

Level 4

***Proficiency in Business
English***

Exam Content of Level Four: Anglia Proficiency in Business English

Part One

In this section the candidates hear spoken information, for example a sales presentation, containing numbers, figures and/or statistics. They hear the information twice. On the question paper they are given a graph or table onto which they must plot the information they hear. This task tests their ability to understand the raw material in spoken form and convert it into an acceptable graphic representation.

Part Two

This second listening section of the paper takes a different form. In this section, the candidates hear a speaker giving a talk or presentation at, for example, a meeting or conference. The candidates have the text of the talk in front of them, with some information missing. As the first part of their task, the candidates must complete the missing information in the text. As the second part of their task, the candidates must provide a short summary, about 50 words, as part of the talk, typically the end, or concluding remarks. This section thus tests both detailed understanding and broad understanding of the spoken input.

Part Three

In this section, the candidates are given written information on a business topic. Any business topic may be used, from taxation to marketing, from health and safety issues to the latest management theory, from product specifications to problems of late payment.

The candidates must provide a report based on the texts given, of about 200 words. The rubric of this section indicates who the target readers are, and therefore how the candidates should structure their report.

Part Four

This section, which complements section three, also requires the candidates to write a written report of up to 200 words, but this time based on given sets of facts and figures. The rubric of this section indicates to the candidates the way in which their reports must be structured, for example to support a particular argument or make a particular case. These two sections together give the candidate the opportunity to show that they are in control of the language of business and can manipulate it for specific purposes.

Part Five

This section tests the candidates' reading skills. The candidates read an introductory text and then a number of related articles to which they must then match suitable titles. This involves applying global reading skills to the texts. The texts may be on any business-related topic, for example newspaper articles on the funding of different projects or texts from a brochure describing different travel services.

Part Six

In this final section of the top level examination, candidates are asked to complete a gap-fill test on a business-related topic. There are six gaps in a given text which the candidates must fill. The gap-fill is open, rather than multiple choice. This tests the candidates' understanding of the overall meaning of the text, and their understanding of its discourse and grammatical structure, together with their ability to find the correct vocabulary for the specific gaps.



Proficiency in Business English

Please stick your Candidate label here

For Office Use:

Anglia International Business English

Certificate in English for Overseas Candidates

Paper A – 2007 (Level 4)

Instructions

- Time allowed – Two and a half hours including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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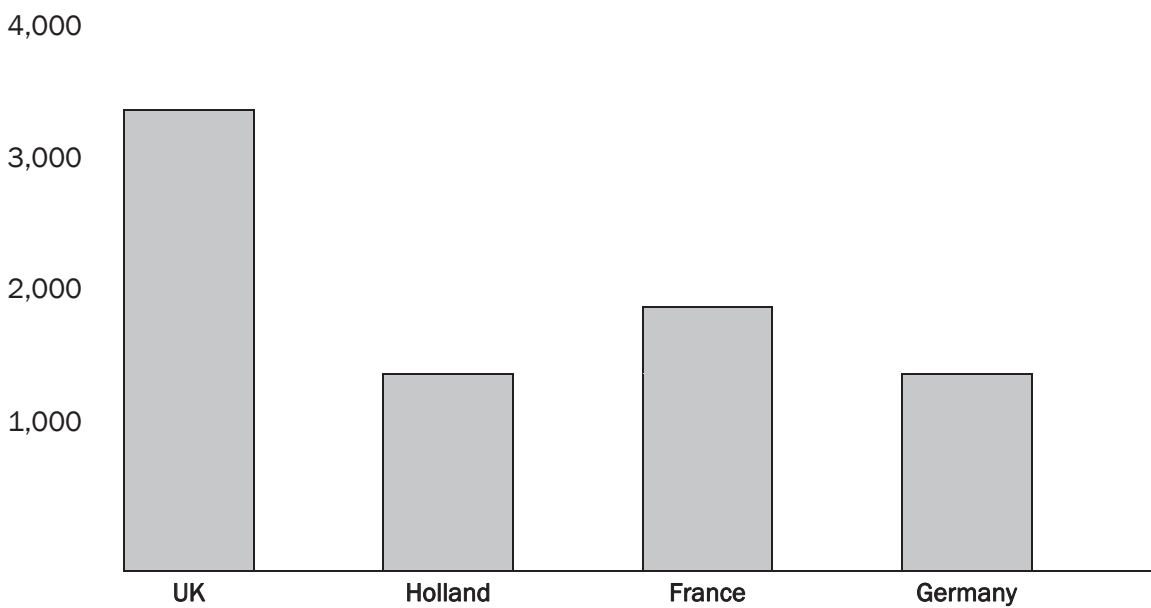
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Part 1	Part 2	Part 3	Part 4	Part 5	Part 6

Part 1 (15 marks)

Listen, draw the graph and complete the information below. You will hear the information twice.

Title: _____

Bicycles



 2003

Country	Projected Sales 2006
UK	
Holland	
Germany	
France	

Part 2 (25 marks)**Part A (15 marks)**

You are looking for a venue for a conference that you are organising in London. You listen to an advertisement for a conference venue on the radio.

Listen to the information given and complete the text below.

You will hear the information twice.

With the sun becoming warmer every day, we at City Park Conference Centre are looking forward to this year's spring and summer events. As existing customers

1) _____ know, this time of year is the perfect time to take advantage of our stunning setting, surrounded by City Park's beautifully-kept flower borders and lawns. Our grounds are picturesque and tranquil and lend themselves perfectly to all sorts of 2) _____, from receptions with marquees, to barbeques and fundays. Our dedicated on-site 3) _____ offer a variety of menus to suit any type of event.

As well as the 4) _____ of our updated website, 2005 has seen the completion of our second lecture theatre, The Grand Theatre. This 150-seater, tiered facility has been fitted out with state-of-the art 5) _____, air conditioning and a new lighting system. This facility is ideal for smaller conferences and lectures, where The Lecture Hall, our 6) _____-seater lecture theatre, proves to be too large.

If you would like to view our grounds and gardens, please call one of our team in our conference office. We will be happy to 7) _____ a tour for you. Alternatively, you can go to our brand new website www.cityparkcentre.com and

8) _____ *virtual tours*. Here you will be able to view our beautiful gardens and many more of our conference facilities without leaving your desk. You can also view 9) _____ room descriptions and other information about the centre on the website.

Our conference team are working hard to 10) _____ excellence and to ensure the smooth running and success of our client's events. If you have an event approaching and would like to discuss how City Park Conference Centre can help, please call us on 020 7456 7899 or email conferences@cityparkcentre.com. We look forward to hearing from you.

Part B (10 marks)

Write a memo to your colleagues who are organising the conference with you, summarising what the venue offers and how to get more information. Your summary should be no more than 100 words.

MEMO

Part 3 (20 marks)

The manager of your department is worried about absenteeism amongst staff in the department. She wants to find out more about how widespread the problem is and possible solutions. She has asked you to research the problem and then write a report for her. Read the notes below and write a structured report of no more than 200 words.

- The Royal Mail have started a campaign to fight these levels of sickness by entering everyone who hasn't been sick in the last 6 months into a competition to win one of 34 new cars.
- Across Europe, companies are taking action.
- Kevin Fairbotham, the UK Royal Mail's Risk Management boss agrees: 'Absenteeism was identified by our business units as a risk that needed to be urgently tackled. '
- European workers taking time off sick are now costing tens of billions of euros a year, and it's growing.
- The EU estimates that more than 50% of absenteeism is stress-related.
- Stress is estimated to affect 40 million Europeans and cost European companies E30 billion.
- More than 950 European companies questioned by the Risk and Insurance Services Company, Marsh, identified staff absenteeism and the resulting loss in turnover as significant risks to their businesses.
- Less positively, major supermarket groups including the UK's Tesco and Asda have announced plans to cut sick pay.
- The Swiss National Bank encourages employees to manage their own health better and provides gym facilities, fruit and sparkling water in their offices.
- A 1% rise in the overall health of employees at Volkswagen led to a 1% increase in productivity and savings of E45 million.
- At any one time, 10,000 of the UK's Royal Mail's 170,000 operational staff are off work. They average 12 days sick leave a year, almost twice the national average.

Part 4 Facts and Figures (20 marks)

You are going with some colleagues to Beijing on business, leaving from Manchester. You have been asked to look into possible flights for the round trip. Your manager wants a report on the best deals that you can find. Look at the facts and figures below and structure your report to compare and contrast them in no more than 200 words.

KLM Royal Dutch Airlines**OUT Flight no. 1082****From:** Manchester International Airport**To:** Beijing Capital Airport**Leaves at:** 11.06.05, 12.30**Arrives at:** 08.35**Total flight duration:** 13.05**Direct flight?** No, via Amsterdam (Schiphol)**RETURN Flight no. 898****From:** Beijing Capital Airport**To:** Manchester International Airport**Leaves at:** 18.06.05, 10.35**Arrives at:** 16.35**Total flight duration:** 13.00**Direct flight?** No, via Amsterdam (Schiphol)**Estimated price:** £2085.50 (Taxes included)**Seat class:** Business**Ticket shop:** Tickets available from KLM**SAS****OUT Flight no. 1542****From:** Manchester International Airport**To:** Beijing Capital Airport**Leaves at:** 11.06.05, 15.55**Arrives at:** 11.50**Total flight duration:** 12.55**Direct flight?** No, via Copenhagen (Kastup)**RETURN Flight no. 996****From:** Beijing Capital Airport**To:** Manchester International Airport**Leaves at:** 18.06.05, 14.45**Arrives at:** 09.15**Total flight duration:** 25.30**Direct flight?** No, via Copenhagen (Kastup)**Estimated price:** £1439.50 (Taxes included)**Seat class:** Business**Ticket shop:** Tickets available from
Expedia.co.uk**Finnair****OUT Flight no. 934****From:** Manchester International Airport**To:** Beijing Capital Airport**Leaves at:** 11.06.05, 10.30**Arrives at:** 06.45**Total flight duration:** 13.15**Direct flight?** No, 1 stop**RETURN Flight no. 52****From:** Beijing Capital Airport**To:** Manchester International Airport**Leaves at:** 18.06.05, 10.55**Arrives at:** 16.50**Total flight duration:** 12.55**Direct flight?** No, 1 stop**Estimated price:** £1467.30 (Taxes included)**Seat class:** Business**Ticket shop:** Tickets available from Opodo**Air France****OUT Flight no. 1669****From:** Manchester International Airport**To:** Beijing Capital Airport**Leaves at:** 11.06.05, 09.10**Arrives at:** 07.55**Total flight duration:** 15.45**Direct flight?** No, via Paris**RETURN Flight no. 125****From:** Beijing Capital Airport**To:** Manchester International Airport**Leaves at:** 18.06.05, 13.15**Arrives at:** 19.00**Total flight duration:** 12.45**Direct flight?** No, via Paris**Estimated price:** £2992 (Taxes included)**Seat class:** Business**Ticket shop:** Tickets available from
Expedia.co.uk

Part 5 Reading Skills (10 marks)

There are ten headlines below and ten short news stories on the next page.
In the answer grid below the headlines, match each story letter with the best headline number.

