

*a guide to...*

ANGLIA BUSINESS ENGLISH EXAMINATIONS



Liz Bangs-Jones



**A GUIDE TO...**

**ANGLIA BUSINESS ENGLISH  
EXAMINATIONS**

**2010 EDITION**

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## INTRODUCTION

### *About Anglia Examinations England*

Anglia Examinations England has specialised in ESOL assessments for 15 years and has been based in Chichester, England since 1994.

Anglia offers a comprehensive and structured programme of assessing English language competence, from beginner through to native speaker level. This step by step approach to testing encourages and motivates students to make clear and effective progress.

In addition, all exam development is always undertaken by Anglia Examinations in close consultation with interested client groups. In this way, Anglia can offer internationally recognised examinations that directly address the needs of the users.

Anglia works in close collaboration with the UK national awarding body, Ascentis, which is accredited by both the Qualifications and Curriculum Authority (QCA) and an Access Validating Agency for “Access to higher Education” Programmes, licensed by the Quality Assurance Agency for Higher Education (QAA).

Ascentis was established in 1975 as a partnership scheme between universities and colleges. Ascentis is owned by, and accountable to, its member organisations, the University of Liverpool, the University of Central Lancashire, Northumbria University, Edge Hill and the University of Cumbria who supply both educational expertise and academic validation.

Both Anglia Examinations and Ascentis are members of the European Association for language testing and Assessment (EALTA) and owned by non-profit educational institutions. Ascentis is registered charity in the United Kingdom.

Anglia Examinations currently has offices and test centres in Latin America, North Africa, Asia, and Europe with over 40,000 candidates each year from 26 countries.

## About the exams

There are ten levels of general English examinations and four levels of business English examinations. These are shown below, with their corresponding levels in Anglia general English examinations and how these relate to the Common European Framework of Reference (CEFR):

COMMON EUROPEAN FRAMEWORK	ANGLIA GENERAL ENGLISH EXAMINATIONS	ANGLIA INTERNATIONAL BUSINESS EXAMINATIONS
C2 Mastery	MASTERS LEVEL	<i>ANGLIA PROFICIENCY IN BUSINESS ENGLISH</i>
C1 EOP	PROFICIENCY LEVEL	<i>ANGLIA ADVANCED BUSINESS ENGLISH</i>
B2 Vantage	ADVANCED LEVEL	<i>ANGLIA INTERMEDIATE BUSINESS ENGLISH</i>
B1 Threshold	INTERMEDIATE LEVEL	<i>ANGLIA PRACTICAL BUSINESS ENGLISH</i>
	PRE-INTERMEDIATE LEVEL	
A2 Waystage	ELEMENTARY LEVEL	
A1 Breakthrough	PRELIMINARY LEVEL	
	PRIMARY LEVEL	
	JUNIOR LEVEL	
	FIRST STEP LEVEL	

All levels of the Business English Examinations test all four skills. The listening, reading and writing elements are compulsory, and there is an optional speaking test. The speaking examination can either be aggregated into the final total or can be separately certificated. We prefer the speaking test to be as independent as possible from the tests of the other skills because it is inevitably conducted under very different conditions. We realise, however, that some employers and institutions may require a final total aggregating all the skills together and if so, the reading/writing test takes 60%, the listening 20% and the speaking 20%.

All the tasks at all levels have a modern business or work-related topic or context. The tasks are designed with the needs in mind of students who find themselves working every day with office technology and twenty-first century methods of communication. In addition, as in all Anglia examinations, the format of the tasks is designed to give the students the best possible chance of showing his or her skills in, and knowledge of, the language.

At the lowest level the students must show that they can complete basic tasks and fulfil essential functions in a business context such as the office. For example, they will show that they can take a telephone message accurately, recording details of arrangements such as



appointments and meetings. They must be able to write simple emails and in speaking, answer questions about a product and a company of their choice.

At the intermediate levels, the students must show that they can both record and respond to given information in an increasingly sophisticated way, in their answers, for example, to fax and email messages. In speaking, they are given the opportunity to deliver prepared presentations using presentation methods such as power point, as well as having the chance to show that they can take part in question and answer sessions and discuss relevant and contemporary business issues.

At the highest level, candidates must show that they have full active control of the language needed to discuss, both in writing and in an interview situation, a wide range of business issues. For example they must be able to write reports based on given information, deliver a swot analysis, argue a case for promoting a particular strategy or describe and explain a particular company's performance.

The examinations can also be tailored on demand to meet the needs of particular business sectors. In the Netherlands, for example, major companies as well as small or medium-sized businesses use them for assessing the English competence of their employees, together with specifically targeted Anglia Business portfolio-style training courses.

No matter where the examinations are held, the papers are dispatched to England and marked in-house by a team of qualified and experienced examiners. The results are sent two to six weeks after the examination to the local representative, who informs candidates as soon as possible. Within each level, one of four grades is awarded:

REFER	PASS	MERIT	DISTINCTION
BELOW 50%	50-65%	65-79%	80% AND OVER

The official certificates bearing the candidates' names and grades follow shortly after the issuing of the results.

### *About this guide*

The aim of this guide is to provide both teachers and the candidates with all the information they need to prepare for the Anglia Business English exams. It includes a syllabus for each level, a book list, and, most importantly, practice papers at every level, including the listening sections and a mark-scheme which includes sample answers for all the writing sections. A CD with all the recordings for the listening sections of the papers is also provided with the book.

