

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

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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

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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

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