1. FIGHT FOR COMPANY INTENSIFIES
2. ENTERTAINMENT INDUSTRY ROUND-UP
3. THE INTERNET TO BECOME ESSENTIAL TOOL FOR ALL TOP BUSINESSES
4. COMPLETION OF TAKEOVER DUE SOON
5. STAFF COMPLAINTS SHRUGGED OFF BY COMPANY
6. COMPANY TO RETURN TO PUBLIC OWNERSHIP SOON
7. FIRMS' HANDOUTS STOPPED
8. PURCHASING TRENDS EXCEED EXPECTATIONS
9. NEW HIGH VEHICLES HAVE ENTRY BLOCKED
10. NEW NAME TO DRIVE OLD BRAND

WRITE YOUR ANSWERS HERE.

Match the number of the headline to the letter of the article:

A	B	C	D	E	F	G	H	I	J

A

A new breed of taller supertrucks cannot get into Ireland through the 4.65m Dublin Port Tunnel. Irish transport companies accuse the government of miscalculating the height of the new tunnel.

B

Former employee, saleswoman Katrzyna Swindzinska has accused Avon Poland of setting unrealistic sales goals that were over market demand, and said that managers were falsifying orders. This prompted a series of critical articles in Poland's largest daily, Gaezeta Wyborcza, and negative reviews from Avon clients in the paper. However, a spokesperson for the company says that other salespeople in Poland have no problems, and Avon is still the market leader, with a strong position in a growing market.

C

Tim Maltin is long on ambition but short on cash. As the new Chief Executive of Hardy Amies, he is the latest re-inventor of a once-famous British fashion brand. Hardy Amies now commands sales of only E29m per year, but Maltin is certain he can invade Europe. He aims for Hardy Amies to strut the catwalks beside Louis Vuitton and Gucci.

D

After years of failed promises, e-commerce is exploding. In the next 12-15 months, analysts say, nearly every Fortune 1,000 company will use online marketplaces and e-procurement software to save billions sourcing supplies.

E

Armchair shoppers, bombarded with leaflets, brochures, catalogues, telephone calls and increasingly by the internet to persuade them to desert the high street, are an even bigger marketing force than previously forecast. They are spending at a rate of £67 billion a year and now account for almost 9% of total consumer spending, according to research carried out amongst 400 companies for the Direct Marketing Association.

F

Hogg Robinson is planning a re-launch on the stock market on the back of a resurgence in global corporate travel. David Radcliffe, Chief Executive of the corporate travel group, said he was "actively considering" an initial public offering in the next 12 months as one of a series of options.

G

Serge Weinberg, the suave Chief Executive of French retailer Pinault Printemps Redoute, will shortly write a cheque for up to \$2.8 billion to take full control of fashion house Gucci. Under shareholder rules, PPR must buy the 32 % of Gucci it doesn't already own on or about the 1st April.

H

The Inland Revenue has closed two tax avoidance loopholes that City banks were using to boost bonuses for their star bankers and brokers.

I

- Russia's military aircraft maker Sukhoi is financing an E8.25m English-language action movie *Mirror Wars*.
- Graham King, a 43-year-old London-born entrepreneur is taking on the big boys in Hollywood. His company, IEG, has repeatedly beaten the established studios to obtain blockbuster material, turning it into one of the most successful independent film production operations.
- American films such as *Shrek* and *Spiderman 2* helped US films account for 49% of cinema admissions in France in the first eight months of 2004.

J

Canadian group Brascan is expected to add a further 10p a share to its £1.6 billion bid for the Canary Wharf Property Group to attempt to thwart the recommended offer from Morgan Stanley's real estate funds. The stakes were raised last Thursday when Morgan Stanley trumped Brascan's bid within hours of it being made by adding 10p to its 265p-a-share offer.

Part 6 (10 marks)

Read the text below. There are 10 gaps in the text. Fill each gap with a suitable word.

Search Engines

Millions of internet users have been frustrated with the internet at some point. One of the reasons is the sheer volume of information available online. Billions of pages exist, 1) _____ it isn't surprising that we have all been stumped at one time or another. The internet has several specialist websites 2) _____ point you in the direction of the information you need.

3) _____ are called search engines and are specially designed to locate the web pages and sites you want in a rapid and efficient manner. There is a difference between a search engine and a directory. AltaVista is an example of a search engine. Its data 4) _____ stored electronically and controlled by software, 5) _____ a search directory such as Yahoo is a human operation controlled by individuals who collate website submissions and 6) _____ decisions on where and in what order to categorise them.

As well as 7) _____ a rich source of information, search engines are useful for research and competitor analysis. For example, someone working in the soft drinks industry could research prices of ingredients and new suppliers, or check on competitors' prices and performance. 8) _____ your business has any kind of online presence, place your site with several search engines to find new customers. It's great for brand-awareness, too.

In recent times, there has been an increase 9) _____ the number of specialist search engines. They range from country-specific engines to industry-specific engines. A good example of this shift is www.electropages.com, a site dedicated 10) _____ the electronics industry.



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Paper A – 2008 (Level 4)

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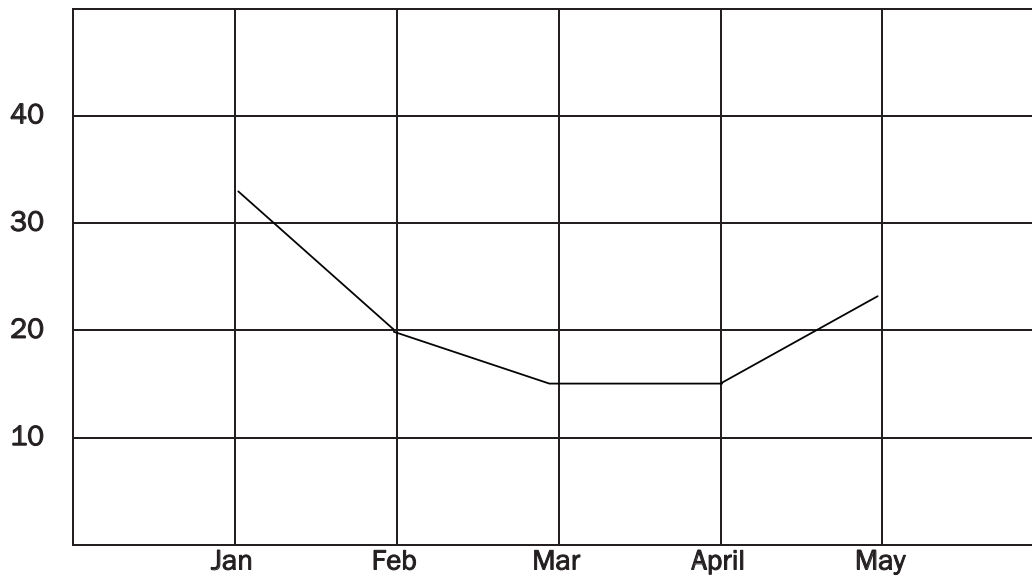
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Part 1	Part 2	Part 3	Part 4	Part 5	Part 6

Part 1 (15 marks)

Listen, draw the graph and complete the information below. You will hear the information twice.

Title: _____

Product sales



_____ Royal Sofa sales

----- Madrid Sofa sales

Total Sofa Sales 2006

Month **Turnover** _____

January _____

February _____

March _____

April _____

May _____

Part 2 (25 marks)**Part A (15 marks)**

You have been asked to attend an investment review conference to find out how the company's investment shares have been performing over the past six months.

Listen to the information given and complete the text.

You will hear the information twice.

There was a significant amount of portfolio activity during the review period. Concerns about the beverages industry, in particular fierce competition and a lack of (1) _____ (2) _____, led us to sell our shares in the French spirits manufacturer Pernod Ricard. We also sold up in Anglo-Dutch consumer goods conglomerate Unilever, preferring to buy into the (3) _____ food sector by purchasing shares in the French food producers Groupe Danone, which we bought in October. In line with our other investment strategy of identifying a factor that we believe will (4) _____ the market's perception of a company, we waited for something to change before buying Danone. While market feeling towards the French food giant has been (5) _____, the company has managed to boost earnings, encouraging us to buy.

Other changes included replacing our holding in German sportswear manufacturer Puma with a share in (6) _____ Adidas-Salomon, which we believe offers greater potential for growth. Puma's share price has more than doubled since it was introduced to the portfolio in 2003, making a significant contribution to performance. We also decided to (7) _____ (8) _____ the emerging market of the telecommunication provider Millicom International Cellular, allowing us to initiate a holding in the business. We believe Millicom, which (9) _____ (10) _____ developing markets, including Latin America, where basic telephone services are often inadequate, offers an exciting investment opportunity.

While we do not expect to see a (11) _____ improvement in European economic growth in the near future, the environment is nevertheless a stable one where ambitious companies can thrive. Companies on the continent are starting to see greater profitability thanks to restructuring and (12) _____ (13) _____. Ongoing demand from China and the US should continue to enhance the earnings growth of European businesses, as well as (14) _____ (15) _____ investment opportunities for us to place your shares.