## ANGLIA INTERNATIONAL BUSINESS ENGLISH SYLLABUS

The Business English exams are based on a candidate's ability to perform certain practical functions in the workplace. Therefore, they do not have a specific structural syllabus. However, Appendix Four shows the structural syllabus of the corresponding levels of the General English examinations. These are not a complete description of the structures used in the Business English examinations, because the business context tends to demand set structures – for example, formulae for being polite – which do not necessarily sit easily within a General English list. However, the structural list does give an overview of the English needed at the higher levels.

### SUMMARY OF TASK TYPES ACROSS THE LEVELS.

<b>Level One</b> Anglia Practical Business English <div>Time allowed – One Hour Total marks – 100</div>		
Part 1	<b>Listen</b> to an answer phone message (3 times), and <b>complete a form</b> .	20 marks
Part 2	<b>Listen</b> to statements or questions (twice) and <b>choose</b> the best response from three multiple-choice options.	20 marks
Part 3	<b>Read a fax</b> containing detailed information. <b>Write an answer</b> using <i>the information given and the fax shell provided</i> .	30 marks
Part 4	<b>Read two emails</b> . <b>Write an answer</b> to the second email <i>using the first email as a model</i> .	30 marks

<b>Level 2</b> Anglia Intermediate Business <div>Time allowed – Two hours Total marks – 100</div>		
Part 1	<b>Listen</b> to a conversation (twice) and <b>complete a form</b> .	20 marks
Part 2	<b>Listen</b> to statements or questions (twice), and <b>choose</b> the best response from three multiple-choice options.	20 marks
Part 3	<b>Read a fax</b> and <b>scan</b> a separate sheet of information. <b>Write an answer</b> to the fax, <i>selecting information from the sheet and using the fax shell provided</i> .	30 marks
Part 4	<b>Read an email</b> and <b>write an answer</b> to it. <i>No model answer is given</i> .	30 marks

<b>Level 3</b> Anglia Advanced Business English <div>             Time allowed – Two hours              Total marks – 100           </div>		
Part 1	<b>Listen</b> to an authentic recorded message. <b>Write a memo</b> based on the information heard.	20 marks
Part 2	<b>Read an email</b> and a separate text containing information. <b>Write an answer</b> to the email based on information in the text.	20 marks
Part 3	<b>Write an email</b> in response to an email given.	20 marks
Part 4	<b>Complete a dialogue</b> by providing appropriate responses to a series of opening gambits.	20 marks
Part 5	<b>Read a business-related text</b> and <b>write a short summary</b> of it.	20 marks

<b>Level 4</b> Anglia Proficiency in Business English <div>             Time allowed – Two and a half hours              Total Marks – 100           </div>		
Part 1	<b>Listen to a presentation</b> and <b>convert</b> the spoken information <b>into a graph</b> .	15 marks
Part 2	<b>Listen to a speaker, complete the text, and write a summary</b> of it.	25 marks
Part 3	<b>Write a report</b> based on written information.	20 marks
Part 4	<b>Write a report</b> based on a given set of facts and figures.	20 marks
Part 5	<b>Read a business text or texts, match titles to articles.</b>	14 marks
Part 6	<b>Gap-fill test</b> on a written text.	6 marks



## ***List of business-related skills, functions and contexts covered in the examinations***

This list is offered as an aid to students and those preparing students for the Anglia Business English examinations. It is not a complete and comprehensive list, nor is it a list of everything the student must know about business, as this is not a business exam itself but a business English exam. Clearly, just as the levels required of linguistic skill in English rise with the examination levels, in business terms the simpler, more practical topics are the ones tested at the lower levels, whereas at the higher levels students are expected to be able to cope with more complex issues.

### **A. BASIC FUNCTIONS**

- Understanding arrangements
- Making appointments
- Confirming arrangements
- Changing arrangements
- Accepting instructions
- Giving instructions
- Obtaining information
- Giving information
- Taking messages
- Sending messages
- Making introductions
- Being introduced
- Responding to greetings/enquiries/invitations etc

### **B. UNDERSTANDING AND GIVING DETAILS (company and personal)**

- times
- names
- dates
- places
- prices
- numbers and figures
- abbreviations
- occupations
- company positions/responsibilities
- phone numbers/fax numbers
- addresses
- numerical data
- statistics
- graphic representations
- tables

**C. BUSINESS CONTEXTS**

- meetings
- meeting someone
- exhibitions
- conferences
- training courses
- entertaining clients/visitors
- travel
- hotel reservations
- job applications
- the employment process
- company business
- day to day work routine
- the office environment

**D. METHODS OF COMMUNICATION**

- telephone
- face to face dialogue
- fax
- email
- letter
- memo
- form
- notice
- report
- presentation
- CV
- meeting records
- summary
- newspaper/trade magazine article
- training text etc

**E. BUSINESS TOPIC AREAS AND ISSUES**

- negotiating contracts
- buying and selling (prices/invoices/delivery dates/orders etc)
- import/export
- the concepts of tax/insurance
- marketing
- advertising
- Human Resources (salaries/promotion/selection procedures etc)
- management skills
- manufacturing processes
- health and safety issues
- the movement of capital (stocks/shares/currencies/investment etc)
- company performance and results
- trends - company/economic
- business personalities
- problems/complaints/delays
- facilities
- company organisation

