

UKÁZKA POSTUPOVÝCH TESTŮ BUSINESS ENGLISH B

Jméno a příjmení:
Datum narození:
Datum testu:

Listening

Listen to the the interview with a Guinness employee and answer the following questions.

1. Which is the current position of the speaker:

- a) general worker
- b) machine operator
- c) Industrial Relations Manager.

2. To whom does the speaker currently report:

- a) Personnel manager
- b) President
- c) supervisor

3. The transition of the speaker to the managerial position was due to:

- a) being a trade union activist
- b) studies he did throughout his work in the Guinness company
- c) both

4. At present the speaker has the degree of:

- a) Master
- b) Bachelor
- c) PhD

5. The current position of the speaker deals with:

- a) engineering
- b) quality assurance
- c) Industrial Relations Managing

6. Manpower requirements are identified for the next:

- a) 5-7 months
- b) 5-7 years
- c) three-four years

7. The responsibility of the speaker include:

- a) recruiting temporary personnel and redeployment to new positions
- b) settling conflicts
- c) executive coaching of personnel

8. Job titles in Guinness:

- a) are assigned for all the period of the job
- b) are flexible
- c) may not always reflect the actual role

9. The structure of employments at Guinness is currently:

- a) going through making some vacancies redundant
- b) fixed
- c) evolving new roles

10. The speaker believes that a good manager has to:

- a) be able to maintain existing HR
- b) protect the company from changes
- c) be able to manage changes

Skills 1

What parts of the dialogue are missing?

- a) It's not our policy to replace items
- b) What seems to be the problem?
- c) I would like to complain
- d) Sorry to hear that

Mr. G. ____ (1) about the vacuum-cleaner.

S. A. ____ (2)?

Mr. G. Well, it is too noisy. And sometimes it vibrates and then it is difficult to handle.

S. A. ____ (3) I'll look into it right away.

Mr. G. I would like to exchange it.

S. A. ____ (4) We will try to fix it as soon as possible, and then you will be able to get it back in a couple of days.

Skills 2

Arrange the phrases in the correct order in the following dialogue.

- a) You never told me you were thinking of getting a new job!
- b) Go on, then. Tell me about it.
- c) Well, I wasn't till I saw this one. It's exactly what I have always wanted to do.
- d) Hi, it's Fiona here. I only wanted to tell you that I saw this great job ad in the newspaper the other day.
- e) Oh, yes, they are the people who make outdoor clothing, right?
- f) Well, it's for a Californian company called Patagonia. I'm sure you've heard of them before.

1. 2. 3. 4. 5. 6.

Grammar 1

Use gerund or infinitive in the following sentences.

1. The sales manager denied (*giving/to give*) expensive gifts to customers.
2. I recommended my friend (*to apply/applying*) for a job interview.
3. The head of the sales department recommended (*to change/changing*) the layout of the products.
4. Somebody suggested (*to buy/buying*) a new uniform for the front-line staff.
5. Did you mean (*to leave/leaving*) the computer on?
6. They stopped (*to produce/producing*) the face cream that aroused massive complaints.
7. Do you regret (*to leave/leaving*) your company? Maybe, you will stay?
8. I regret (*to leave/leaving*) my job last year.

Grammar 2

Use the words in brackets in correct tense forms.

9. Mr. Kettler joined the company which (1) _____ (*reject*) him a few years ago. When he saw the general manager for the first time he (2) _____ (*talk*) on the telephone with somebody who evidently (3) _____ (*deliver*) wrong or faulty goods. It was Mr. Kettler's task to put everything right and he (4) _____ (*fear*) that he (5) _____ (*confuse*) the numberless papers if he (6) _____ (*get*) no help.

Grammar 3

Insert **WHO, WHICH OR THAT** in the following phrases. In one of the sentences 2 variants are possible.

1. The German football team Hoffenheim, _____ he had known since childhood, didn't play well in this season.
2. The man _____ came yesterday has come again.

Vocabulary 1

Choose the words from box to fill in the box. There are more words in it than you will need.

peer pressure	genuine	durability	reliability	cost-conscious
at the top end	contractor	bidder	innovation	pay off

1. The new trend of the company is to interest _____ consumers who are unwilling to buy upmarket goods and want reasonably cheap goods of a good quality.
2. Filling the market with _____ is risky, because people are usually cautious about new products using which requires specific skills.
3. _____ is one of factors of a good quality — a product should last long.
4. He was far ahead of other manufactures, keeping the position _____ of the market.
5. Those who bring prices too low experience _____ of those manufactures who may lose a considerable part of revenue selling the same products at a higher price.
6. The offer aroused a big interest and a lot of _____ applied to get it.
7. The advertisement made 35% of the initial investments, but it _____ . The first sales brought a huge profit.

Vocabulary 2

Match words and definitions.

