

Name: _____

LANGUAGE

Lesson 1.1 Vocabulary

1 Choose the correct option.

1 The audience for the car is young professional women.
a customer b focus c target d respondent

2 There will be six people in each group.
a focus b data c desk d impact

3 Laura sent an online to two hundred customers.
a research b tester c analysis d survey

4 The hotel's satisfaction level is very high.
a sample b tester c customer d respondent

5 We prefer interviews that last an hour with each person.
a launch b viable c desk d in-depth

6 The size must be larger to be fully representative of the market.
a target b sample c focus d customer

7 That software company tries to a new product every two years.
a gather b impact c gauge d launch

8 My job involves a lot of desk into our competitors.
a research b focus c audience d analysis

9 Employing product is a good investment for technology companies.
a testers b groups c surveys d audiences

10 Market research companies do a lot of analysis.
a group b data c desk d impact

/10

Lesson 1.2 Grammar

2 Write the correct form of the question tag.

- 1 The meeting starts at 9.30, ?
- 2 Marie has left the office, ?
- 3 This isn't Jon's desk, ?
- 4 They went to lunch at 1.30, ?
- 5 Let's leave now, ?
- 6 Tom didn't go to the party, ?

7 They aren't students, ?

8 Please wait here, ?

9 Sam and Kim won't be at the meeting, ?

10 You can do the presentation, ?

/10

Lesson 1.3 Functional language

3 [BP_B2+_Test_01_01.mp3] Listen to the speaker and choose the correct answer.

- 1 a b c
- 2 a b c
- 3 a b c
- 4 a b c
- 5 a b c

/5

Lesson 1.4 Functional language

4 [BP_B2+_Test_01_02.mp3] Complete the sentences with the words you hear.

- 1 , but I have the figures to answer your question.
- 2 That's a good question, but I'm the answer.
- 3 Let me James in Sales to answer that.
- 4 I'm sorry. I didn't understand you.?
- 5 what you mean by that?

/5

Lesson 1.5 Functional language

B2 Business Vantage

5 Choose the correct option.

A recent customer survey ¹ that our paperless billing system is popular. The ² of respondents were in agreement that it's more convenient. Just under 10 percent raised ³ about online safety. The survey ⁴ that our customers like the new system and the findings indicate that ⁵ changes should be made.

- 1 a raised b demonstrated c concerned d felt
- 2 a majority b most c quarter d 10 percent
- 3 a changes b participants c image d concerns
- 4 a believed b confirmed c raised d admitted
- 5 a none b least c minimal d majority

/5

SKILLS

Short listening

B2 Business Vantage / C1 Business Higher

6 [BP_B2+_Test_01_03.mp3] You will hear two telephone conversations. For each question, write one or two words or a number. You will hear each recording twice.

Listening 1

Look at the notes below. You will hear two colleagues discussing a survey.

Key points – survey

Most customers feel ¹ with their kitchen appliances.

Main problems = narrow range and slightly

²

Customers would like a ³

Next step is to think about ways to

⁴ the idea.

Listening 2

Look at the notes below. You will hear a customer calling a mobile phone company.

Customer enquiry

Customer would like ⁵

Two solutions: Increase ⁶ OR new contract with new phone

New charge = ⁷

Customer will call back ⁸

/8

Long listening

B2 Business Vantage / C1 Business Higher

7 [BP_B2+_Test_01_04.mp3] You will hear a discussion on marketing between a senior and a junior colleague who work for a clothing company. For each question, choose the correct answer. You will hear the discussion twice.

1 What is Mark confused about?

a what type of market research to do

b the new menswear range

c choosing people for focus groups

2 What does Jane advise Mark to do?

a use a wide range of research types

b change the main goal of the research

c plan the research more thoroughly

3 What is the aim of the market research?

a to choose vocabulary for an advertising campaign

b to make the vision of the brand more up to date

c to develop a deeper understanding of the target group

4 Jane advises Mark to do an online survey in order to

a gather a large amount of data.

b focus on a specific idea.

c get more information in a short time.

5 Jane says that focus groups

a are easier to manage than online surveys.

b make people give more truthful answers.

c allow for more in-depth questioning.

6 What problem did Jane have in a previous marketing project?

a finding the right market

b developing the product

c choosing the research method

7 Mark feels that the vision of the company is

a too focused on innovation.

b struggling to compete.

c weaker than it has been

/7

Name: _____

Writing

B2 Business Vantage

8 You work for an airline company and your manager has asked you to write a report based on a customer satisfaction survey. Write a report summarising the main points.

Please evaluate the quality of the ...

	Excellent	Good	Average	Poor	Very poor
Inflight meals	4%	56%	30%	3%	2%
Staff politeness	80%	12%	8%	0%	0%
Space and comfort	5%	2%	63%	23%	7%
Cleanliness of bathrooms	37%	43%	15%	5%	0%

Write 180–200 words.

[illegible]