a half-day session⁷ new trends in marketing, preferably⁸ July 6. The session could be⁹ the morning or afternoon, whichever would be more convenient¹⁰ you. I should mention that we can offer you a fee of \$250 if you participate¹¹ the seminar. If you are willing to accept this invitation, could you please phone me as soon as possible? We could then discuss the organization of the session¹² detail.

I very much hope that you can accept this invitation. It would be an honor¹³ our staff to meet you and learn about the latest trends¹⁴ marketing.

Once again, my thanks for your efforts¹⁵ our behalf.

15 marks

IV. Complete the sentences. Use the correct form of the verb in brackets.

1. Which business (they / sell)? - They sold the magazine, but kept the others.
2. Who (he / want) to talk to? - He's waiting to see the manager.
3. (you, speak) to Mr Johnson? - No, not yet.
4. She (live) in New York for the last few months.
5. We didn't have enough money. - What (cause) the problem?
6. What (she / pay) for the flight? - I can't remember, but it was a lot.
7. Who (know) the answer? - Our accountants probably do.

8. I (know) her for five years.
9. How long(you / deal) with this company?
10. Who (she / marry)? - She married the chef, Claude Blanc.
11. The company (produce) 35,000 cars so far this year.
12. (you / go) to Rome last year? - No, I didn't.
13. How many jobs (you, have) in the past five years?
14. How long (he / be) director of the company?
15. (exports, increase) in the last two years?
16. How many times (they / travel) to the Far East?
17. They (work) on the project since last month
18. (you / have) lunch with the client? Yes, tomorrow at 1 p.m.
19. Which company (win) the contract? - It was ABA, I think.
20. The market for our products (grow) a lot since 2003.

20 marks

V. Complete the sentences. Use the correct form of the verb in brackets.

Coffee¹ (drink) by Arabs in the 9th century. At that time coffee beans.....² (boil) in water and the drink. (call) 'Arabian wine'. Sometime between the 10th and 12th centuries it⁴ (discover) that roasting the beans first resulted in a delicious drink. Today coffee⁵ (grow) in more than 50 countries. It is the second largest export in the world after oil. Over 25 million people⁶ (employ) in the coffee industry. The two main suppliers of coffee are Brazil and Colombia. About 30% of the total.....⁷ (produce) by Brazil. Coffee⁸ (drink) in Europe since the 17th century. Espresso coffee⁹ (make) since 1822 and filter coffee since 1908. Coffee.....¹⁰ (grown) in the USA since the 18th century. Today Hawaii is the only American state to produce coffee commercially.

10 marks

VI. Fill in the correct word into the gaps.

billboards cancel counterfeit acquisition profitability
competitors target launch free sample merchandise

1. Sales from a recent increased revenue to 2,74 billion.
2. He made restructuring proposals to help increase the company's.....
3. Britain has had higher long-term interest rates than most of its major.....
4. We must mark coins in a way that makes them harder to.....
5. Even though retailers ordered carefully this year, they are getting ready for huge after-Christmas sales.
6. Some airlines have been forced to orders.
7. These advertisements are aimed at our customers.
8. The company is going to a new range of hair products.
9. He started to use the product after receiving a.....

10. Tobacco ads are placed in magazines, newspapers and on..... .
10 marks

VII. What do these abbreviations stand for?

1. What's the difference between a B/L and a B/E?
 2. A British firm`s name may be followed by the abbreviation plc or PLC, Ltd or & Co.
 3. An American firm`s name may be followed by Corp.
 4. If you buy something by mail order the price may not include VAT.
- 7 marks**

VIII. Correct the mistakes in these sentences.

1. If she get a promotion, she won`t leave the company.....
 2. He will fax you the information if he will receive it before 5 p.m.
 3. Sales increased more if the company spent more money on advertising.....
 4. I will phone you if I heard anything about the train strike.
 5. If we wined the contract, we would invest in new machinery.
- 5 marks**

IX. Ask questions to the sentences.

1. The products we buy reflect the sort of people we want to be. (to the subject)
2. Jobs in the knowledge industries have grown by 22% in the last five years. (alternative question)
3. The trouble is that most marketers have to struggle to create strong feelings for their brands. (indirect question)
4. In addition, we do not have more than 100,000 people “economically inactive”. (disjunctive question)
5. I shall need to take about 100 leaflets, brochures and catalogues. (special question)
6. As web software has developed over the years, many web designers have felt the urge to demonstrate all these advances simultaneously on one web page. (general question)