## Performance Indicators

### LEVEL ONE

In a typical office or workplace context, the student can

- listen to, understand and record practical factual information given in message form
- deal with basic social situations, such as making introductions, asking/giving permission, showing gratitude
- deal with the basic methods of modern office communication i.e. write an accurate fax from information provided; write an appropriate email response to an enquiry

### LEVEL TWO

In a typical business or work-related environment, the student can

- pick out relevant information from a conversation or exchange and accurately record it
- deal with the common exchanges of a business environment, both functional and social such as making an arrangement, confirming an appointment, making introductions
- manipulate basic data
- deal with the basic methods of modern office communication i.e. write a plausible and coherent fax; respond to an email

### LEVEL THREE

In a typical business environment, the student can

- listen to, pick out and record relevant information from an authentic context
- read and manipulate a variety of written forms of business communication including letter, memo, note, fax, email, newspaper article
- deal with a longer business-related text; provide an accurate summary of key points
- respond appropriately in a typical business conversation or exchange

### LEVEL FOUR

In a typical business environment, the student can

- follow presentations or exchanges typical of business meetings and accurately convert information from them into an acceptable graphic representation
- summarise information from a wide range of different spoken and written sources
- deal with longer, complex business texts
- write a coherent, structured report
- control the language of business and manipulate it for specific purposes

Level 1

***Practical Business  
English***

## Exam Content of Level One: Anglia Practical Business English

### Part One

In this section the candidate hears a message that has been left on an answer phone, by a *single* speaker. The candidate hears the message three times. The message contains factual information. On the question paper there is a form, with ten gaps where information is missing. The candidates must complete the gaps in the form from the information they hear. The information typically includes: *dates*; *prices*; *names* (which may be spelt out); *numbers* such as telephone numbers; *places*; and *single words or phrases*, such as 'sales', and 'our meeting tomorrow'. This section is thus testing the candidate's ability to understand and accurately record the kind of practical information he or she would need to be able to deal with at work in a typical office context.

### Part Two

In this section there are ten three-option multiple choice questions. For each question, the candidate hears a speaker give an opening gambit or prompt. The candidate hears this input twice. He or she must then choose the best response from the three given.

This section is testing the candidate's ability to deal with basic social situations in the workplace, such as making introductions, and their ability to deal with necessary exchanges, for example between colleagues (*Do you mind if I open the window? - No, that's fine*) or colleagues and clients (*Come in. Have a seat. - Thanks*).

### Part Three

In this section the candidates are given a fax to which they must respond using the fax shell provided. They are also given a short text containing all the information they need to be able to answer the fax. For example, the fax may contain a number of questions such as:

- 1) *When does the conference start?*
- 2) *How much does the conference cost?*

The information required, '30 September 2001' and '£350' would be contained in a short, separate text about the conference. The candidate would find this information in the text and use it in their response. This section is therefore testing the candidate's ability to use a common method of communication in business - the fax - and to accurately answer questions from information provided.

### Part Four

In this section the candidates are given two emails to read. One of them is a response to an enquiry. This one, the candidates must use as a model for their own email. The other is an open enquiry, for example about the price and delivery dates of a product. The candidates must respond to this enquiry with the invention of simple practical details. This section is testing the candidate's ability to manipulate a common method of communication in business - the email - and to construct a plausible response to an enquiry.





# Practical Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper B – 2006 (Level 1)

#### Instructions

- Time allowed – One hour including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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Part 1	Part 2	Part 3	Part 4

**Part 1 (20 marks)**

You will hear a message that has been left on an answer-phone.  
Listen carefully and complete the phone message form below.  
The first one is done for you as an example. You will hear the message three times.

**Phone message**

To: <sup>(1)</sup> Eva Brock.

From: <sup>(2)</sup> \_\_\_\_\_.

Date: 29<sup>th</sup> June Time: <sup>(3)</sup> \_\_\_\_\_.

**Message:**

Your booking for bus to Heathrow airport on <sup>(4)</sup> \_\_\_\_\_ is confirmed.

Your reserved seat is number <sup>(5)</sup> \_\_\_\_\_.

You will be collected from outside the <sup>(6)</sup> \_\_\_\_\_ at 4.30am.

After you've checked in to your hotel please phone and give your <sup>(7)</sup> \_\_\_\_\_.

The bus journey takes <sup>(8)</sup> \_\_\_\_\_ so you have enough time to check

in at the airport for your flight at <sup>(9)</sup> \_\_\_\_\_ am. If you have any

problems, please phone the booking office on <sup>(10)</sup> 01293 \_\_\_\_\_.

If you cancel late, they will keep a charge of <sup>(11)</sup> \_\_\_\_\_ of your booking costs.

