



**UPPER-INTERMEDIATE LEVEL BUSINESS ENGLISH
REVIEW Module "C"**

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| Name of the Student: | | | | | Date: | |
| Name of the Teacher: | | | | | Group Number: | |
| Scoring: | A. 20 | B. 20 | C. 20 | D. 20 | E. 20 | 100 |
| | | | | | | |

A. LISTENING COMPREHENSION

Score: /20

Listen to an interview with Jon Larsen and complete the sentences below.

- 1) Jon Larsen's company was founded in
- 2) The company is changing its name from Verner-Martins to
- 3) In a few years, Jon expects this percentage to be
- 4) In Jon's example, a car manufacturer arranged a series of to promote its new model.
- 5) The total value of the industry worldwide is

Now listen again and choose the best answer to each of the following questions.

- 6) The use of TV commercials in advertising campaigns is
 - a. growing.
 - b. at a peak.
 - c. no longer as important as it once was.
- 7) What is Jon's opinion of pop-up ads?
 - a. they are effective
 - b. people often feel annoyed with them
 - c. people don't pay attention to them
- 8) Jon believes the advertising industry will
 - a. decline in the long term.
 - b. stay at the same size for the next few years.
 - c. continue to expand.
- 9) In what way is the industry changing, according to Jon?
 - a. advertising is becoming more expensive
 - b. it is becoming more global
 - c. agencies have to offer more things
- 10) Jon gives an example of a new promotional technique in which
 - a. people sell the product to their friends.
 - b. no direct advertising is used.
 - c. consumers receive text messages about products.

B. READING COMPREHENSION

Score: /20

Read the article and answer the questions below.

HOLDING ON THE DOTCOM DREAM

Outside Eurooffice.co.uk's offices in south London is a poster showing Martin Luther King saying: 'I have a dream.'

It was put there by George Karibian, founder of the company that calls itself the UK's biggest online office supplier. It's an important message for his young, eager employees, with their designer jeans and spiky hair. Most likely none of them expected their careers to involve selling dull items such as pens, paper and other office supplies to small businesses. Even Mr Karibian admits he got there almost by accident.

His company has thrived, even after the dotcom bubble burst and he spent more than a year struggling to raise cash to keep it going. Partly that is because he sold a dream – to himself, his employees, his suppliers, and his financial backers, which kept them all on his side. With overconfidence typical of the dot-com era, he was convinced he was building not an office products supplier, but 'the next Google'.

To raise money, Mr Karibian was forced to surrender control of the business to a venture capital company, Net Partners, which has provided £2m in funding. Other dotcom competitors who received fortunes during the bubble years burned through the cash and went out of business. But the Wharton graduate paid fanatical attention to detail. From day one, he scrutinised every aspect of cash management, the value of his marketing expenditure, the functioning of his website and the efficiency of an internet business.

Mr Karibian also set in place disciplines that he believes saved his business where others failed. The first was marketing, crucial to an online business that can only survive if clients come to its site and stay there. Eurooffice tested 78 different marketing initiatives and hired a statistician to see which was the cheapest way to get the most hits. Mr Karibian regularly profiles his clients to see who merits the most attention. Repeat customers are given the fullest service, including loyalty programmes. Clients making big purchases are sent gifts. 'I hate gifts. But the numbers tell us they work,' he says.

The company, he says, has grown at 65 per cent this year, but he remains insecure and believes it needs to triple in size to ensure survival. He is considering broadening his small business supplies to include insurance, for example.

His Google fantasy remains intact. 'The dream we're selling is growth,' he says.

1 How would you describe Eurooffice?

- a) a successful online retailer
- b) a bricks and mortar retailer
- c) an online auction house

2 Mr Karibian's dream is

- a) to expand to the size of Google.
- b) to switch from selling office supplies to other products.
- c) to be the UK's biggest online office supplier.



- 3 The people who work for Eurooffice
 - a) wear formal clothes.
 - b) are mature.
 - c) are enthusiastic.
- 4 Who are the main customers?
 - a) the general public
 - b) small firms
 - c) large corporations
- 5 When the dotcom bubble burst, Mr Karibian
 - a) lost all the money that had been lent to him.
 - b) lost hope.
 - c) convinced everyone that the company would be successful.
- 6 How did Mr Karibian raise funding for his business?
 - a) He borrowed from family and friends.
 - b) He persuaded investors to put capital into his business.
 - c) He got a bank loan.
- 7 What happened to many of Mr Karibian's dotcom competitors?
 - a) They spent too much and went bankrupt.
 - b) They couldn't raise much money.
 - c) They were taken over by bigger companies.
- 8 What is Mr Karibian's approach to marketing?
 - a) advertise on the Net
 - b) retain the best customers by offering rewards
 - c) provide fun and entertainment
- 9 How does Mr Karibian feel about the future?
 - a) He feels the business is at risk unless it expands.
 - b) He is confident of continued success.
 - c) He doesn't worry about the future.
- 10 Who or what is the 'Wharton graduate' (line 46)?
 - a) Net Partners
 - b) Mr Karibian
 - c) a dotcom competitor

C. USE OF ENGLISH

Score: /20

1. Write the most appropriate modal verb (positive or negative) in each gap. The meaning is given in brackets.

1. You have gone to the presentation on team-building. It was excellent! (it was recommended)
2. She have gone home already – it's only 3 p.m. (it's impossible)



- 3. There were only two people who could have left this message. It wasn't John, so it
have been Manuel. (that's the logical conclusion)
- 4. You have made all those photocopies. I'd already printed out copies for everyone.
(it wasn't necessary)
- 5. I have taken the airport bus, but the last one had left so I got a taxi. (if there had
been a bus...)

2. Make complete sentences using the sentence halves and a linking word. Remember to use correct punctuation.

Although, Despite, However, In addition, Whereas

- 6. You can't predict when a crisis might happen
.....
 - 7. The company has not been successful in increasing sales at home.
.....
 - 8. Peter Clark always asks his team for their opinion before making a decision
.....
 - 9. Many companies are moving jobs offshore; this doesn't mean
.....
 - 10. Before agreeing to a merger, companies need to be sure they have common strategies and goals.
.....
- a) Mary Jones is a much more autocratic manager.
 - b) that there will be a shortage of jobs at home.
 - c) you can make sure you are prepared for it when it comes.
 - d) there are a number of practical issues to consider.
 - e) spending huge amounts on advertising.

3. Underline the correct words in this report about a meeting.

“Claudia asked us (11) *that we give / to give* our opinions about the merger talks. I told them that I thought the whole thing was a bad idea, but they refused (12) *to listen / listening*. Of course Tony disagreed, as usual. He (13) *told / said* that we were too small for the global market. Then Claudia asked how long (14) *would it/ it would* take to integrate the two companies, and Tony claimed it would (15) *take / to take* six months. Claudia suggested (16) *setting up / to set up* a task force to look into the whole thing. I decided (17) *not saying / not to say* anything. Tony offered (18) *to chair / that* he would chair the task force. He proposed that the task force (19) *reporting / should report* back in six weeks, but I (20) *reminded them that / reminded that* we'd need the report much sooner. Anyway, we decided to meet again in a month.