6 marks

Total marks: 100

TEST 9

I. Match the words and word combinations to their definition.

1. blueprint <i>n</i>	a. when people working in an office do not each have their own desk, but work where there is one available
2. bribe <i>v</i>	b. an amount paid by a borrower to a lender, e.g. to a bank by someone borrowing money for a loan, or by a bank to a depositor
3. competitive advantage <i>n</i>	c. an organization or product that has the highest sales in its market or industry
4. counterfeit <i>v</i>	d. something that helps you to be better or more successful than others
5. distribution <i>n</i>	e. to dishonestly give money to smb to persuade them to do smth that will help you
6. endorse <i>v</i>	f. someone who owns shares in a company
7. hot-desking <i>n</i>	g. a market for a product or service, perhaps an expensive or unusual one, that does not have many buyers
8. interest <i>n</i>	h. to copy something so that it looks like something else, usually illegally
9. flight of capital <i>n</i>	i. the actions involved in making goods available to customers after they have been produced
10. market leader <i>n</i>	j. a letter written by someone who knows you well, e.g. to a new employer, giving information about your character, abilities
11. market niche <i>n</i>	k. when money is moved rapidly out of a country, because its economy is doing badly or there is political instability
12. profit and loss account <i>n</i>	l. a financial document showing the amount of money earned and spent in a particular period of time by a company.
13. reference <i>n</i>	m. a plan for achieving or improving something
14. share holder <i>n</i>	n. an ability to do something well, especially because you have learned and practised it
15. skill <i>n</i>	o. if a famous person advertises a product

15 marks

II. Circle out the correct preposition.

1. They have spent a great deal of money the new premises.
a) for b) on c) to
2. Our business grew 10 % last year.
a) with b) by c) on
3. These shops are targeted customers wanting to shop at one time one place.
a) at b) with c) on
4. Sales have fallen from \$5m \$3m.
a) in b) under c) to
5. We have received a number of letters complaining faulty goods
a) for b) about c) to
6. Our company does business many overseas manufacturers.
a) with b) in c) at
7. He filled the usual trader's form offering to sell a car to the finance company.
a) at b) of c) in
8. The goods will be paid letter of credit.
a) in b) by c) under
9. HB Industries are negotiating Nicholas Manley for a merger.
a) with b) from c) over
10. This product is in direct competition several other brands
a) with b) against c) to
11. Lufthansa has placed a large order for jets Boeing.
a) with b) in c) on
12. Orders have been cancelled because the company's subsidiaries aren't responding quickly customer's needs.
a) at b) with c)) to
13. Payment will be made ... receipt of goods.
a) by b) with c) in
14. Thank you once again your enquiry.
a) at b) for c) in
15. We hope you find our quotation satisfactory and look forward receiving your order.
a) in b) with c) to

15 marks

III. Complete the sentences with the correct forms of the verbs in brackets.

1. you ever (to be) to the trade fair?
2. When Queen Victoria (to die) in 1901, she (to reign) for over 60 years.
3. I'm tired of working in an office. I (to think) of changing my job.

4. you..... (not to finish) that book yet? You (to read) it for more than a week.
5. You'll disappoint her if you (not to go). Now that you've promised, she (to expect) for you.
6. The railways in Britain (to be) under State control since they (to nationalize) in 1948 .
7. While I (to talk) to Mrs Singleton somebody walked into my office and (to steal) the computer.
8. I`ve heard John (to get married) last summer.
9. Nobody came to the meeting because Angela (to forget) to tell people about it.
10. This government (to be) in power for eight years soon but I don't think they (to win) the next election.
11. On her birthday she (to give) a gold watch.
12. the new motorway (to complete) next year?
13. The new supermarket (to open) next week.
14. A job (to offer) her on the last interview.
15. Our plans (have to, to change).