Part B (10 marks)

Write a memo to the directors of your company summarising what you learnt from the talk about the review of the company's investments. Your summary should be no more than 100 words.

MEMO

Part 3 (20 marks)

Your department is extremely busy. Your manager would like you to write a report exploring the alternatives of taking on more staff or using existing staff more efficiently. Read the notes below and write a structured report of no more than 200 words.

There are a number of employment options available but since recruitment can be expensive and time consuming you should consider other ways round it too. If you go for employing more workers, you have to consider the type of worker you wish to employ, and the factors involved.

- Permanent employees can be full or part time - open-ended employment contract with company. There are obligations to them but they will be an investment.
- Fixed term contract employees - have an employment contract for a predetermined time or until a specific task is completed. Still have employer obligations but only for the duration of the contract.
- Employment agency/ temporary staff are employed by the agency and supplied to you. Your contract is with an employment agency to supply you with staff, but you still have certain legal responsibilities towards the agency worker.
- Freelancers – you have no employer responsibilities to the self-employed freelancer so if the type of work you want can be fitted into this category this could be very convenient. However, this works both ways: the freelancer has no responsibilities to you as you are not his or her employer.
- How constant the work is.
- How long the work will last.
- The number of hours of work each week.
- If the situation is a temporary one, whether it is likely to be repeated regularly or whether the situation is often repeated but *irregularly*.
- Re-organising the company structure; this might mean having some staff do tasks they haven't previously encountered, or freeing up some staff from less urgent long-term tasks to help with short term emergencies.
- Sharing work among existing employees; test the water to see how it would go down first.
- Promoting existing staff; this point and the one above could be linked.
- Asking part-time employees if they would consider full-time work; if you have confidence in your part-timers this could be the best way of recruiting.
- Offering overtime – always popular but if no-one takes the option up you are left with the difficulty.
- Adopting flexible working arrangements, e.g. allowing some staff to begin earlier / later to provide cover for a longer part of the day.

Plus need to look at issues such as:

- Need to identify whether the pressure is all year round or only at certain times of the year.
- Whether everyone really is as busy as they seem to be or just not effective.
- Whether all the work that's being done is strictly necessary or being duplicated elsewhere.

Part 4 Facts and Figures (20 marks)

Your company is going to advertise on line and are looking for a suitable advertising agency. You have been asked to look at some possible agencies, write a report on them. Look at the facts below and structure your report to compare and contrast them in no more than 200 words.

Click Consult

Click Consult offer a free consultation to demonstrate how they can bring a business increased targeted visitors specialising in the UK markets.

Sales generated: £4.5 million.

Services: consultation, research and implementation, review and management.

Search engines: Adwolf, Looksmart, Google and Enhance.

Cost: from 0.4p per click. To include daily, weekly or monthly return on investment analysis.

Latitude

Latitude provides local and global search engine marketing services into 41 countries. Latitude has 31 of the most experienced advertising professionals.

Sales generated: £5 million.

Services: consultation, web design, search engine management, sales tracking.

Search engines: Google, Enhance, Looksmart, Overture and AOL.

Cost: from 0.5p per click. Including a monthly review of where sales traffic and sales are coming from.

Atlas Onepoint

Atlas Onepoint offers a variety of different services related to online advertising and directory advertising. They are a worldwide service. They coordinate local and international marketing.

Sales generated: £3.75 million.

Services: reduce online marketing expenses, total advertising management, treats marketing as an investment.

Search engines: AOL, MSN, Google, Looksmart.

Cost: from 0.45p per click. £100 consultation fees covering directory and online marketing.

Online solutions

Online Solutions have gold, silver and bronze packages, which relate to the global coverage of marketing. Established for 15 years they are well renowned in the industry. Specialising in the larger corporate companies.

Sales generated: £6.25 million.

Services: web design, consultation, keyword selection, campaign reporting and customer traffic analysis.

Search engines: Google, Adwords, Enhance MSN, AOL, Overture.

Cost: from 0.6p per click. Consultation fees start from £200 for bronze plan.

Part 5 Reading Skills (10 marks)

*There are ten headlines below and ten short news stories on the next page.
In the answer grid below the headlines, match each story letter with the best headline number.*

1. DEFLATED EXPECTATIONS
2. NEW LEADER IN THE PIPELINE
3. SEWING UP TRADE IN THE FAR EAST
4. BOXING CLEVER
5. WEB COMPANY ON THE MARKET
6. A WINNING HAND
7. NO LIGHT AT THE END OF THE TRACK
8. REVERSE GEAR FOR EXPANSION PLANS
9. NO MORE TABLES-FOR-ONE
10. CALLED TO ACCOUNT

WRITE YOUR ANSWERS HERE.

Match the number of the headline to the letter of the article:

A	B	C	D	E	F	G	H	I	J

A

Daimler Chrysler boosted its cash reserves by some \$900m with the sale of its 10.5% stake in South Korea's Hyundai Motors, a relic of the car giant's ambitious plans to expand globally.

B

Parmalat launched lawsuits seeking \$10 billion in damages against Deloitte & Touché and Grant Thornton, two auditing firms that for years oversaw the accounts of the bankrupt Italian dairy product firm. It accuses them of improper auditing that allowed huge sums to be 'stolen, squandered or wasted' by former managers.

C

Consumer prices in America fell in July by 0.1%, the first decrease this year, after fuel prices dropped compared with the previous month. Inflation over the past year hit 3% down from 3.3% in June, strengthening hopes that the Federal Reserve will not push up interest rates as much as had been thought.

D

Russian based Unibox producers have been rewarded for their range of innovative products which are being sold all over the world.

E

The price of oil surged to \$47 a barrel this week after continued unrest in the Middle East exacerbated concerns about supplies and official figures in America showed a fall in crude stocks. But Hugo Chavez won a referendum confirming his tenure as Venezuela's president by a wide margin, which could end oil strikes organised by opposition leaders.

F

The UK textile machinery sector hopes to secure orders in China after being showcased at the recent ShanghaiTex exhibition. A dedicated pavilion, organised by the British Textile Machinery Association, highlighted UK developments in machinery and components for a wide range of textile processes.

BTMA chairman Steve Combes said: 'Chinese textile companies are increasingly focusing on quality, in both manufacturing and finished products, to enable them to participate fully in international markets.'

G

A new online service for business travellers has been launched. The website, devised by Nomad Business Club, allows members to meet and network, wherever they travel. 45% of business travellers have felt lonely while away from home.

H

A European supplier of electronic 'smart' cards has won a Queen's Award for international trade. Nitecrest manufacturer products including phone, loyalty, discount, internet and scratch cards. Over the last 3 years exports have increased by 200%.

I

Double Click, an internet marketing company, revealed that it would be advertising itself for sale. The company advises companies on internet marketing campaigns but faces fierce competition that has squeezed its profit margins, despite hefty increases in online advertising.

J

Eurotunnel, the operator of the tunnel that links Britain and France, reported a net loss in 2005 of £570m. In 2004 the company made a loss of £1.3billion. Eurotunnel also gave a warning that unless it could reschedule £6.4 billion in debt it would run out of money in 2007.

Part 6 (10 marks)

Read the text below. There are 10 gaps in the text. Fill each gap with a suitable word.

How to set a price

There are four ways you can increase your profits. You can ^(example) cut your costs, you can sell more, you can change your product mix or you can ⁽¹⁾ _____ your prices. Clearly your aim should be to ⁽²⁾ _____ your prices initially at the level which gives you your highest profits possible. Needless to say, as with everything else to do with a business it is easier ⁽³⁾ _____ than done. There is no clear cut or agreed method of establishing a price for a product.

Some people use the level of costs as a way of fixing price. This may seem a straightforward calculation, but it ⁽⁴⁾ _____ drawbacks. For example, if the costs are very low, it doesn't automatically mean that the prices should be low too. And even working ⁽⁵⁾ _____ the cost can be fraught with possible errors.

Other people argue that the correct price is found by simply testing what the market can ⁽⁶⁾ _____. But there are no quick and simple calculations which can tell you what this should be. Instead, you have to establish the price by looking at the market you are in and the particular part of it the product appeals ⁽⁷⁾ _____.

There are also different strategies that can ⁽⁸⁾ _____ adopted depending on whether the product is a new or an old one. Often over-riding all your plans can be the effect which your competitors' pricing policy has on your own.

It is probably more realistic to think in terms of a range of prices. The lowest price you should consider setting will be fixed by the cost. You should not go ⁽⁹⁾ _____ this price. There are a couple of exceptions, of course, when temporarily it may make sense. The highest price is the most you can sell at, without sales disappearing altogether. Between the two will be the price which will give the highest possible sales with the best possible ⁽¹⁰⁾ _____ margin.



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Paper B – 2008 (Level 4)

Instructions

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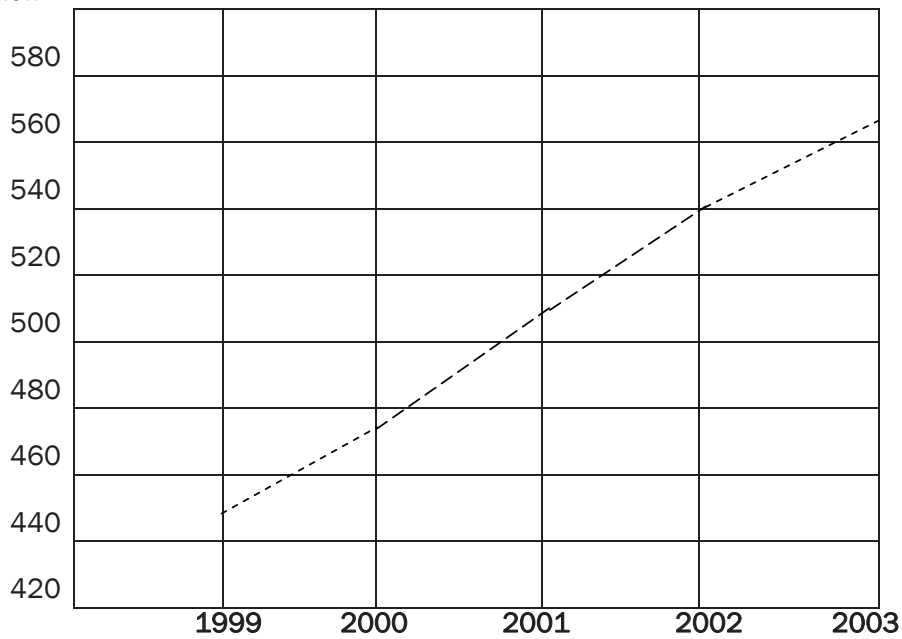
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Part 1	Part 2	Part 3	Part 4	Part 5	Part 6

Part 1 (15 marks)

Listen, draw the graph and complete the information below. You will hear the information twice.

