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, 10technologies 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

\_\_/10

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?

\_\_/10

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?

\_\_/5

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.

\_\_/5

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.

\_\_/8

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.

\_\_/7

Writing

BECV Part 2

8 You work for a company which makes and sells printers. You have just received the email below.

Look at the email and the other information, on which you have already made some handwritten notes.

**Write your proposal.**

**To:** Ivan Torres

**From:** Office manager

**Re:** Proposed new software

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Can you look at the attached details of possible software packages we could use to solve the inefficiency problems and then write a proposal recommending one?

Thanks.

IKL ADMIN SOFTWARE

FOR BUSINESSES WITH 1–20 STAFF

for optimum efficiency

scheduling

staff attendance

automatic payroll

automated daily tasks

+

technical service contract

NEVER WORRY ABOUT IT ISSUES AGAIN!

15 staff now/ might expand soon

Write 120–140 words.

very expensive but useful

HVRT IT

PRESENTS

Improves administration efficiency

If you have 10–50 staff, consider our packages designed specifically for the small business.

Save time with

* calendar management
* billing and invoicing
* online payments
* client management
* + much more!
* built-in helpdesk

good for office expansion

integrated helpdesk only

\_\_/10