21 marks

IV. Transform the sentences below into reported speech.

1. "I was going to do it tomorrow," he said, "but I don't think I'll be able to."
2. "Where is the ticket office?" asked Mrs. Jones.
3. "What platform does the train leave from?" asked Bill.
4. "Why does the price go up so often?" she wondered.
5. "Does this train stop at York?" asked Bill
6. "I check my email twice a day" said Tom.
7. "We will arrange a training session" said the managers.
8. "I won't have time to fill in the questionnaire today" said Kate.
9. "The problem will get worse" said staff.
10. "Your emails are often unclear" said the secretary

10 marks

V. Correct the sentences which have a grammar mistake.

1. Employees should be punctual for work in the mornings.
2. I'll to take that call if you like.
3. I not have to back up my work. My computer automatically does it for me.
4. I'm absolutely exhausted. I am at my desk since eight o'clock this morning.
5. No, really Carlo. I pay for the drinks. I insist!
6. What do you do after the conference, Anna?
7. The Marketing Manager told that we should promote it on the Internet.
8. Who you visited when you went to Turkey?

9. She's worked in Tokyo for three years.
10. If we don't leave now, we're late for the Managing Director's presentation.
11. I'm going not to buy any more shares until the market improves.
12. His company is the more profitable in this sector.
13. Shall I to order a taxi for you?
14. She says everyone she's the manager when she's really only the assistant.
15. He's the kind of person you can depend on to do a job well.

15 marks

VI. Match the following abbreviations to the definitions.

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. CF 2. AGM 3. CIF 4. HR 5. ex-works 6. FAS 7. GDP 8. FOB | <ol style="list-style-type: none"> a. The price excludes all delivery charges. The buyer has to arrange for collection of the goods at the works or factory, and pays all expenses such as loading, insurance and carriage. b. An official yearly meeting of the shareholders and directors of a company. c. The seller's price includes all charges and risks up to the point where the goods are placed alongside the named ship ready to be taken on board. d. The seller's price includes all charges and risks up to the point where the ship carrying the goods arrives at the named port of destination. e. The price paid to the seller includes packing and freight to the port of destination, but does not include insurance. This must be paid by the buyer. f. The total value of goods and services produced in a country's economy, not including income from abroad. g. The seller's price includes all charges and risks up to the point where the seller delivers the goods on board at the named port of shipment. From that point, the buyer bears the charges and risks. h. The department in an organization that deals with employing, training, and helping employees. |
|---|--|

8 marks

VII. Fill in the correct word into the gaps.

consumers *liable* *overseas* *bribes* *dismissed*
asset *profit* *applicant* *sue* *joint venture*

1. US citizens are forbidden by law to offer to officials of foreign governments.
2. They will have to produce and sell more than 300,000 cars a year to make on this model.
3. The law made it possible for..... companies to hold a stake in Russian companies.
4. The company has a large – 50 hectares of real estate next to an international airport.
5. Demand for autos is increasing as feel more confident about the economy.
6. He was from his job at a bank for turning up to work late.
7. The starting salary of the successful will be fixed according to experience.
8. If the builders don't fulfill their side of the contract, we'll
9. The company will be for about \$52 million in taxes and penalties.
10. Saudi Arabian and Japanese officials agreed on a to build oil refineries in both countries.

10 marks

VIII. Ask questions to the sentences.

1. Phone-answering skills are critical for businesses. (to the subject)
2. There are four universities in this area. (alternative question)
3. Our promotional campaign brought in some new business, but not enough. (indirect question)
4. Such attentive service is no accident. (disjunctive question)
5. I produce reports and I supply financial information to all levels within the organisation, from local management to the board of directors. (special question)
6. I must emphasise that we will only continue to use your service if deliveries continue to be problem-free in the future. (general question)