**Part 2 (20 marks)**

*Listen to what the speaker says and choose the best response, then tick the correct one. The first one is done for you as an example. You will hear the information twice.*

- Ex.**    ☐ A. That's right.  
         ☐ B. It's fine.  
         ☒ C. Yes, please.
- 1.**    ☐ A. Yes, of course.  
         ☐ B. Don't mention it.  
         ☐ C. Yes, it is.
- 2.**    ☐ A. Certainly.  
         ☐ B. It's great.  
         ☐ C. Not at all.
- 3.**    ☐ A. I'm afraid not.  
         ☐ B. Never mind, it doesn't matter.  
         ☐ C. Not at all.
- 4.**    ☐ A. I am.  
         ☐ B. It's true.  
         ☐ C. Of course not.
- 5.**    ☐ A. I've got one, thanks.  
         ☐ B. Yes, I do like it.  
         ☐ C. This document is not bad.
- 6.**    ☐ A. How do you do?  
         ☐ B. Not very good today.  
         ☐ C. I'm Jane Smith.
- 7.**    ☐ A. Of course not.  
         ☐ B. Never mind.  
         ☐ C. Not at all.
- 8.**    ☐ A. Certainly.  
         ☐ B. I'm fine.  
         ☐ C. Hello.
- 9.**    ☐ A. I'm sorry, I'm busy.  
         ☐ B. Of course not.  
         ☐ C. Not at all.
- 10.**   ☐ A. Thanks.  
         ☐ B. Here you are.  
         ☐ C. Never mind.

**Part 3 (30 marks)**

*Here is a fax which you must respond to. Your fax will require a detailed response and the information needed is given in the short text below.*

*You will need to read the information and provide appropriate answers to the questions in the fax, in a response of your own. A proforma is provided for you.*

**FAX**

To: Top Stay Hotels  
Fax no: 00 44 897 234 889  
From: Charles Raymond  
Fax no: 00 44 712 142 667

Date: 8th July 2003  
No of sheets: 1

Dear Sir or Madam

Special Business Deals

I saw an advertisement for special deals that you offer business people at your chain of hotels in London. I frequently travel to London on business, and would be interested in learning more about your deals. I would be grateful if you could reply with the following information:

1. Where in London are your hotels?
2. What is the cheapest rate you offer for a single adult staying in a single or double room?
3. Do all the rooms have private bathrooms, TV's and internet access?
4. What facilities do your hotels offer?
5. Is breakfast included in the price – and have all the hotels got facilities for an evening meal?

I look forward to hearing from you.

Yours faithfully,

Charles Raymond

**Top Stay Hotels**

## Special pre-booked business tariffs

	Single	Twin (two people)	Twin / Double (single occupancy)
Green Bank Hotel	£96	£125	£102
Park View Hotel	£94	£122	£99
Riverside Hotel	£91	£117	£96
Canal Head Hotel	£84	£109	£89
Forest Lane Hotel	£90	£109	£95

All these tariffs include dinner, bed and breakfast.

Top Stay Hotels, providing a total of 6,000 beds, are all located in Central London, near Covent Garden. Conference and meeting facilities are available on request. Each hotel has its own bar and restaurant and garage. There is a Leisure Centre at the Green Bank Hotel. All rooms have their own bathrooms equipped with shower, bath, WC. Satellite TV and internet access are also available in every room.

**FAX**

To:  
Fax no:  
From:  
Fax no:

Date:  
No of sheets:



**Part 4 (30 marks)**

*You have received an e-mail with an enquiry about a product. You need to provide a response. A sample response is given as a model.*

*Read the following e-mails. The first is a response to an enquiry. The second is an enquiry to a different company. Use the first e-mail as a model to create a response to the second.*

**1. Sample e-mail response:**

To:	David Jackson
Subject:	Woolen Carpets
<p>Dear Mr Jackson</p> <p>Thank you for your enquiry about our woollen carpets. We manufacture a huge range, in every colour and different qualities. We will send you some samples straightaway. I can confirm that we could supply 100 rolls of carpet a month, and for a large order of over 50 rolls per month we give a discount of 10%.</p> <p>Please contact me again if you need any further information.</p> <p>Dave Beech</p> <p>Sales</p>	

**2. Read this enquiry:**

From:	Sophie Darley, Darley Leather Goods
Date:	15.02.04
To:	Hans Achim, The Leather Factory
Subject:	Leather Handbags
<p>Dear Mr Achim</p> <p>We are interested in importing your leather handbags. Could you please send details of the colours and sizes you manufacture, and a current price list. We would require a first delivery of 50 to sample before the end of this month, and later we would need to import 500 every three months. Could you do this? Please give details of any discount for large orders.</p> <p>With regards</p> <p>Sophie Darley, Darley Leather Goods Suppliers</p>	

**Write your response**

To:

Subject:





# Practical Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2007 (Level 1)

#### Instructions

- Time allowed – One hour including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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Part 1	Part 2	Part 3	Part 4

**Part 1 (20 marks)**

*You will hear a message that has been left on an answer-phone.  
Listen carefully and complete the phone message form below.  
The first one is done for you as an example. You will hear the message three times.*

**Phone message**

To: <sup>(1)</sup> Andrew White.

From: <sup>(2)</sup> \_\_\_\_\_

Date: 12<sup>th</sup> July Time: <sup>(3)</sup> \_\_\_\_\_

**Message:**

Ringling to confirm the changes to the meeting.

Not going to the International <sup>(4)</sup> \_\_\_\_\_ Centre.

Now going to The <sup>(5)</sup> \_\_\_\_\_ Hotel.

The new time is <sup>(6)</sup> \_\_\_\_\_.

The meeting will take <sup>(7)</sup> \_\_\_\_\_ hours.

I have also booked afternoon <sup>(8)</sup> \_\_\_\_\_.

Would you like <sup>(9)</sup> \_\_\_\_\_ at the hotel?

