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,            ?

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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

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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?

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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

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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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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.

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