6 marks

Total marks: 100

TEST 10

I. Match the words and word combinations to their definition.

1. boom <i>n</i>	a. a small mistake in a law that makes it possible to do something the law is supposed to prevent you from doing
2. bribery <i>n</i>	b. an occasion when two or more companies, join together to form a larger company
3. deputy <i>n</i>	c. the act of improving a product or service
4. loophole <i>n</i>	d. to start buying or selling more expensive goods or services
5. loss <i>n</i>	e. a period of time when an economy or industry is doing badly, and business activity and employment decrease.
6. merger <i>n</i>	f. the money that you are paid for working more hours than usual
7. middleman <i>n</i>	g. dishonestly giving money to someone to persuade them to do something to help you
8. overtime <i>n</i>	h. the time in the evening when most people are watching television, and the cost of advertising is at its most expensive
9. prime time <i>n</i>	i. when a business or part of a business spends more money in costs than it gets in sales in a particular period
10. recession <i>n</i>	j. a time when business activity increases rapidly, so that the demand for goods increases, prices and wages go up
11. sleaze <i>n</i>	k. someone in an organization who is immediately below the rank of another important person, and who is officially in charge when that other person is not there
12. slot <i>n</i>	l. immoral behaviour, especially involving money or sex
13. slush fund <i>n</i>	m. a person, business, organization etc that buys things in order to sell them to someone else, or that helps to arrange business deals for other people
14. go/move upmarket / upscale	n. a particular time when a television programme or advertisement is shown
15. upgrade <i>n</i>	o. an amount of money collected for illegal purpose, especially by a politician

15 marks

II. Complete the sentences with the right preposition.

1. We are writing to notify you ... the fact that you didn't meet the deadline.
2. The Marketing Department carried a consumer survey in order to tailor the services they provide customers' needs.
3. Five years ago Mr. Dehsham and his foreign partner, having great expectations future profits, set a joint venture.
4. If you do not cope ...these difficulties, it may lead a huge conflict.
5. Being stuckthe middle, the company could not competeits rival which soon obtained the leading position.
6. Please send the goods rail freight.
7. A number of tests have been carried... on the product...the last two weeks.
8. It is still doubtful that all the countries benefit globalization.
9. Is the Marketing Department awarethe fact, that the demandour new range of products is falling?
10. First the CEO was accused money laundering and then the company went bankrupt.
11. Mr. Denshani was charge of Ashbury in the period of changes and contributed greatly the present success of the company.
12. I suppose we should stick the agenda, otherwise the meeting will last for more than two hours.
13. If you choose such type of partnership, you will be fully liable ...the debts.
14. Unfortunately, we can't respondyour request, as the components you ask for areof stock.
15. His successful career was suddenly ruined when he was charged ...sleaze

23 marks

III. Complete the sentences with the correct forms of the verbs in brackets.

1. Please inform us when the cargo (to arrive) at its destination.
2. You look very upset. What (to happen)?
3. They missed their plane. When they reached the airport, it already (to take off).
4. What you (to think) I should do?
5. The talks rapidly (to approach) the end. Agreement already..... (to reach) on most points.
6. One of the airliner's tyres(to burst) as it (to taxi) along the runway. Fortunately, no one (to injure).
7. I hear you're leaving the firm. - Yes, I (to offer) a very good job at a much higher salary.
8. Scientists believe the weather (to change).
9. I think she (to hear) all about it by the time I see her.
10. Reports are coming in that a train (to crash) near Leeds. According to eyewitnesses, (to hit) a concrete block which

- somebody (to put) on the line.
11. Good luck with the job interview. I (to think) of you.
 12. Your application still (to consider) by the directors.
 13. A lot of new schools (to build) in the provinces every year.
 14. Her new book (to publish) next month?
 15. Car (couldn't, use) because it was being servicing by the garage.

20 marks

IV. Use the given words to complete the sentences.

to write a business plan
to raise finance
cover overheads

repay your loan
launch a company
to carry out market research

Planning to start your own business?

Before you start a business or ¹, it's a good idea ² to see if anyone will buy your product. If you don't have a lot of personal savings, it may be necessary ³ This may involve taking out a mortgage or some other form of loan from a bank, in which case you will have ⁴ This will show how you plan to set up and run your business. In your business plan, you will have to forecast sales and profits because the bank will want to be sure that you can ⁵, as well as ⁶ such as the cost of electricity or social security.

high fliers
outlet

point-of-sale
the agenda

competition
qualifications

reliability
market research

7. Our company's products have an unrivalled reputation for
 However, if they do break down, we promise to replace them immediately.
8. When you visit shops do displays ever persuade you to buy things.
9. He has excellent and with our policy of professional development and on-the-job training he will almost certainly become one of our
10. So, I thought, here's my opportunity no and a really good product why not open my own
11. Of course, quality is also analysed in relation to the competition, so extensive may also be carried out.
12. The chair of a meeting has to make sure speakers keep to

14 marks

V. Correct the mistakes in these sentences if it is necessary.

1. If I got promoted, I'll have a big party.
2. I'd be very grateful if you would send me the latest catalogue.
3. I'd appreciate it if you could let me know by tomorrow.
4. If you were at the meeting, give me a call.
5. I'd told you if anything interesting had happened.
6. If we were in London today, we would can go to the concert in Hyde Park.