Title: _____

£million



-----takeaway or delivery

_____ eat-in

Value of total pizza outlet market

Year _____ £million _____

1999 _____

2000 _____

2001 _____

2002 _____

2003 _____

Part 2 (25 marks)**Part A (15 marks)**

You are a trainee manager.

You attend a presentation on a training course about upward management.

Listen to the information given and complete the text.

You will hear the information twice.

Creating good working relationships with those at higher levels of the company hierarchy is essential for your success in management. At work, you are constantly in competition for (1) _____ - financial and human - and for attention. You have to make sure you will be at the top of the list for those things that are crucial for success, such as an extra budget for a new (2) _____, or information about developments within the company.

The secret of good relationships, professional and personal, is clear mutual communication. This requires the right words, music and dance - in other words, the right content, the right tone and the right (3) _____ (4) _____. What constitutes 'right' is your task to find out. Understanding what makes your bosses tick is a (5) _____ (6) _____, of enhanced communication so do some research.

The first step is to observe closely how your bosses relate to others at your level and below. Are there some people with whom they seem to have the sort of (7) _____ (8) _____ relationship you need to establish? If so, what are the characteristics of the relationship? How often do they meet? Do they have one-to-one time, not just contact at management meetings? Are there things your (9) _____ do that seem to be particularly valued by senior management? Even if these things don't seem to be important to you, you may do well to copy the (10) _____ (11) _____ of others if you want to be appreciated as much or more than others at your level.

Getting to know your bosses as people will help, either in (12) _____ their trust in you, or, at the very least in helping you understand how to work with them successfully so that they will not block your progress.

What is good upward management? You know you have achieved it when you have established a match between your (13) _____ and those of your line manager; when you have established mutual trust and support, a symbiosis through which you further each other's professional and (14) _____ (15) _____.

Part B (10 marks)

Write a memo to the other members of your department summarising what you learnt from the course about upward management. Your summary should be no more than 100 words.

MEMO

Part 3 (20 marks)

Members of your department use mobile phones extensively for their work. Your manager is keen to reduce the costs of mobile phone use in the department. She wants you to write a report for her, exploring ways of keeping the costs down. Read the notes below and write a structured report of no more than 200 words.

- Check which calls are allowed in the *inclusive minutes*. Not all companies have the same rules - some services don't include calls to certain numbers within the inclusive calls - this could include calls to your voicemail retrieval service and calls to other networks.
- To select the right business tariff, estimate the number of calls you make a month.
- If all of the calls you make are inclusive, and you have some inclusive minutes left over each month, you should look at finding a tariff offering fewer inclusive minutes because it will be a lower tariff.
- Many business people use their personal mobile phones for business. Personal phone tariffs are not suited to business needs.
- If you are using more minutes than the number allowed as inclusive on your tariff deal, switch to another tariff that offers more minutes for your money - this is likely to be a higher tariff.
- Sharing inclusive minutes can help even out your phone use. For example, if you spend longer on the phone this month you may not incur extra charges because someone else in your business may have spent less time on the phone than normal, because they've been ill or on holiday for example.
- Not only could a personal mobile phone tariff be more expensive, you could also be losing out on all the added business features that could save you money.
- The other benefits of being all on the same network are that you'll have one bill for all your company's phones and you may be able to share inclusive minutes between employees.
- Most business tariffs give you *inclusive minutes* which means the cost of a certain amount of call minutes are included in the monthly tariff.
- Make sure your team is all on the same network. Calls within the same network are always cheaper than calls to other networks.
- It's possible to add extra phones to a deal and share the inclusive minutes across phones.
- Features that are common in business tariffs are: free voicemail retrieval, free warranty and 24-hour phone replacement, free dedicated Business Support, calls to other phone networks can be included in your monthly inclusive minutes.

Part 4 Facts and Figures (20 marks)

Your office needs a new photocopier.
You have been asked to research possible models and write a report on them.
Look at the facts below and structure your report to compare and contrast them in no more than 200 words.

Canon FC-100 black and white copier

Convenient, easy-to-use copier for either office or home. Provides continuous high quality copies, thanks to Canon's unique All-in-One cartridge system which includes all the core copying elements (toner, drum, cleaner unit)- makes your copier virtually maintenance-free - simply switch cartridges, no mess, and your copier is as good as new. No warm-up time. Automatic switch-off when not in use saves power.

Colour of copies: black and white

Best resolution (copy quality): not given

Maximum copies per minute: 4

Maximum sheet capacity: 1

No automatic document feeder

Maximum paper / media size: 210x297 mm

Paper / media types: plain paper, OHP film, coloured paper, postcard sizes

Size of copier:

depth: 43.89 cm height: 11.5 cm

width: 35.89 cm weight: 8.2 kg

Price: £175.00

Canon PC-1270 black and white copier

Designed specifically for use in the small office area. With built-in laser copier unit. Collates documents. Has integrated fax modem, which transmits a standard page in about 6 seconds. Has Canon All-in-One cartridge system.

Colour of copies: black and white

Best resolution (copy quality): 600dpi

Maximum copies per minute: 12

Maximum sheet capacity: 350

Automatic document feeder

Maximum paper / media size: 210x297 mm

Paper / media types: plain paper, OHP film, coloured paper, card

Size of copier:

depth: 44.65 cm height: 34.1 cm

width: 47.83 cm weight: 22.6 kg

Price: £632.00

Sharp AL black and white copier

High quality laser printing. Zoom functions with reduction-enlargement from 25%-400%. Front loading paper tray.

Colour of copies: black and white

Best resolution (copy quality): 600dpi

Maximum copies per minute: 12

Maximum sheet capacity: 250

Automatic document feeder

Maximum paper / media size: 210x297 mm

Paper / media types: A4, A5, A6 paper

Size of copier:

depth: 46.25 cm height: 29.57 cm

width: 51.79 cm weight: 15.97 kg

Price: £380.00

Canon PC-D320 Grayscale copier

Clear and intuitive control panel makes this model easy to operate. Flatbed design makes book and magazine copying simple. Greyscale colour gives perfect range of tones for fine text, detailed diagrams and even photos. Has Canon All-in-One cartridge system.

Colour of copies: grayscale

Best resolution (copy quality): 1200dpi

Maximum copies per minute: 14

Maximum sheet capacity: 250

No automatic document feeder

Maximum paper / media size: 210x297 mm

Paper / media types: plain paper, OHP film, coloured paper, envelopes

Size of copier:

depth: 44.6 cm height: 34.7 cm

width: 44.4 cm weight: 14.5 kg

Price: £334.49

Part 5 Reading Skills (10 marks)

*There are ten headlines below and ten short news stories on the next page.
In the answer grid below the headlines, match each story letter with the best headline number.*

1. DE-MERGER PLAN ANNOUNCED
2. LEARN TO SELL MORE
3. GREAT CHANCE TO GET TO GRIPS WITH BUSINESS REGULATIONS
4. FIND A BACKER FOR YOUR BUSINESS
5. BIGGER LINE-UP FOR HOSPITALITY SHOW
6. SELLING ON YOUR COMPANY SUCCESSFULLY
7. WINE, DINE AND ...UPDATE YOUR CONTACTS
8. TOGETHERNESS PACT FOR CHALKFACE AND WORKPLACE
9. TRAVELLING SHOWS SPREAD THE COMPANY MESSAGE
10. BUSINESS LEADERS TO MOTIVATE NEW ENTREPRENEURS

WRITE YOUR ANSWERS HERE.

Match the number of the headline to the letter of the article:

A	B	C	D	E	F	G	H	I	J

A

The Hotel and Restaurant exhibition will be held at Olympia from April 1-3 and the organisers say that bookings are coming in fast. The show, now in its sixth year, will have more exhibitors than ever before, including all the major food and equipment suppliers for the industry.

B

From January 1 next year, Anodis will operate as a separate, self-sufficient business, though still 100% owned by Aldis Noaks. Aldis Noaks shareholders will be given a direct share in the spun-off company

C

Action to inform employees about what is happening at Hendersons has already started. Roadshow presentations have been staged at many sites during December and the communication effort will build up rapidly at the beginning of next year.

D

Networking with Style, which is an opportunity for both new and established entrepreneurs to mix business with pleasure at large social networking evenings, has its next event on 25th April at 6.30pm at the Samsi Japanese Restaurant, Whitworth Street, Manchester.

E

Bolton Business School is teaming up with the Education Business Partnership (EBP) to provide organised work experience placements for staff and students. The mission of EBP is to inspire business and education to work together for the workforce of tomorrow. Professor Alan Kitson has been invited to join the board of EBP and believes that the link offers valuable experience and a fantastic chance for staff members to update skills and knowledge which they can feed back into their teaching for the benefit of the students.

F

Bringing together one of the largest collections of Government agencies, departments and public sector bodies, this event aims to give small and medium-sized businesses the opportunity to learn about their legal obligations and recent developments. The event includes a tax drop-in centre where you can obtain one-to-one advice on your specific circumstances.

G

Small firms looking for funding will have a unique opportunity to showcase their innovative ideas to an audience of advisors and potential business partners during a 5 minute pitch at this event. During the 'Ideas Factory' entrepreneurs give a pitch to potential investors. Charles Allen, new ITV chief executive will also speak at the event, which promises to provide plenty of investment opportunities.

