

LANGUAGE

Lesson 4.1 Vocabulary

BECV/BULATS

1 Choose the correct option a, b, c or d.

Companies such as Apple, Amazon and Google were all ¹ of building businesses using technology and creating their own digital marketing ² Nowadays, the first stop for consumers tends to be the internet, so if your company does not have the right ³ to target potential consumers, it is likely to fail. Being able to ⁴ as many visits to a website as possible into sales is every company's ultimate aim. Data ⁵ (using computers to analyse vast amounts of data e.g. customer browsing habits on websites) has been a huge asset to marketing, helping companies identify their client base more clearly. Some people can find it very ⁶ to have adverts pop up on websites when they browse, but for a company it is a very good way to target customers. Social media sites like Facebook also help businesses identify their client base, while enabling them to ⁷ their products for these customers. A targeted email to interested consumers is no longer new but still provides another avenue to reinforce a relationship and help with ⁸ into sales. However, as more and more ⁹ in technology come along, digital marketing will keep changing. In particular, ¹⁰ technologies such as the smartphone, change the marketplace entirely and the way that potential consumers can be targeted.

- 1 a motivators b innovators c disruptors d analysts
- 2 a platforms b conversions c clouds d dumps
- 3 a devices b mining c analysis d tools
- 4 a predict b anticipate c convert d disrupt
- 5 a mining b converting c dumping d clouding
- 6 a innovative b predictable c irritating d personal
- 7 a analyse b personalise c predict d visualise
- 8 a disruption b conversion c innovation d prediction
- 9 a disrupted b innovations c personal d analytical
- 10 a irritating b converted c disruptive d anticipated

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Lesson 4.2 Grammar

2 Complete the second sentence so that it has a similar meaning to the first sentence. Use the word in CAPITALS.

- 1 You need to change your phone settings to access the app. UNLESS
You you change your phone settings.
- 2 Companies have to develop their digital business in order to survive. IF
Companies their digital business.
- 3 You have to spend at least £1,000 per month to get 10 percent discount. CONDITION
We offer 10 percent discount at least £1,000 per month.
- 4 Unless a company keeps up to date with technological advances, it loses its competitive edge. PROVIDING
A company up to date with technological advances.
- 5 We haven't got the funds, so we can't invest in new technology. HAD
If in new technology.
- 6 Using the best technology will increase sales. LONG
Sales the best technology.
- 7 You must have a smartphone to get this service. IF
You can only a smartphone.
- 8 My advice to you is not to recruit any more staff at the moment. WERE
If any more staff at the moment.
- 9 If you offered a bigger discount, we'd buy more. PROVIDED
We'd buy more a bigger discount.
- 10 We could ask staff to work from home, but would they like it? IF
Would to work from home?

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Lesson 4.3 Functional language

PTE Part B Sentence completion

3 Complete the sentences with ONE word in each gap.

- 1 Can you slow a bit? We can talk about that later.
- 2 We do need to with the cost issue, but let's finish talking about schedules first.
- 3 It's not a priority, but we can come to that topic later.
- 4 Let her finish the she's trying to make, please.
- 5 Could you just over that again for me, please?

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Lesson 4.4 Functional language

PTE Part H Response selection

4 [BP_B2_Test_04_001.mp3] Listen to the speaker and choose the correct answer a, b or c.

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

/5

Lesson 4.5 Functional language

BULATS

5 Complete the text with ONE word in each gap.

This proposal aims ¹..... look at increasing our production capacity. Recently we have been unable to meet customer orders due to a lack of capacity.
 In ²..... to solve this problem, we need to invest in more factory space.
 Despite the initial high costs of increasing factory space, we would be able to ³..... the cost of investment within two years.
 To ⁴..... up, I therefore ⁵..... that we invest in more space as soon as possible.

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SKILLS

Short listening

BECV

6 [BP_B2_Test_04_002.mp3] You will hear a telephone conversation and a message. For each question, write one or two words, or a number.

Listening 1

Markus's notes on retained technical service contract

Supplier deals with more ¹ problems.

The most serious problems usually due to external ²

Technical service always available so can cover IT employee ³

Specific amount of ⁴ are contracted.

Listening 2

Voicemail message

For: Mr Johns

From: Hiro Kazui

Mr Kazui is delayed and now arrives at ⁵ tomorrow.

Doesn't need to be met. Will be there for ⁶ at the Balford as per original schedule.

Mr Babic will attend 9 a.m. meeting as planned.

Mr Babic to give clear details of products needed and ⁷

Email Mr Kazui the draft ⁸ contract agreed with Mr Babic. Discuss details in the evening.

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Long listening

BECV/BULATS

7 [BP_B2_Test_04_003.mp3] You will hear a meeting between colleagues Jonathan (chair of meeting), Alejandra (Production Manager) and Karim (Sales Manager). For each question, choose the correct answer a, b or c.

1 The agenda of the meeting is to
a investigate productivity levels.
b talk about being more efficient.
c discover why staff are unhappy.

2 Karim says that
a the company has lost some of its market share.
b the system is not reliable.
c investment in staff is vital.

3 From a production point of view
a their factory technology doesn't work well.
b they need to change equipment suppliers.
c there has been a lack of investment in ordering and distribution systems.

4 At first, Jonathan suggests that staff should
a help solve their problems.
b attend regular meetings.
c be kept out of important decisions.

5 Jonathan says that they need to
a discuss more approaches to efficiency.
b update all company systems immediately.
c prevent staff from working for rivals.

6 Karim suggests that in the main offices they should
a file information more often.
b stop repeating processes.
c keep hard copies of files in case of tech problems.

7 Before they finish, Alejandra wants to discuss company security because
a staff take too many ten-minute breaks.
b it takes too long.
c staff need to go out for fresh air.

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