7. If she is happy in her job, she wouldn't be looking for another one.
8. If they were to enter our market, we'd have big problems.
9. If I am you, I'd look for a new place to live.
10. If you were in my position, you`ll understand.

10 marks

VI. Transform the sentences below into reported speech.

1. "How much do you charge for the Internet?"
2. "I tried to phone you but I couldn` t get through. The line was always busy."
3. Staff are expected to wear an appropriate style of dress."
4. "Complete customs documents yourself."
5. "Have you made an appointment to see the bank manager?"
6. "The share price rose dramatically at the end of the week."

6 marks

VII. Put the sentences into the passive.

1. We can target several market segments.
2. They showed her the easiest way to do it.
3. A company must broaden its base.
4. The board will discuss the proposal.
5. They have transferred him to the New York office.
6. No one can do anything unless someone gives us more information.

6 marks

VIII. Ask questions to the sentences.

1. Emails are often less formal than letters. (to the subject)
2. Unemployment has reduced significantly in Glasgow, but remains above the Scottish rate. (alternative question)
3. We have delivered customized exhibition solutions worldwide and designed stands for almost every market you can name. (indirect question)
4. They never provide an unpleasant surprise. (disjunctive question)
5. When I was the finance director, I used to watch the marketing budget very closely. (special question)
6. More and more companies are setting up customer helplines. (general question)

6 marks

Total marks: 100

TEST 11

I. Match the words and word combinations to their definition.

1. clock off/out <i>phr v</i>	a. a company that is at least half- owned by another company
2. cash cow <i>n</i>	b. a legal right to be the only producer or seller of a film, record, or product for a period of time
3. copyright <i>n</i>	c. a design or way of writing its name that a company uses as its official sign on products, advertising etc.
4. dress code <i>n</i>	d. a short song or tune used in advertisements
5. efficiency <i>n</i>	e. the way that you are expected to dress in a particular situation , especially as an employee of a particular company
6. innovation <i>n</i>	f. a method of illegally getting money from a person or organization
7. fraud <i>n</i>	g. a very profitable business or part of a business
8. gross domestic product per capita <i>n</i>	h. the idea that the governments should allow private business to develop without the state controlling or influencing it
9. jingle <i>n</i>	i. how well an industrial process, factory, or business works so that it produces as much as possible from the time, money, and resources that are put into it
10. laissez-faire <i>n</i>	j. a partner who invests in a business but does not take an active part in managing it
11. logo <i>n</i>	k. a new idea, method, or invention
12. recover <i>v</i>	l. to record on a special card or computer the time you stop or leave work
13. redundancy <i>n</i>	m. the total value of goods and services produced in a country divided by the number of people living there
14. sleeping partner <i>n</i>	n. to increase or improve after falling in value or getting worse
15. subsidiary <i>n</i>	o. when someone loses their job in a company because the job is no longer needed

15 marks

II. Supply the right prepositions.

1. As a merchant you will receive targeted leads within minutes of a consumer request and you will be able to respond only the most qualifies leads.
2. You can't run out on the contract or you could be taken court.
3. Most customers are looking for value their money rather than cutting-edge fashion.
4. Let me know if you come anything.
5. The company was blamed failing to safeguard workers against dangerous chemicals.
6. I intend to consult with my tax lawyer by sending in my tax return.
7. In 1930 the first home laundry machine and refrigerator were put the market.
8. I suppose you are devoted your profession?
9. It beats me that she turned the invitation.
10. The UK government wrote all the newly-privatised water companies' debts and the companies started with a clean balance sheet.
11. Embedded journalists are reporters who accompany a specific military, unit during their wartime assignment and report what they see and observe while with that unit.
12. The store is selling their old television sets to make room for the latest models.
13. A very different man was the captain of the boat; he was one of those who do a good stroke of the work of the country without getting much credit for it or ever becoming aware the fact.
14. She told them they might count her security.