H

This event features a panel of figures from the business world, including Sahar Hashemi and Tom Waterstone, who will attempt to inspire budding entrepreneurs. Organisers hope the event will inspire the five counties of the East Midlands to become a leading region in European enterprise by 2010.

I

This event gives visitors new ideas and solutions for incentive schemes, business gifts, sales promotions and much more. A host of leading companies will exhibit, while 30-minute seminars will give budding entrepreneurs tips on motivation and promotional work. To be held at Earls Court, London.

J

Starting and running a business can be exhilarating, but if you have had enough, for whatever reason, you will need to find a good buyer for your firm so that you are not left badly out of pocket when you walk out of the door. This half-day seminar looks at how to find a buyer, valuations and how to prepare your business for a new owner. You will also learn exit strategies and timing.

Part 6 (10 marks)

Read the text below. There are 10 gaps in the text. Fill each gap with a suitable word.

Writing a Recruitment Advertisement

First of all, you have to think about the job profile. You need to be precise about what you want in (example) _____ **order** _____ to get it. If you don't define the vacant position and the person required very accurately, you will attract the (1) _____ people for the job. It also helps you to have a clear idea of the kind of person you need and the actual work involved (2) _____ the role. When listing skill requirements, only mention those actually related to the vacant position. Similarly, when stating prior experience requirements, think about how (3) _____ is strictly necessary for the candidate to do the job well. Of course you want your new employee to (4) _____ an office whizz and highly trained in all things, but consider the competencies they actually need for the position.

Once you have a profile, you can draw up a recruitment advertisement. This should be as clear and as brief as (5) _____. List the job requirements, the criteria for applicants, the salary package, and the contract length. Remember, in addition, to describe your organisation and give the job location. State the application procedure, too: tell applicant (6) _____ you want them to apply in writing, phone, or (7) _____ in an application form.

Where you advertise will depend (8) _____ the type of position offered. Surveys show that specialist and trade publications work best for managerial and professional posts. Meanwhile, advertisements for skilled workers give best results (9) _____ placed in the local press. The internet (10) _____ a recruitment tool is becoming more and more popular - one third of employees use it for this purpose.

ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 4

ANGLIA PROFICIENCY IN BUSINESS ENGLISH

PAPER A 07

LISTENING SCRIPT

PART 1

Listen, draw the graph and complete the information. You will hear the information twice.

- A: Hi Jack. Can you help me with some figures? I'm preparing a report about the export of our bicycles within Europe. I'd like the sales figures, please.
- B: OK, Helen. I've got a chart here for the last two years' figures. It's called *2003 and 2004 Export Sales*.
- A: OK. Can you give me the figures for 2004, please?
- B: Sure. Starting with the United Kingdom, we sold 3,700 bikes in 2004.
- A: OK. And what's the next country you've got figures for?
- B: It's Germany. There, we had a good year, selling 1,400 bicycles in 2004.
- A: Right, I've got that.
- B: Next, it's France, and their sales were actually down, to 1,500, in 2004.
- A: Oh, OK. Thanks. The last one is Holland isn't it? I think we did better there in 2004 didn't we?
- B: Yes, a bit, the figures were up to 1,700 for the year.
- A: 1,600 did you say?
- B: No, 1,700. *(pause)* Is that all you need, or would you like the projected sales figures for 2006? I've got a table here which shows those.
- A: Oh, yes, please. Could you give me projected sales for the same countries, please?
- B: OK. So in the United Kingdom, sales are projected to rise a little to 1800.
- A: Right. What about in Germany? I know that competition there is getting very strong.
- B: Yes, just a small increase in sales is forecast, to 1450 for the year.
- A: OK.
- B: And then in France, they predict that sales will cease to fall, evening out at 1550 and keeping steady for the next couple of years.
- A: Good, and what do they expect the situation to be in Holland?
- B: Holland... well it looks like they're expecting a healthy increase there, with 2,100 sales being forecast.
- A: Ok, that's great. Thanks a lot for your help, Jack.
- B: You're welcome. Bye.
- A: Bye.

PART 2

You are looking for a venue for a conference that you are organising in London. You listen to an advertisement for a conference venue on the radio.

Listen to the information given and complete the text below.
You will hear the information twice.

With the sun becoming warmer every day, we at City Park Conference Centre are looking forward to this year's spring and summer events. As existing customers already know, this time of year is the perfect time to take advantage of our stunning setting, surrounded by City Park's beautifully-kept flower borders and lawns. Our grounds are picturesque and tranquil and lend themselves perfectly to all sorts of outdoor events, from receptions with marquees, to barbecues and fundays. Our dedicated on-site catering team offer a variety of menus to suit any type of event.

As well as the launch of our updated website, 2005 has seen the completion of our second lecture theatre, The Grand Theatre. This 150-seater, tiered facility has been fitted out with state-of-the-art AV equipment, air conditioning and a new lighting system. This facility is ideal for smaller conferences and lectures, where The Lecture Hall, our 370-seater lecture theatre, proves to be too large.

If you would like to view our grounds and gardens, please call one of the team in our conference office. We will be happy to arrange a tour for you. Alternatively, you can go to our brand new website www.cityparkcentre.com and click on *virtual tours*. Here you will be able to view our beautiful gardens and many more of our conference facilities without leaving your desk. You can also view current prices, room descriptions and other information about the centre on the website.

Our conference team are working hard to deliver excellence and to ensure the smooth running and success of our client's events. If you have an event approaching and would like to discuss how City Park Conference Centre can help, please call us on 020 7456 7899 or email conferences@cityparkcentre.com. We look forward to hearing from you.

That is the end of the listening part of the test.

Proficiency in Business English Level 4 – Paper A 07

Key and mark scheme

PART 1 (15 marks)

4 marks - Title: 2003 and 2004 Export Sales

The chart should have bars to these points:

1 mark - UK - 3,700

1 mark - Germany - 1,400

1 mark - France - 1,500

1 mark - Holland - 1,700

3 marks for presentation of chart

1 mark for each figure in Projected Sales 2006 column

COUNTRY	PROJECTED SALES 2006
UK	1800
Holland	2100
Germany	1450
France	1550

Part 2 (25 marks)

A 15 marks (one for each word)

1. already
2. outdoor events
3. catering team
4. launch
5. AV equipment
6. 370
7. arrange
8. click on
9. current prices
10. deliver

B 10 marks

For full marks, summary **should** include:

What the conference centre can offer clients:

- 2 marks - outdoor events: barbeques etc.
- 2 marks - beautiful grounds
- 2 marks - modern lecture theatre or older larger lecture theatre

How to contact them and get more info:

- 2 marks - website - for info and virtual tour
- 2 marks - call office to arrange a real tour

EXAMPLE ANSWER**MEMO*****City Park Conference Centre***

The City Park Conference Centre has facilities to accommodate up to 150 or 370 people for a conference. It is situated in a beautiful, tranquil area, offering possibilities for having barbeques and other outdoor activities.

The conference accommodation consists of a newly built Grand Theatre, with AV and lighting equipment and the bigger lecture hall.

We could check on the facilities beforehand as the centre can arrange a tour. It is also possible to get some additional information online with a virtual tour.

If our plans are becoming more concrete we can contact the centre by telephone (020 7456 7099) or email (conferences@cityparkcentre.com).

Regards

R. S. Schurmanns

THIS ANSWER ACHIEVED A SCORE OF 9 OUT OF 10

Part 3 20 marks

For full marks, candidates must re-order the information to structure it.

Suggested model answer:

Introduction

outline the problem:

- figures in Europe
- Marsh research - absenteeism risk to businesses
- much absenteeism related to stress

Main part

- example of the Royal Mail - the extent of the problem and what they are doing about it
- examples of what other European companies are doing to combat absenteeism: VW, Swiss Nat. Bank, Asda, Tesco

Conclusion

serious problem, needs to be addressed

EXAMPLE ANSWER

Report: ***ABSENTEEISM***

Absenteeism is a widespread problem in Europe, posing significant risks for companies by a loss in turnover. European workers taking time off sick are costing tens of billions of Euros a year. Stress is an important factor in this. Over 50% of the absenteeism is stress related, affecting 40 million Europeans and costing €30 billion. As a result of these figures, companies across Europe are taking action.

The UK's Royal Mail, coping with average sickness figures of twice the national average agrees to the problem and is taking action by entering everyone who has not been sick for the last six months in a competition to win a car.

The Swiss National Bank uses another way to fight absenteeism. They encourage their employees to have a healthy lifestyle by offering gym facilities, fruit and sparkling water in their offices.

However, some companies do not take positive action. Major supermarket groups with the UK's Tesco and Asda among them have announced plans to cut sick pay.

Luckily Volkswagen has shown that raising employees' health pays off by an increasing productivity and savings.

I therefore recommend fighting absenteeism in a positive way.

THIS ANSWER ACHIEVED A SCORE OF 19 OUT OF 20

Part 4 20 marks

Usual writing criteria apply plus:

for full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as price, length of flight, times of arrivals and departures

Recitation of the features of each flight without any other ordering should get no more than 12 marks maximum

EXAMPLE ANSWER

Report: ***BEIJING BUSINESS TRIP***

For our business trip to Beijing I have compared flights offered by KLM Royal Dutch Airlines, SAS, Finnair and Air France. All airlines make one stop on their way to China. Also the flights to Beijing take approximately the same time. SAS's flight back to Manchester however takes well over 25 hours. I would there not recommend flying with SAS.

The costs of the remaining three options vary enormously with the Air France tickets costing twice the amount of the Finnair tickets. I think it is best to choose from KLM and Finnair.

Both airlines are equal in the package they offer and both offer business class seats like SAS and Air France. I would suggest flying Finnair as we can save £600 a ticket with them.

We could use the £600 savings for tourist trips whilst in Beijing.

THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20

Part 5 (10 marks – 1 mark for each correct answer)

- A. 9
- B. 5
- C. 10
- D. 3
- E. 8
- F. 6
- G. 4
- H. 7
- I. 2
- J. 1

Part 6 (10 marks – 1 mark for each correct answer)

- 1. so / therefore
- 2. which / to / that
- 3. These / They
- 4. is
- 5. whereas
- 6. make / take
- 7. being / holding/ having
- 8. If
- 9. in
- 10. to

ANGLIA INTERNATIONAL BUSINESS LEVEL 4

ANGLIA PROFICIENCY IN BUSINESS ENGLISH

PAPER A 08

LISTENING SCRIPT

Part One

- A. Thanks for coming over, Dave. We need to look at the sales figures for the two new sofa ranges, Royal and Madrid, for the first part of this year. The meeting will want to know whether we recommend moving forward with this home furnishing strategy or not.
- B. I agree. I got Jenny to print out the graph for us and we just need to complete it to put it into the information pack for the meeting. I've just called it Sales Comparison: Royal and Madrid Sofas 2006.
- A. Fine. Right, so in January we sold 32 Royal sofas as opposed to 35 of the Madrid.
- B. Okay. I see the Royal sales went down in February to 20.
- A. Yes. The Madrid sales went down, too, to 25. There's always a bit of a slump then, though in March the Royal didn't pick up. It continued to fall. We sold only 15 in that month and it flatlined in April with only 15 going then, too.
- B. Yes, whereas my figures show that we sold 30 of the Madrid in March and 40 in April. Which is great, actually. It really took off. Hang on, I've got the May figure here, too. Right, yes, we sold 45 in May. That's not bad, you know.
- A. No, but it might not be enough. The Royal didn't really pick up though, did it. We sold – what – 22 of those in May?
- B. Mm. We'll have to shift a lot in the second half of the year or we'll be left with stock we'll have to discount at Christmas. What about the total turnover of all our sofas, not just the new lines – have you got the figures for that so that I can slot them in under the graph?
- A. Sure. In January it was £103,870.
- B. Ok. February?
- A. It was down to £71,910.
- B. Right. March?
- A. OK. That was almost the same, £74,500.

- B. Yes. When you look at it, that figure is depressed purely because of the poor sales of the Royal, you know.
- A. Mm. In April it was £87,890
- B. Still not as high as January. What about May?
- A. That was £107,066. Finally topping January.
- B. Well we got there – but I don't know if it will convince the meeting.
- C. No.

Part Two

You have been asked to attend an investment review conference to find out how the company's investment shares have been performing over the past six months.

Listen to the information given and complete the text.

You will hear the information twice.

There was a significant amount of portfolio activity during the review period. Concerns about the beverages industry, in particular fierce competition and a lack of pricing power, led us to sell our shares in the French spirits manufacturer Pernod Ricard. We also sold up in Anglo-Dutch consumer goods conglomerate Unilever, preferring to buy into the undervalued food sector by purchasing shares in the French food producers Groupe Danone, which we bought in October. In line with our other investment strategy of identifying a factor that we believe will increase the market's perception of a company, we waited for something to change before buying Danone. While market feeling towards the French food giant has been negative, the company has managed to boost earnings, encouraging us to buy.

Other changes included replacing our holding in German sportswear manufacturer Puma with a share in rival Adidas-Salomon, which we believe offers greater potential for growth. Puma's share price has more than doubled since it was introduced to the portfolio in 2003, making a significant contribution to performance. We also decided to invest in the emerging market of the telecommunication provider Millicom International Cellular, allowing us to initiate a holding in the business. We believe Millicom, which specializes in developing markets, including Latin America, where basic telephone services are often inadequate, offers an exciting investment opportunity.

While we do not expect to see a substantial improvement in European economic growth in the near future, the environment is nevertheless a stable one where ambitious companies can thrive. Companies on the continent are starting to see greater profitability thanks to restructuring and cost cutting. Ongoing demand from China and the US should continue to enhance the earnings growth of European businesses, as well as offer abundant investment opportunities for us to place your shares.

That is the end of the listening part of the test.

Proficiency in Business English Level 4 – Paper A 08

Key and mark scheme

Part One (15 marks)

3 marks Title: Sales Comparison: Royal and Madrid Sofas 2006

The graph should be plotted around these points:

1 mark Jan 35

1 mark Feb 25

1 mark Mar 30

1 mark Apr 40

1 mark May 45

+ 2 marks marks for presentation of graph

Sofa turnover

1 mark Jan £103,870

1 mark Feb £71,910

1 mark Mar £74,500

1 mark Apr £87,890

1 mark May £107,066

Part Two A (15 marks)

One mark per word

- | | | |
|----------|----------------|----------------|
| 1 / 2. | 2 marks | pricing power |
| 3. | 1 mark | undervalued |
| 4. | 1 mark | increase |
| 5. | 1 mark | negative |
| 6. | 1 mark | rival |
| 7 / 8. | 2 marks | invest in |
| 9 / 10. | 2 marks | specializes in |
| 11. | 1 mark | substantial |
| 12 / 13. | 2 marks | cost cutting |
| 14 / 15. | 2 marks | offer abundant |

Part Two B (10 marks)

For full marks, summary should include:

- sold Pernod shares, Anglo Dutch shares, Puma shares
- bought Danone, Adidas-Salomon and Millicom shares
- European economic growth is good because of great profitability, restructuring and cost cutting
- Chinese and US needs will enhance earnings in Europe, which will give investment opportunities for their shares.

EXAMPLE ANSWER**MEMO*****Company's Investment Shares in the Past Six Months***

I have attended a conference about how the company's investment shares have been performing over the past six months and here are the main issues:

- *Because of the significant amount of portfolio activity in the review period about the beverages industry, we had to sell our shares in the French spirits manufacturer Pernod Ricard and in Anglo-Dutch consumer goods conglomerate Unilever as well. We also purchased shares in the French food producers Groupe Danone and the company managed to boost earnings.*
- *Other changes were (i) replacing our holding in German sportswear manufacturer Puma with a share in Adidas-Solomon and investing in the emerging market of the telecommunications provider Millicom International Cellular.*
- *On the other hand, companies on the continent are starting to see greater profitability thanks to restructuring and cost cutting and China and the US should continue to enhance the earnings growth of European business for helping us to place your shares.*

I hope you find this information useful.

Ana Martinez

THIS ANSWER ACHIEVED A SCORE OF 9 OUT OF 10

Part Three (20 marks)

For full marks, candidates must restructure the information to make a coherent text

Introduction

Would it be better to take on new staff or to try different possibilities with the existing staff?

What the decision depends on? E.g. consistency of work, length of work, number of hours each week

Main part

Compare the different types of employment.

The different possibilities within the company

Conclusion

A summary, with an opinion on the different options

EXAMPLE ANSWER

Report: ***EMPLOYMENT OPTIONS AVAILABLE***

Introduction

The aim of this report is to consider the employment options available for getting an efficient work and it will also describe the advantages and disadvantages of each alternative.

Advantages

Recruitment can be expensive. For this reason you have to consider another option such as the permanent employees can be full or part time and this is going to depend on how constant the work is and you have to re-organise your company structure as well as promoting existing staff by offering them an open-ended contract. You can have fixed term contract employees too, it depends on how long the work will last or you can choose to have an Employment Agency, which is going to supply you with temporary staff, but it depends on if the situation is a temporary one or irregularly and it also depends on the number of hours of work each week. You can also promote existing staff or adopt flexible working arrangements.

Disadvantages

If you choose the freelancers option, they will have no responsibilities to you. If you choose to offer overtime and on-one takes the option, you will be left wit the difficulty: If you choose to recruit more staff you will have to consider all the factors involved because it can be very expensive.

Recommendation

I would like to recommend you to identify if the pressure is all year round or not; if everyone really is busy and if all the work that's being done is strictly necessary and in the light of the results adopt the best alternative.

THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20

Part Four (20 marks)

Usual writing criteria apply plus:

For full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as sales generated, differences in services, number of search engines.

- Recitation of the features of each centre one by one without any other ordering should get no more than 10 marks maximum

EXAMPLE ANSWER

Report: ***AGENCIES TO ADVERTISE ONLINE.***

Introduction

The purpose of this report is to consider the different agencies available to advertise online and compare and contrast them.

Because of its low sales generated, only £3.75 million Atlas One point has been excluded from this report.

Sales Generated

It is a fact that Online Solutions has the highest sales generated, £6.25 million, whereas Latitude and Click Consult generate between £4.5 million and £5 million.

Search Engines

It is necessary to say that Online Solutions has six search engines, all of them very famous, while Latitude and Click Consult has only four or five search engines.

Costs

The cost on Online Solutions is from 0.6p per click and its consultation fees start from £200 fro bronze plan, whereas Latitude has a cost from 0.5p per click although it includes a monthly review of where sales traffic and sales are coming from.

Conclusion

I would like to recommend you Online Solutions in light of the result of this report and because it has been established for 15 years in the market.

THIS ANSWER ACHIEVED A SCORE OF 18 OUT OF 20

Part Five (10 marks)

One mark per answer

A	B	C	D	E	F	G	H	I	J
8	10	1	4	2	3	9	6	5	7

Part Six (10 marks)

One mark per answer

1. increase / raise
2. set / place
3. said
4. has
5. out
6. bear / take
7. to
8. be
9. below (accept under)
10. profit

ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 4

ANGLIA PROFICIENCY IN BUSINESS ENGLISH

PAPER B 08

LISTENING SCRIPT

Part One

- A: Hi. John. Did you download that information for me about pizza markets?
- B: I did, Anne. Do you want it?
- A: Yes, but I want to put it on a graph. Could you read out the figures, please?
- B: OK. I've got it here. The title is *Pizza markets - Eat-in versus takeaway and delivery*.
- A: Right. **(pause)** Thanks. Now, can you tell me the values for 1999 - 2003? I want the figures for the eat-in market, please.
- B: Yes. So in 1999, the figures for eat-in were slightly higher than for takeaway / delivery - the eat-in market was worth £470 million.
- A: Right. Does it continue like that in 2000?
- B: Yes, it rises to £500 million. However, the eat-in pizza expansion slows in 2001, converging more with the takeaway/delivery market. There was a rise to £510 million for eat-in pizzas.
- A: OK. And on to 2002. What happens then?
- B: Again, the two markets are very close, with eat-in at £540 million.
- A: OK. And lastly 2003?
- B: Oh, well a bit of a gap opens up here - you've got eat-in pizzas falling behind takeaways. It's still a growing market, but it only reached £560 million that year.
- A: OK, that's fine.
- B: Did you want any other information on that?
- A: Is there anything about the total pizza outlet market?
- B: Yes, I've got figures for the value of the total pizza outlet market, 1999-2003.
- A: Great. Can you tell me them, please?
- B: Yes. In 1999, the total market was worth £21,116 million.
- A: OK.
- B: Then in 2000, it grew to £22,105 million in total.