Please let me know before <sup>(10)</sup> \_\_\_\_\_.

My direct contact number is 01737 <sup>(11)</sup> \_\_\_\_\_.



**Part 2 (20 marks)**

*Listen to what the speaker says and choose the best response, then tick the correct one. The first one is done for you as an example. You will hear the information twice.*

- Ex.** ☐ A. Certainly, I can.  
☐ B. It's nice.  
☒ C. Yes, it is.
- 1.** ☐ A. Yes, of course.  
☐ B. Don't mention it.  
☐ C. You're welcome.
- 2.** ☐ A. You're welcome.  
☐ B. Yes, here you are.  
☐ C. Really?
- 3.** ☐ A. Yes, thank you.  
☐ B. I'm fine, thanks.  
☐ C. No, pleased to meet you.
- 4.** ☐ A. Yes, please.  
☐ B. Yes, here you are.  
☐ C. Yes, I will.
- 5.** ☐ A. I'm sorry about it.  
☐ B. I'll ring back later.  
☐ C. Well, goodbye, then.
- 6.** ☐ A. Yes, I'd love one.  
☐ B. Yes, I do.  
☐ C. Thank you, it's good.
- 7.** ☐ A. It's all right.  
☐ B. I really don't know.  
☐ C. Okay, show him in.
- 8.** ☐ A. Sorry, it's already taken.  
☐ B. We're not free today.  
☐ C. Not at all.
- 9.** ☐ A. Not at all.  
☐ B. Okay, what time.  
☐ C. Thank you.
- 10.** ☐ A. Yes, it's ready.  
☐ B. Yes, I have.  
☐ C. Yes, I can.

**Part 3 (30 marks)**

Here is a fax which you must respond to. Your fax will require a detailed response and the information needed is given in the short text below.

You will need to read the information and provide appropriate answers to the questions in the fax, in a response of your own. A proforma is provided for you.

**FAX**

To: Tony Grey  
Fax no: 00 44 1265 843 964  
From: Madeline Chapeau  
Fax no: 00 41 253 373 365

Date: 17th June 2005  
No of sheets: 1

Dear Mr.Grey

Computing and Accountancy

I am interested in coming to Glasgow to attend your 2 day course on Computing and Accountancy. I'd like to do it in August if possible. I would be grateful if you could provide me with the following information:

1. What dates in August does it take place?
2. How much does it cost?
3. Will there be any other foreign students on the course?
4. Do I need to bring any materials with me?
5. How much is the accommodation? What does it include?

I look forward to hearing from you.

Yours sincerely,

Madeline Chapeau

**Computing and Accountancy Course £155\*****Summer courses are held on the following dates**

July	4/5	11/12	18/19	26/27
August	1/2	7/8	14/15	21/22
September	3/4	10/11	17/8	24/25

**Accommodation (per night)**

4* Hotel	From £75	Breakfast not included
3* Hotel	From £65	Breakfast and evening meal included
Bed and Breakfast	From £35	Breakfast included
Youth Hostel	£10	Self-catering

Applications to join the course are welcome from students of any nationality. A level of English equivalent to CEFR B2 recommended. There will be no testing of participants on arrival.

**\*The price quoted does *not* include refreshment or meals but *does* include all materials and use of equipment including laptop; there will be no reduction for participants using their own equipment. There are many bars and restaurants within easy walking distance of the course venue.**

**FAX**

To:  
Fax no:  
From:  
Fax no:

Date:  
No of sheets:

**Part 4 (30 marks)**

*You have received an e-mail with an enquiry about a product. You need to provide a response. A sample response is given as a model.*

*Read the following e-mails. The first is a response to an enquiry. The second is an enquiry to a different company. Use the first e-mail as a model to create a response to the second.*

**1. Sample e-mail response:**

To:	Jan Wriggley, Reach Recruitment
Subject:	EL Office Workstations
<p>Dear Ms Wriggley</p> <p>Thank you for your enquiry concerning EL office workstations for your new office complex. We have 2 models in stock, the 2 drawer at £220 and the 4 drawer at £275. However, for orders of 10 or over we can offer a 5% discount. We can deliver to your offices within 15 working days of receiving your order.</p> <p>Please do not hesitate to contact me if you need any further information.</p> <p>Kind regards</p> <p>Simon Rowe Sales Manager Office Supplies PLC</p>	

**2. Read this enquiry:**

From:	Tania Lee
Date:	30.07.05
To:	Eddie Yates, Superior Gestures
Subject:	Desk Calendars
<p>Dear Mr Yates</p> <p>I saw your corporate gifts at the Business Fair in Manchester recently and I am interested in purchasing 500 desk calendars for 2006.</p> <p>Please could you tell me if you have the car design and the animal design available? As we will need to send them worldwide, what is your earliest delivery date? Would you also confirm the price and discount for the order.</p> <p>Kind regards</p> <p>Tania Lee Senior Purchaser Cable Supplies</p>	

Write your response

To:

Subject:





# Practical Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2008 (Level 1)

#### Instructions

- Time allowed – One hour including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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For Examiner's Use Only			
Part 1	Part 2	Part 3	Part 4

**Part 1 (20 marks)**

You will hear a message that has been left on an answer-phone.  
Listen carefully and complete the phone message form below.  
The first one is done for you as an example. You will hear the message three times.