15 marks

III. Complete the sentences with the correct forms of the verbs in brackets.

1. In the past diesel cars (to have) a reputation for being noisier and more sluggish than their petrol-driven counterparts. But times (to change) and more and more people (to discover) that the modern diesel (can match) the performance of a petrol-driven model. According to David Knight managing director of Britain's largest fleet management company the time (to come) for managers to change to diesel. 'They (to be unable to deny) the benefits and financial savings of an all-diesel fleet, he says.
2. The key to quality is very simple. You should do a job right first time. In most organizations jobs (to do) approximately. It's good when employees (to give) more decision-making powers administration should support them, because the job (can do) only through creative teamwork.

3. I strongly believe that if our company (to make) the security staff redundant and (to contract) the work out to an independent operator it (to save) money but the unions (not to like) it.
4. We (to prolong) our bilateral agreement provided that he (to keep) the prices as low as possible.
5. Synthelabo (to make) advances in this-field at the moment.
6. In the 21st century the distinction between leaders and their subordinates (to diminish) The glass ceiling (to break)as women and minorities finally take their rightful place in the upper management. The corporation of the future (to be) less bureaucratic more flexible.
7. You (to stay) to watch my presentation?

20 marks

IV. Put these sentences into reported speech. Begin with the words given.

1. This computer system was installed last week.
Sven said
2. Our investment in these new systems will reduce staff costs.
Gabiella informed them that
3. We've been working on this new project since last year.
Rajiv told us
4. They can't afford my prices.
Marionella admitted that
5. You sent us the wrong invoice yesterday.
Max complained that Martin
6. Why are you going to sell your company?
They inquired
7. If you introduce these changes, I may decide to work part-time.
One of the secretaries said if
8. When you've finished writing this, print it out.
My boss told me
9. Do you have any plans to close the factory?
They wondered
10. They would be interested in launching the new product in Europe.
They alleged

10 marks

V. Complete the sentences with the correct type of Conditionals.

1. If we change the ingredients, we (be) ready for the price rise.
2. Unless we (be committed) to the project long-term, we won't carry it through.
3. If we had been careful, we (leave) behind our competitors.
4. We will be able to commence work as long as the deposit (be paid).

5. If you were interested in our offer, we (discuss) the rate of commission.

5 marks

VI. Choose the best word to fit the gap.

1. Most of our have been working with us for a number of years.
A supplies **B** suppliers **C** supporters **D** supplements
2. Unfortunately the recent takeover will result in a number of at the plant.
A rationalisations **B** dealings **C** redundancies **D** exchanges
3. You will see from the catalogue that our prices are very.....
A competitive **B** competent **C** completed **D** compatible
4. All items in this range will be from 27 April.
A suitable **B** portable **C** available **D** accessible
5. The assignment arrives at the warehouse on Monday and will be immediately.
A unloaded **B** emptied **C** undone **D** unsent
6. Unfortunately it is to keep the complete range in stock.
A insufficient **B** uneconomical **C** uncertain **D** invalid
7. Artemis gives us a good price on this because they are oursuppliers.
A single **B** one **C** individual **D** sole
8. Printix are offering us a 15%on all orders over \$1000.
A interest **B** replacement **C** discount **D** consultation
9. The new Managing Director of the company has just been.....
A applied **B** decided **C** requested **D** appointed
10. Make sure that the main of the report contains only relevant information.
A business **B** body **C** content **D** form
11. If this project is completed on time we will receive a in next month's pay.
A bonus **B** batch **C** bill **D** salary
12. He was asked to a thorough review of the health and safety provision within the firm.
A underline **B** undergo **C** undertake **D** understand
13. If you're taking notes it's a good idea to make them as clear and as possible.
A quick **B** brief **C** essential **D** rough
14. As a of the review, they decided to close the factory down.
A conclusion **B** finding **C** purpose **D** result
15. The consultants the importance of managers involving staff in the issue of timekeeping.
A emphasised **B** recommended **C** motivated **D** related
16. The company saw net profits fall as a result of the in the industry world-wide.
A downfall **B** downgrade **C** downturn **D** downward
17. All letters of credit should include an expiry date when payment is