- A: Right. In 2001?
- B: Er, 22, no, sorry, £23,044 million, expanding steadily. And again in 2002, the same sort of increase, with the market value up to 24, 173, that's million pounds of course.
- A: Yes.
- B: And in 2003, the market was worth £25,379 million in total.
- A: OK, John, thanks very much.

Part Two

You are a trainee manager. You attend a presentation on a training course about upward management.

Listen to the information given and complete the text.

You will hear the information twice.

Creating good working relationships with those at higher levels of the company hierarchy is essential for your success in management. At work, you are constantly in competition for resources - financial and human - and for attention. You have to make sure you will be at the top of the list for those things that are crucial for success, such as an extra budget for a new initiative, or information about developments within the company.

The secret of good relationships, professional and personal, is clear mutual communication. This requires the right words, music and dance - in other words, the right content, the right tone and the right body language. What constitutes 'right' is your task to find out. Understanding what makes your bosses tick is a key ingredient of enhanced communication, so do some research.

The first step is to observe closely how your bosses relate to others at your level and below. Are there some people with whom they seem to have the sort of effective working relationship you need to establish? If so, what are the characteristics of the relationship? How often do they meet? Do they have one-to-one time, not just contact at management meetings? Are there things your peers do that seem to be particularly valued by senior management? Even if these things don't seem to be important to you, you may do well to copy the successful strategies of others if you want to be appreciated as much or more than others at your level.

Getting to know your bosses as people will help, either in increasing their trust in you, or, at the very least in helping you understand how to work with them successfully so that they will not block your progress.

What is good upward management? You know you have achieved it when you have established a match between your expectations and those of your line manager; when you have established mutual trust and support, a symbiosis through which you further each other's professional and personal ambitions.

That is the end of the listening part of the test.

Proficiency in Business English Level 4 – Paper B 08

Key and mark scheme

Part One (15 marks)

3 marks Title: Pizza markets: Eat-in versus takeaway and delivery

The graph should be plotted around these points:

1 mark	1999	£470 million
1 mark	2000	£500 million
1 mark	2001	£510 million
1 mark	2002	£540 million
1 mark	2003	£560 million
+ 2 marks for presentation of graph		

Supermarket turnover (£m)

1 mark	1999	£21,116
1 mark	2000	£22,105
1 mark	2001	£23,044
1 mark	2002	£24,173
1 mark	2003	£25,379

Part Two A (15 marks)

- | | | |
|-----------|----------------|-------------------------|
| 1. | 1 mark | resources |
| 2. | 1 mark | initiative |
| 3. / 4. | 2 marks | body / language |
| 5. / 6. | 2 marks | key / ingredient |
| 7. / 8. | 2 marks | effective / working |
| 9. | 1 mark | peers |
| 10. / 11. | 2 marks | successful / strategies |
| 12. | 1 mark | increasing |
| 13. | 1 mark | expectations |
| 14. / 15. | 2 marks | personal / ambitions |

Part Two B (10 marks)

For full marks, summary **should** include:

Successful managers *manage upwards* by creating good relationships with their bosses.

How?

- communicate with bosses
- understand bosses
- copy others who have good relationships with the bosses
- get to know your bosses as people
- Good upward management is creating a relationship of mutual trust and support with bosses

EXAMPLE ANSWER

MEMO

To: *All*

From: *Sidsel*

Hello all,

Here is the information from the training course regarding upward management.

1. Good working relationship:

- *Mutual communication*
 - *Right tone*
 - *Right body language*
 - *Pay attention to your boss requirements*
- *Constantly in competition*
 - *Make sure to be in the top*

2. Observing:

- *The boss relations to your colleagues*
 - *Is it an effective working relationship? You should be part of it as well.*
 - *Values by senior staff may be useful*
 - *Knowing your bosses will increase their trust in you*

3. Good upward management:

- *Match your expectations with the managers*
- *Mutual trust and support*

I hope you find this information useful.

Regards

Sidsel

THIS ANSWER ACHIEVED A SCORE OF 7 OUT OF 10

Part Three (20 marks)

For full marks, candidates **must** re-order the information to structure it.

Suggested model answer:

Introduction

Importance of using business tariffs- saves money and more features for business

Main part

save money by:

- working out your monthly call time, then finding suitable tariff which includes right amount of *inclusive minutes*:
- putting all in the department on same phone network
- sharing inclusive minutes between phones
- check what kind of calls your phone company includes in inclusive minutes
- get a tariff that includes some free features like free calls to voicemail, free warranty & phone replacement etc.

Conclusion

staff members should all have a business phone tariff and all should be on same network and share 'inclusive minutes'

EXAMPLE ANSWER

Report: ***REDUCING THE COST OF MOBILE PHONES***

Introduction:

The aim of this report is to evaluate the costs of mobile phones and find a solution to decrease them.

Tariffs:

The inclusions of tariffs are often free voice-mail, free warranty, free business support and 24-hour phone replacement. In addition, tariffs can include minutes which are a monthly included amount of call minutes. It should be considered to check which calls that are included. Sometimes all calls are included, but companies do not always use the amount of calls which are available. Therefore it is important to check the different tariffs before choosing a specific one.

Advice for selecting the best tariff:

Firstly, estimate the monthly number of calls. Evaluate the offers of minutes for a special amount of money.

Inclusive minutes:

It would be a perfect solution to share the inclusive minutes in one network. It depends how much each employee spends on minutes, so in the end the money is properly used. It is the cheapest solution to have the same network. Furthermore, the company avoid that the staff use their personal phones.

Conclusion:

To sum up, the company should consider the profits of each tariff and sharing the network to decrease the mobile costs.

THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20

Part Four (20 marks)

Usual writing criteria apply plus:

For full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as **price, speed, quality, special features, size of copier**. Recitation of the features of each copier one by one without any other ordering should get no more than 12 marks maximum

EXAMPLE ANSWER

Report: **PHOTOCOPIERS**

Introduction

The aim of this report is to compare and contrast four different photocopy machines and find the best solution.

Colour

All copy machines are black and white except Canon PC-D320 greyscale copies that copies in greyscale.

Maximum Copies per minute

The best solution for many copies in a limited amount of time would be the PC-D320 with 14 copies per minute whereas the Canon FC-100 only prints 4 pages per minute.

Sheet Capacity

Canon PC-1270 is capable of having 350 sheets which is the biggest amount. However, the Sharp AL and Canon PC-D320 has space for 250 pages.

Size

Canon FC-100 is the smallest copier whereas the Sharp AL takes up a lot of space.

Price

The cheapest copier is the Canon FC-100 which is £175. The most reasonable price would be the Canon PC-D320 which is £334.49.

Conclusion

In conclusion, I would recommend selecting the Canon PC-D320 greyscale copier. The quality is good and it contains a capacity of 250 sheets. Furthermore it is the fastest.

THIS ANSWER ACHIEVED A SCORE OF 16 OUT OF 20

Part Five (1 mark each)

A	B	C	D	E	F	G	H	I	J
5	1	9	7	8	3	4	10	2	6

Part Six (10 marks)

One mark per answer

1. wrong
2. in
3. much
4. be
5. possible
6. whether / if
7. fill
8. on
9. when / if
10. as

Anglia Language Examinations Proficiency in Business English

Speaking Test 2009

Candidate's Instructions

Procedure

The Anglia Proficiency Business English Speaking Test consists of three parts and should take approximately 18 minutes to complete. The test is conducted by the examiner. The examination is recorded onto a computer, cassette tape or CD. The MP3 file, tape or CD is sent to Chichester College for moderation.

After the examination, you must not return to the area where candidates yet to take the test are still waiting.

Part one: up to 2 minutes

Introduce yourself to the examiner (give your name and number).

You will answer questions like the following:

- Would you please tell me something about yourself and why you are taking this examination?
- What is your current position at your work placement company (or other company you work for)?
- Could you give me an overview (past, present and future) of your career at your work placement company?
- What are the most important things you have learnt during your work placement?

Part two: up to 7 minutes

You are to give a 5-7 minute presentation about one of the following topics:

- your business plan
- your export marketing plan
- your promotion campaign
- a SWOT analysis you have prepared

At the end of the presentation, the examiner will ask you a number of questions about your presentation.

Part three: up to 9 minutes

Your examiner will ask you to respond to three questions or statements (approximately three minutes per question or subject). You should be able to respond sensibly to the questions and prompts.

OVERVIEW OF TASKS

Position Level BOL	senior management level BOL4 / selected students
Introduction (Warming-up)	<ul style="list-style-type: none"> • name and number • current position at work placement company • career overview: past, present and future • most important thing/s you have learnt
Presentation	<p>prepared presentation 5-7 min: about a</p> <p>business plan export marketing plan promotion campaign swot analysis</p> <p>PowerPoint preferred</p>
Debate / Discussion	You respond to various prompts from interlocutor; topics unseen

NOTICE OF TOPICS FOR PREPARATION

- prepare a 5 – 7 min presentation on one of the following topics:
 - your business plan
 - your export marketing plan
 - your promotion campaign
 - a SWOT analysis you have prepared (power point is preferred)

At this level the discussion topics are unseen.