**Phone message**

To: <sup>(1)</sup> Harry Hall.

From: <sup>(2)</sup> \_\_\_\_\_ Littleport Books

Date: <sup>(3)</sup> \_\_\_\_\_ Time: 9.40 am.

**Message:**

Your order for <sup>(4)</sup> \_\_\_\_\_ books is now in stock.

Collect them from the Little Downham Branch at <sup>(5)</sup> \_\_\_\_\_

First class post costs <sup>(6)</sup> \_\_\_\_\_ and

will be delivered within <sup>(7)</sup> \_\_\_\_\_.

Telephone me if you'd like them posted.

My number is <sup>(8)</sup> 01353 \_\_\_\_\_

To collect them, we're open from <sup>(9)</sup> \_\_\_\_\_ Monday to Saturday and 11  
am to 4 pm on <sup>(10)</sup> \_\_\_\_\_

Or collection point is on the <sup>(11)</sup> \_\_\_\_\_.



**Part 2 (20 marks)**

*Listen to what the speaker says and choose the best response, then tick the correct one. The first one is done for you as an example. You will hear the information twice.*

- Ex.** ☐ A. No, not much.  
☐ B. I don't drink.  
☒ C. No, I'm OK thanks.
- 1.** ☐ A. At least a year.  
☐ B. It's the last one.  
☐ C. £63.50.
- 2.** ☐ A. Yes, thank you.  
☐ B. Very well.  
☐ C. That's right.
- 3.** ☐ A. Pleased to meet you.  
☐ B. That's right.  
☐ C. I'm very pleased.
- 4.** ☐ A. Of course.  
☐ B. It's great.  
☐ C. Very much, thank you.
- 5.** ☐ A. Certainly.  
☐ B. On the left.  
☐ C. Here you are.
- 6.** ☐ A. Of course not!  
☐ B. Good idea.  
☐ C. Never mind!
- 7.** ☐ A. Yes, it was lovely.  
☐ B. Mm. It was delicious.  
☐ C. Yes. It was too long.
- 8.** ☐ A. Thanks a lot.  
☐ B. Of course.  
☐ C. Never mind.
- 9.** ☐ A. Not at all.  
☐ B. No, thanks.  
☐ C. Don't mention it.
- 10.** ☐ A. Certainly not.  
☐ B. Don't mention it.  
☐ C. There wasn't anything.

**Part 3 (30 marks)**

Here is a fax which you must respond to. Your fax will require a detailed response and the information needed is given in the short text below.

You will need to read the information and provide appropriate answers to the questions in the fax, in a response of your own. A proforma is provided for you.

**FAX**

To: Recycle it! Ltd.  
Fax no: 00 44 1254 733 724  
From: Irene Pure  
Fax no: 00 41 712 142 667

Date: 8th September 2007

No of sheets: 1

Dear Sir or Madam,

Recycling Collection

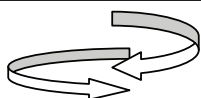
My company would like to become more eco friendly. I saw your advertisement on office recycling collection at a local business conference and would like some more information. Could you please fax me the following details.

1. Do you operate in the Ely area in Cambridgeshire?
2. How often do you collect recyclable material?
3. Can you recycle office furniture?
4. Do you provide recycling bins?
5. How much does it cost for 1 year?

I look forward to hearing from you.

Yours faithfully,

Irene Pure



**Recycle It! Ltd.**  
**Hertfordshire**

**HE4 4GP**

Weekly office recycling collection service. Operating throughout London, Hampshire, Cambridgeshire and West Sussex. We offer collection of recyclable waste materials large and small including:

- Computers
- Pens, paper cups and shredded paper\*
- Glass
- Cardboard and packing materials
- Plastic envelopes and files
- Ink cartridges

\* we provide separate bins for paper and glass.

Contract time	Cost
3 months	£150
6 months	£275
9 months	£420
12 months	£525

NB. There is a small extra charge for the removal of larger items such as desks, and chairs.

**FAX**

To:  
Fax no:  
From:  
Fax no:

Date:  
No of sheets:

**Part 4 (30 marks)**

*You have received an e-mail with an enquiry about a product. You need to provide a response. A sample response is given as a model.*

*Read the following e-mails. The first is a response to an enquiry. The second is an enquiry to a different company. Use the first e-mail as a model to create a response to the second.*

**1. Sample e-mail response:**

To:	Raymond Briggs
Subject:	Athletic medals
<p>Dear Raymond</p> <p>Thank you for your enquiry about medals for your athletics events for fifteen sets of gold, silver and bronze medals. The cost will be £6.50 a set. We can send them to you by first class post within two days of your order. We usually offer a 5% discount for orders over thirty sets.</p> <p>With best wishes, Susie Brit Sales</p>	

**2. Read this enquiry:**

From:	Julie Jones
Date:	12th July
To:	Rachel Gainer
Subject:	Trophies
<p>Dear Ms Gainer</p> <p>I want to buy some trophies for our dog shows that we are having this year. Could you tell me how much they cost? We will need twenty trophies. Can you deliver them? If you can, how long will they take to arrive? I would also like details of any discounts that you offer. I look forward to hearing from you</p> <p>With thanks, Julie Jones The Kennel Club</p>	

Write your response

To:

Subject:

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 1

### ANGLIA PRACTICAL BUSINESS ENGLISH

## PAPER B 06

### LISTENING SCRIPT

#### Part One

You will hear a message that has been left on an answerphone. Listen carefully and complete the message form below. Number 1 is done for you as an example.