- A** called **B** complete **C** ready **D** due
18. We have decided to Part of our profits in a new computer system.
- A** spend **B** invest **C** buy **D** save
19. If you do not pay your bill within the next few days we will have to consider taking legal.....
- A** prosecution **B** action **C** instruction **D** presentation
20. The company On a number of temporary staff during the summer.
- A** took **B** worked **C** put **D** set

20 marks

VII. Ask questions to the sentences.

1. I hope my application and my CV will be of interest to you. (to the subject)
2. Glasgow is the largest city in Scotland, with a population of nearly 600,000 people. (alternative question)
3. Clever, simple ads are dreamt up long before the product is produced. (indirect question)
4. It is not something they can simply get up and do effectively without having at least some basic training. (disjunctive question)
5. The main reason which was given for using the jet last year was customer meetings. (special question)
6. To be successful at customer care requires an understanding of customer expectations and the skills to exceed that expectation. (general question)

6 marks

VIII. Change the sentences from active into passive voice.

1. We were investigating the problem all the week.
2. He has cancelled 10 a.m. flight to London.
3. The firms installed its first fax machines in 1988.
4. I may do it tomorrow.
5. You should send this information immediately.
6. I must finish this report today.
7. Staff must respect company procedures.
8. They make excellent wine in France.
9. A company driver will meet you at the airport.

9 marks

Total marks: 100

TEST 12

I. Match the words and word combinations to their definition.

<ol style="list-style-type: none">1. brand <i>n</i>2. commercial <i>n</i>3. consignment <i>n</i>4. letter of credit <i>n</i>5. loss leader <i>n</i>6. niche <i>n</i>7. recruit <i>n</i>8. reference <i>n</i>9. resource <i>n</i>10. retailer <i>n</i>11. set up <i>v</i>12. start-up <i>n</i>13. take over <i>phr v</i>14. tax <i>v</i>15. upmarket <i>adj</i>	<ol style="list-style-type: none">a. a product sold unprofitably in order to attract customers who will then buy profitable productsb. a special area of a market which has its own particular customers and requirementsc. a name given to a product by a company so that the product can easily be recognized by its name or designd. a quantity of goods delivered at the same timee. someone who has recently joined a company or organizationf. an amount of money that you must pay to the government according to your incomeg. to start a company, organization etc.h. a letter written by someone who knows you well, usually to a new employeri. an advertisement on television, radio, or at the cinemaj. expensive compared to other products of the same typek. someone who owns or runs a shop selling goods to members of the publicl. to take control of a company by buying more than half of its sharesm. a new companyn. all the money, property, skill, labour etc that a company has availableo. in foreign trade, a written promise by an importer`s bank to pay the exporter`s bank on a particular date or at a particular time after the goods are sent by the exporter
--	--

15 marks

II. Supply the right prepositions.

1. Numerous advertising techniques link female appeal childishness.
2. Professor's report was tailored an audience of businessmen.
3. The Japanese have compensated the lack of interfirm mobility in their system with highly sophisticated programs of job rotation within firms.
4. The contract has to be flexible enough to adapt changes so that both parties can sidestep miscommunication and finger-pointing.
5. How can we make to them all the worry we've caused them?
6. Water supplies in the region fail to comply standards set down by the WHO.
7. Payments are limited 10% each month.
8. The court determined that the taxpayer was not entitled a refund.
9. This currently accounts about half of our total sales.
10. The top manager likes to hand advice to the young specialists, whether they want it or not.
11. With clean minimal interfaces between modules, one module can be changed with minimal impact other modules.
12. I didn't let you It was the other way round.
13. The head of the department is very fussy the way you write your report.
14. Our flight was delayed due a strike by air-traffic controllers.

15 marks

III. Use the given words to complete the sentences.

to pay tax *costs* *asset*
liability *check the interest rate* *to make a profit*

Planning to start your own business?