- | | |
|---|----------------|
| 7. Money which some companies keep for offering bribes _____ | a) integrity |
| 8. Adherence to moral principles _____ | b) whitewash |
| 9. Deceptive words or actions intended to conceal defects _____ | c) law abiding |
| 10. A person who has the intention to deceive _____ | d) slush fund |
| 11. A person who complies with rules and regulations _____ | e) sweetener |
| 12. Money or goods offered as a bribe _____ | f) con artist |

Vocabulary 3

Choose the right option.

13. He will try to get promoted by any means, even if he hurts other people's feelings. He is very _____ .

- a) upset
- b) ruthless
- c) impulsive

14. The agent talked me into buying some of the goods I had no intention of buying. He was very _____ .

- a) talkative
- b) decisive
- c) persuasive

15. All his employees willingly do what he says and like him a lot. Such _____ people are rare.

- a) energetic
- b) charismatic
- c) informal

16. If he sees an opportunity he will use it. He has always been _____ .

- a) open
- b) magnetic
- c) opportunistic

Reading

Read the text and do the tasks below:

The Idea Man

Roger Foster has always been able to spot the next big wave in the industry.

Borrowed staff

He left school at 16, but qualified as a chartered accountant five years later. It was during his first job at GKN PLC, that 'the light dawned'. Computers were expensive and cumbersome, yet increasingly companies were using them to run back-office operations as payroll.

So in 1965, with two colleagues and loans from their parents he set up ACT, designing software systems and offering computer programming services to corporate accounting departments. After two years, ACT started making a profit. In fact, it was so successful that it became in 1979 the first British software company to be listed on the Stock Exchange.

Soon after, however, Foster decided that the future lay in hardware. A little chip company called Intel Corp. had launched the first microprocessors not long before, and a few entrepreneurs saw a future in small, personal computers made from them.

After designing a US-made PC called the Sirius for a couple of years, ACT started manufacturing its own version in 1982. The result, the Apricot, was a phenomenal success.

Between 1983 and 1985, ACT sold between 40.000 and 50.000 Apricots a year, more than anyone else in the UK, including IBM. At the company's height, recalls Peter Horne, one of Apricot's co-founders, "We couldn't make enough to satisfy demand."

Bad Bite

But ACT let the advantage slip. In 1985 ACT introduced a \$7 m advertising campaign to launch Apricot in the US and steal market share from Apple Computer Corp. The campaign flopped and the US sortie cost ACT \$14 m in 14 months of operation.

And one trend Foster failed to spot proved fatal: the rise of IBM-compatible computing. Apricot, which ran a version of Microsoft's MS-DOS operating system, had a hardware architecture peculiar to itself. Foster concedes being late in shifting to the IBM standard; 'If we got the timing wrong, it was six to nine months, not a year,' he says.

But it was too late. Margins on the Apricot computer began to be squeezed following the rise of cost-efficient, PC clone manufacturers like Compaq Computer Corp. Sales stagnated in 1986 at around £100 m (\$164 m). In the end, ACT was forced to sell the Apricot business. Foster had plans to pursue. Financial software was the next wave to catch. He added three financial companies, and ACT's sales soared to £200 m in the early 1990's making it one of the biggest players in its niche.

Fleeting victory

The company's financial products division was in trouble, mostly due to poor sales. ACT embarked on restructuring and eventually was sold to Misys PLC, a UK software house.

Foster's latest brainchild is Financial Objects, founded in October 1995. The company is compiling a library of software components that companies can then slot together as they wish, something like Lego software.

Foster claims: "In 10 to 15 years, software will be a commodity, just like the PC now. We want to be the company with the largest set of banking components in the Microsoft world. We can be dominant for ten years if we do it."

The company is the second-largest in its field in the UK, behind Misys — but that's a pretty small field. Last year, it posted sales of & 15.5 m and made a small profit. Foster remains confident — but he stresses that he doesn't need the money: "It's my swansong. I don't want other directorships and to go to a board meeting every other month."

Would he ever leave Financial Objects in the same way he left Apricot and ACT?

"Financial Objects has the potential to grow at 30% to 40% as far as the eye can see, and I want to take it all the way," he predicts. But he adds, 'maybe there is a size at which it is time to move.'

A Below is the list of some of the things that Roger Foster did at different stages in his career. For questions 1-8 number these events (a-i) in the order in which they happened: 0 is done as an example.

0. **b** Created ACT
1. Sold Apricot
2. Produced a PC
3. Moved into the US market
4. Changed to a new computer architecture
5. Bought financial software companies
6. Reorganized ACT
7. Started Financial Objects
8. Worked for GKN

B In the text find one example of:

9. An opportunity that he has taken.

10. A mistake that he made during his career.

Writing

You are answering an advert about Business Ethics Award, which runs:

**Business Ethic Award
Celebrating ethical business!**

Write to us to let us know which company you think should win this year's award. State clearly:

The sphere in which the company is working
Three reasons for nominating this company

Write a letter of 150 – 170 words.

Sources:

Listening from: First Certificate in English. Handbook for teachers

Reading from: <http://www.market-leader.net> (free resources)