This is a message for Eva Brock, and it's from John King of Airport Link Bus Services. It's the 29<sup>th</sup> June and it's 3.45 pm. I'm phoning to confirm your booking for the airport bus to Heathrow Airport on 3rd July. We have reserved a seat for you, and you might like to make a note of it - it's seat number 54A. The bus will come and collect you from outside the Royal Hotel at 4.30am. After you have checked in to your hotel, could you please let us know your room number, that's in case of any problems on the day. The bus journey should take 30 minutes, so you will have plenty of time to check in at the airport for your flight at 7.15am. If you have any problems with any of these arrangements, please phone this booking office on 01293 534469. If you have to cancel less than 24 hours before the date of travel, we will keep a charge of 10% of your booking costs.

Now listen to the second part of the test.

#### Part Two

Listen to what the speaker says and choose the best response, then tick the correct one. Number 1 is done for you as an example.

1. Example. Would you like a cup of coffee?
2. Can I borrow your pen, please?
3. Could you carry this box for me, please?
4. I'm sorry I didn't come to the last meeting.
5. Do you mind if I close that window?
6. Would you like a copy of this document?
7. How do you do?
8. Thanks for calling me.
9. May I use the phone?
10. Would you like to have dinner with us this evening?
11. Here's your coffee.

That is the end of the listening test.

## Practical Business English Level 1 – Paper B 2006

### *Key and Mark scheme*

#### Part One (20 marks)

2 marks each question

Ex. Eva Brock (example)

1. John King            1+1 (accept any reasonable spelling variation)
2. 3.45pm
3. 3rd July
4. 54A
5. Royal Hotel
6. room number
7. 30 minutes
8. 7.15
9. 534469
10. 10%

#### Part Two (20 marks)

2 marks each question (2 – 11, 1 is given as an example)

1. C (example)
2. A
3. A
4. B
5. C
6. A
7. A
8. C
9. A
10. A
11. A

**Part Three (30 marks)**

For full marks the fax **must** include:

- **1 mark** - To: Charles Raymond
- **1 mark** - From: (Manager) Top Stay Hotels
- **1 mark** - Two plausible fax numbers
- **1 mark** - Date: any date from 8<sup>th</sup> July - mid July
- **1 mark** - No of sheets: 1
- **5 marks** - Hotels are in (Central London), Covent Garden
- **5 marks** - Cheapest rate for single room: £84 at the Canal Head Hotel
- **5 marks** - Meals included in price: breakfast and dinner
- **5 marks** - Hotel facilities: each hotel has its own bar, garage and restaurant, Green Bank has a Leisure Centre
- **5 marks** - all the rooms have private bathrooms, satellite TV and internet access points

**EXAMPLE ANSWER**

Fax

To: *Charles Raymond*  
 Fax no.: *0044 712 142 667*  
 From: *Sergio Georgini*  
 Fax no.: *0044 153 259 219*

Date: *27<sup>th</sup> April 2006*  
 No of sheets: *1*

*Dear Mr Raymond*

*Top Stay Hotels has five hotels all based near Covent Garden in Central London. Our cheapest rate for a single adult is £84 for a single room and £89 for a twin / double room. These rates are both at the Canal Head Hotel.*

*All of our rooms have a private bathroom, TV's and full internet access. All of our hotels have their own bar, restaurant and garage. The Green Bank Hotel also has a leisure centre.*

*All of our rates include dinner, bed and breakfast and every hotel provides evening meals in the restaurant.*

*Let me know if you have any other questions about our special business tariff.*

*Yours sincerely*

*Sergio Georgini*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 30**



**Part Four (30 marks)**

The email **must** include:

- **3 marks** - To: Sophie Darley
- **3 marks** - Subject: anything plausible about importing leather handbags / requests four info
- **3 marks** - colours of the bags
- **3 marks** - sizes of the bags
- **3 marks** - something about sending price lists
- **3 marks** - confirming that they will send a sample of 50 by the end of the month
- **3 marks** - confirming that they could supply 500 every 3 months
- **3 marks** - details of any discounts for large orders
- **3 marks** - signed

+ 3 for style

**EXAMPLE ANSWER**

To:

*Sophie Darley, Darley Leather Goods*

Subject:

*Leather Handbags*

*Dear Mrs Darley*

*Thank you for your enquiry. Our leather handbags come in a large selection of colours and sizes. I will send you full details of our products, an up to date price list and the sample selection of 50 handbags as requested before the end of the month. A regular of order of 500 handbags every three months is not a problem. Discount on large orders are negotiable. As an indication we usually offer a 15% discount on orders of at least 250 items.*

*Regards*

*Hans Achim  
The Leather Factory*

**THIS ANSWER ACHIEVED A SCORE OF 20 OUT OF 30**

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 1

### ANGLIA PRACTICAL BUSINESS ENGLISH

## PAPER A 07

### LISTENING SCRIPT

#### Part One

You will hear a message that has been left on an answerphone. Listen carefully and complete the phone message form below. Number one is done for you as an example.