MARKING CRITERIA ANGLIA SPEAKING TEST 2009 BUSINESS ENGLISH PROFICIENCY (LEVEL 4)

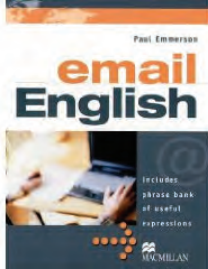
	COMMUNICATION	CONTENT	PRONUNCIATION	VOCABULARY	GRAMMAR
D	Candidate is fluent. Sentences are well formulated. Reactions and answers are appropriate in length and to the point. Very little hesitation.	Fully covers the subject.	Good, clear pronunciation and stress / intonation. The examiner has no difficulty understanding the candidate.	Uses good variety of appropriate words and idioms.	Few minor mistakes. Good use of tenses and sentence structure.
M	Candidate is relatively fluent without much hesitation. Candidate keeps the conversation going. Answers and reactions are to the point.	Covers the subject adequately.	Good pronunciation and stress / intonation. Mother tongue may be obvious, but does not interfere with the examiner's ability to understand the candidate.	Reasonable variety of words and idioms with some observable effort. There may be occasional errors.	Incidental mistakes in proper use of tenses and sentence structure.
P	Candidate often hesitates, but can keep conversation going with prompts.	Tends to wander from the subject matter. Needs prompting in order to keep to the subject.	Sufficient pronunciation to be understood most of the time. Some mistakes in stress and intonation. Some words are clearly mispronounced. The examiner may have to check his / her understanding of what the candidate has said from time to time.	Limited variety of words and idioms. Some mistakes in use and / or inappropriate use or choice of words.	Obvious mistakes in the use of tenses and sentence structure. Understandable, although occasionally difficult to follow.
R	Candidate is not fluent at all. Answers are often monosyllabic and often incoherent. Difficult to follow.	Needs a great deal of prompting. Cannot cover the subject matter at all.	Unsatisfactory pronunciation. Very strong mother tongue interference. Many words so unclear as to interfere with the examiner's ability to understand the candidate.	Very limited variety of words and idioms. Many instances of inappropriate use. Confusing.	Knowledge of grammar and sentence structure is clearly inadequate for the tasks. Candidate is frequently difficult to follow.

Performance indicators

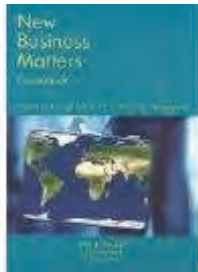
In a typical business environment, the candidate is able to:

- prepare and give presentations typical of business meetings and accurately convert information into an acceptable graphic representation;
- control the language of business appropriately for specific purposes;
- articulate his / her view and elaborate on general and abstract business-related issues.

APPENDIX 1 – Recommended Book List



'email English' by Paul Emmerson
Publisher: Macmillan
ISBN 1 405 01294 3



'New Business Matters' by Mark Powell, Ron Martinez
& Rosi Jillet
Publisher: Chris Wenger
ISBN 0 7593 9856 9

APPENDIX 2 – Speaking Test Assessment Sheet

Anglia Examination Syndicate (England)

**INTERNATIONAL BUSINESS
ENGLISH
SPEAKING TEST 2009**

Please stick your candidate label here

ASSESSMENT SHEET

Final Total:	
--------------	--

Please Tick Below:

Practical Business (Level 1)

Advanced Business (Level 3)

Intermediate Business (Level 2)

Proficiency Business (Level 4)

	Refer 1-4	Pass 5-6	Merit 7-8	Distinction 9-10
Communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pronunciation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of Vocabulary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grammatical Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

EXAMINER: _____

FINAL TOTAL: _____

DATE: _____

SIGNATURE: _____

APPENDIX 3 – LIST OF STRUCTURES TESTED FROM ELEMENTARY TO ADVANCED LEVEL AND ABOVE IN THE GENERAL ENGLISH EXAMINATIONS

Grammar and Structures List for the Elementary Level General English Examination.

Grammar and Structures	What are they used for?	Some examples
VERBS		
Future simple – will 1 st conditional – with ‘if’ clause present and result clause will/won’t	talking about future plans talking about future plans which have conditions on them	What will you do when you are older? If it rains , we won’t go to the park.
Future of intention ‘be going to’	talking about future intentions	I’m going to see a film this evening.
Past continuous - when, while	talking about past activities which were interrupted	I was having my breakfast when the postman knocked. While I was studying , he played loud music.
Used to	talking about long past habits and states	My father used to work in an office. My sister used to have long hair.
Modals –should, must	expressing obligation and advice	You must study hard if you want to go to university. You mustn’t worry about it. You should always lock your car.
I would rather + non finite verb I had better + non finite verb	expressing preference and advice	I would rather eat fish than meat. You had better take an umbrella or you’ll get wet.
Infinitive of purpose	talking about the purpose of doing something	Jane went to America to learn English
QUESTION TAGS		
Isn’t he? Aren’t you? Do you? Etc	asking for confirmation of a negative or positive statement or inviting an answer to a question	You are coming to my party, aren’t you? You haven’t seen my car keys, have you?
RELATIVE PRONOUNS		
Which, who, that	identifying people and objects	This is the best cake that I have ever eaten. Jack is the one who is sitting at the back of the class.
REFLEXIVE PRONOUNS		
Myself, himself, herself, etc.	Identify people and objects	He hurt himself .
ADVERBS		
Adverbs of frequency, e.g. Never, sometimes; adverbs of manner, e.g. quietly, slowly; adverbs of time, e.g. today, now; adverbs of degree, e.g. a lot, a little	Describing how often, how, when and to what extent people do something	I have never flown in a plane. At the moment , the children are playing in the park. The children walked home slowly .
The contrast of too/enough	talking about the extent of something	The student isn’t trying hard enough , he never does his homework. The student is trying too hard, he will make himself ill.
PREPOSITIONS		
Prepositions as used in some very common phrasal verbs and prepositional phrases.		You must put on a hat if you go out in the sun. I am very fond of my pets.

Grammar and Structures List for the Pre-Intermediate Level General English Examination.

Grammar and Structures	What are they used for?	Some examples
VERBS		
The passive voice	talking about a process, omitting the active subject	The best computer games are made in Japan. The new church was built last year.
The second conditional - if / past tense + would /non finite verb	talking about hypothetical situations musing	If I worked harder, I would get higher marks. If I won some money, I would buy a new car.
Present perfect continuous	Expressing unfinished or recently completed actions	How long have you been living in London?
The gerund after certain verbs		I enjoy learning English. I hate eating spaghetti.
Non finite verbs in particular phrases: e.g. make someone do something, let someone do something	expressing persuasion and permission	Mary's parents let her drive their car. My father made me do my homework.
ADVERBS		
for and since	expressing time periods from a point in the past, relating them to the present	I have lived in this house for five years. I haven't swum in the sea since last summer.
more adverbs of frequency, manner, time or degree	describing how often, when, how, and how much people do something	I'm still here. He's already finished. That bird rarely visits Britain. We hardly knew him.
CONCURRENCE		
Neither do I/so do I	expressing concurrence with a positive or a negative statement expressing concurrence within a positive or negative statement	I don't like playing computer games. Neither do I. I like eating chocolate. So do I. I don't like cabbage and neither does my sister. Jane loves chocolate and so do her friends.

Grammar and Structures List for the Intermediate Level General English Examination.

Grammar and Structures	What are they used for?	Some examples
VERBS		
Reported speech	repeating messages passing on information telling stories, jokes checking facts	"What is the height of the Empire State Building?" He wanted to know what the height of the Empire State Building was . "Did you phone your parents?" said Jane. Jane asked us if we had phoned our parents
The third conditional - if/past perfect tense + would have/non finite verb	expressing regret musing describing a past that never was talking through the consequences of our actions	They would have gone to the concert if they had had tickets. If he had known , he would have finished earlier.
The gerund - After certain prepositions in certain idiomatic expressions		After leaving work, he went to the gym. It's no use talking to him. Is it worth doing ?
To have something done	expressing the fact that the speaker commissioned an activity	John had his house painted .
CONJUNCTIONS		
Conjunctions of reason and purpose, cause and result, concession	talking about why people do things, the purpose of something, its cause, expressing surprise	She goes to the gym in order to keep fit. There is a lack of water as a result of the hot weather . Despite/in spite of his wealth, he wasn't happy.
As connectives – and, but, nevertheless, or, however	expressing connections in a sentence, text or argument	

Grammar and Structures List for the Advanced Level General English Examination.

Grammar and Structures	What are they used for?	Some examples
INVERSION		
the inversion of subject and verb after certain negative adverbial introductions, e.g. never, rarely, hardly ever, not only, little, seldom	creating emphasis, varying style and idiom	Never have I seen such a terrible film. Little did he know he would one day be prime minister. Not only was it raining, it was also cold.
VERBS FOLLOWED BY THE PAST TENSE		
I wish, it's about time, it's high time	expressing hypothesis, regret, decision making and the need for decision making	I wish I had £1million. It's high time we did some work. It's about time he bought a new car.
DEDUCTION		
Using modal verbs followed by the non-finite and perfect non-finite verb using will	expressing hypotheses and deductions in varying degrees of certainty	Jane will be in bed at this time of night. They should have heard the telephone. They must have gone out . He can't have finished his homework. If he had, he would have put it on my desk by now. John might be sitting in the theatre already.
THE INFINITIVE		
after certain verbs after certain adjectives after question words the perfect infinitive		I hope to hear from you shortly. We can't afford to give you a pay rise. I want you to do something for me. Its very difficult to explain . Tell me where to go/ how to get there/ what to say . I'd love to have met him. He doesn't seem to have done it.

APPENDIX 4 – Tracks listings for the listening sections on accompanying CD

PRACTICE EXAM	TRACK NUMBER
Level One: Paper B 06	1
Level One: Paper A 07	2
Level One: Paper A 08	3
Level Two: Paper B 07	4
Level Two: Paper A 08	5
Level Two: Paper B 08	6
Level Three: Paper B 07	7
Level Three: Paper A 08	8
Level Three: Paper B 08	9
Level Four: Paper A 07	10
Level Four: Paper A 08	11
Level Four: Paper B 08	12