- ✓ Research the market before you do anything and make a sales forecast: this way, you will know how much turnover to expect.
- ✓ Make an estimate of your ¹ for example what the rent will be on your premises how much interest you will have to pay on your loan your salary bill, etc.
- ✓ By subtracting your costs from turnover you should be able ² forecast. The people who lend you money or invest in you business will want to know this.
- ✓ If you are going to borrow from a bank ³can you afford to pay back so much? Also your bank will want some security on the money they lend you so do you have a house or other ⁴ which you can use as a guarantee?
- ✓ Of course the government will require you ⁵ on your profits.

- ✓ Your main ⁶ will probably be your loan from the bank.

feedback *franchises* *larger audience* *endorsement*
qualifications *minutes* *to invest in* *ability*

7. Would anyone like to take..... or shall we just keep a list of action point?
8. Would you ever buy something as a result of a product from a famous person.
9. Although he lacks formal such as a university degree, he came through the ranks due to his to take on new ideas and to manage people.
10. A friend told us that were extremely expensive and that we would do better something else.
11. For service organisations. quality has to be monitored in relation to customer needs and from customers is especially important.
12. Organisations have to market their goods and services at an identified

14 marks

IV. Match the word in A with a word in B to have common business collocations.

- | | |
|-----------------|-----------------|
| 1. encourage | a. a loss |
| 2. reach | b. stable |
| 3. estimate | c. teamwork |
| 4. audit | d. a company |
| 5. remain | e. regulations |
| 6. take | f. statement |
| 7. bank | g. an agreement |
| 8. make | h. a stake |
| 9. interest | i. costs |
| 10. comply with | j. rate |

10 marks

V. Complete the sentences with the correct forms of the verb in brackets.

1. Bill Gates, the CEO, is one of the richest men in America but he still (to fly) economy class to Japan. Some days ago his administrative assistant (to rush off) his feet by phone calls and letters and (to ask) if he (can hire) someone to help out. 'Who am I? The Queen?' asked Gates.

2. Masayoshi Son (to spend) a long time doing research and making business plans before (to. start) the company. It was 1979 and he just (to come back) from the States. He (to have) no income and all his relatives and friends were worried. They (can not understand) why he (not to do) anything, but he (to think)
3. The staff (not to put) in compromising positions any more, on condition that the management (to order) to refuse all gifts from the suppliers, no matter how small they may be.
4. It (to be) nice if our manager (to agree) to take on a full-time assistant, but he (to be) under pressure to reduce costs so far and is unwilling to agree.
5. We (to analyse) our environmental programs and systems for decades. All our divisions (to achieve) substantial improvements in their performance this year but much (to lie ahead) to be done.
6. Richard Dantas assumes that in the 21 st century social security, police forces, health care and education (to provide) by the private sector.

20 marks

VI. Transform the sentences below into reported speech.

1. "What have you been doing since we last met?"
2. "He`s having a meeting with the CEO at the moment"
3. "Don`t worry, I`ll finish the report."
4. "If got home earlier, he would see his children in the evening."
5. "How many jobs have you had in the last 5 years?"
6. "He will start his own business if he has enough money"
7. "English is the company language so you have to speak English well to get a management position there.
8. "Fasten your seat belts, please."
9. "How long did you start your present job?"
10. "By the time I retire, I will have worked here for 20 years."

10 marks

VII. Put the sentences into the passive.

1. They may have notified him before the invoice arrived.
2. FCS are only marketing their new dental equipment in Europe.
3. They have enlarged the premises since my last visit.
4. According to a recent report the group is making similar investments in other parts of the world.
5. The temporary clerk finally found the notes under the filing cabinet.

6. We will produce the components at our Sao Paolo factory.
7. We would reduce costs if we used less paper.
8. The suppliers will make further modifications to this service to other customers.
9. Ordinary office staff can easily operate the systems.
10. You can master the new software easily in a couple of days.

10 marks

VIII. Ask questions to the sentences.

1. Nowadays, even strong brands have to deal with competition from other companies. (to the subject)
2. The sector now employs more than 70,000 people. (alternative question)
3. Brainstorming consists of thinking of as many ideas as possible, without deciding whether they are good or bad ideas until later. (indirect question)
4. Nothing will improve your presentation more than seeing yourself on screen. (disjunctive question)
5. I will need a case containing samples of all our main products. (special question)
6. It wouldn't be wise to offshore customer-care contact centre operations unless the contact centre is going to employ 50 people or more. (general question)

6 marks

Total marks: 100

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