This is a message for Andrew White. I'm Susan Smith at Saunders International. It's the 12th of July at um four thirty. I'm ringing to confirm the changes to the meeting about building materials. We will not be going to the International Conference Centre, instead I've found a lovely place with excellent facilities called The London Hotel. I've booked a meeting room there. It is still on 31<sup>st</sup> July. However, the new time is 2 o'clock. With everything we need to discuss the meeting will take 4 hours. The hotel will provide water in the conference room, but I have also booked afternoon tea. As we will be finishing quite late some of the others are having their evening meal at the hotel. Would you like dinner at the hotel? O, that's all for now. I hope that this is possible for you. Please let me know before July 20<sup>th</sup>. If you have any questions, you can phone me. My direct contact number is 01737 236814.

#### Part Two

Listen to what the speaker says and choose the best response, then tick the correct one. Number 1 is done for you as an example.

1. Is the Agenda ready for the next meeting?
2. May I pay by credit card?
3. Thank you for your new product list.
4. John, have you met Sue?
5. Could I have this month's sales figures, please?
6. I'm sorry, his line's busy.
7. Would you like a coffee?
8. Mr Jones is here
9. May I take this chair?
10. Shall we meet for breakfast?
11. Have you booked the restaurant yet?

That is the end of the listening test.

**BUSINESS ENGLISH LEVEL ONE – PAPER A07*****Key and Mark Scheme*****Part 1 20 marks**

2 marks each question

**Ex. Andrew White (example)**

1. Susan Smith
2. 4.30
3. Conference
4. London
5. 2 o'clock
6. 4
7. tea
8. dinner
9. July 20<sup>th</sup>
10. 236814

**Part 2 20 marks**

2 marks each question (2 – 11, 1 is given as an example)

1. **C example**
2. A
3. A
4. C
5. B
6. B
7. A
8. C
9. C
10. B
11. B

**Part 3 30 marks**

For full marks the fax **must** include:

- **1 mark** - To: Madeline Chapeau
- **1 mark** - From: Tony Grey
- **1 mark** - Two plausible fax numbers
- **1 mark** - Date: any date after 17<sup>th</sup> June
- **1 mark** - No of sheets: 1
  
- **4 marks** - Dates available 1/2, 7/8 and 14/15 21/22
- **4 marks** - Cost of the course £155
- **4 marks** - There are foreign students on the course
- **4 marks** - Course materials are included
- **4 marks** -Accommodation varies from £10 youth hostel to 4\* hotel at £75

**+5 for appropriate style and accuracy**

**EXAMPLE ANSWER**

Fax

To: *Madeline Chapeau*  
 Fax no.: *0047 2533 13365*  
 From: *Tony Grey*  
 Fax no.: *0044 7265 84396*

Date: *17<sup>th</sup> June 2005*  
 No of sheets: *1*

*Dear Mrs Chapeau*

*The courses in August will take place on the 1<sup>st</sup> / 2<sup>nd</sup>, the 7<sup>th</sup>/8<sup>th</sup>, the 14<sup>th</sup>/15<sup>th</sup> and the 21<sup>st</sup>/22<sup>nd</sup>. It costs £155.*

*There will be foreign students on the course and you don't need to bring your own materials.*

*A 4\* hotel is available from £75 per night and breakfast is not included. A Bed and Breakfast hotel will be available from £35 per night and breakfast is included. A 3\* hotel is available from £65 per night and breakfast and evening meals are included.*

*A youth hostel will cost £10 and you will need to take care of your own food.*

*Yours sincerely*

*Tony Grey*

**THIS ANSWER ACHIEVED A SCORE OF 20 OUT OF 30**

**Part 4 (30 marks)**

The email **must** include:

- 3 marks - To: Tania Lee
- 3 marks - Subject: anything plausible about corporate gifts
- 4 marks - Assurance of the availability of both types of calendar, car and animal design
- 4 marks - The earliest delivery dates possible
- 4 marks - Prices
- 4 marks - Possible discounts

**+ 8 for appropriate style and accuracy**

**EXAMPLE ANSWER**

To:	<i>Tania Lee, Senior Purchaser</i>
Subject:	<i>Desk Calendars</i>
<p><i>Dear Ms. Lee</i></p> <p><i>Thanks for your enquiry concerning our desk calendars. We have got 600 calendars in stock. The car design is available. The animal design is not available at the moment. We can deliver the calendars within ten days. For orders of 300 or over we can offer a 7.5% discount. The car design costs £1 per 100.</i></p> <p><i>Kind regards</i></p> <p><i>Mr Yates</i> <i>Superior Gestures</i></p> <p><b>THIS ANSWER ACHIEVED A SCORE OF 22 OUT OF 30</b></p>	

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 1

### ANGLIA PRACTICAL BUSINESS ENGLISH

## PAPER A 08

### LISTENING SCRIPT

#### Part 1

You will hear a message that has been left on an answer phone. Listen carefully and complete the phone message form below. Number 1 is done for you as an example. You will hear the message twice.

This is a message for Harry Hall. It's a message from Jack Wright.....Wright spelt W-R-I-G-H-T, of Littleport Books. It's the 21<sup>st</sup> September at twenty to ten.  
I'm calling to inform you that your order for Marketing books is now in stock. You can either come into the shop to collect them from our Little Downham branch at 25 Down Street or we can post them to you. First class post costs £3.95 and will be delivered within 2-3 days or second class post costs £2.95 and will take 5- 7 days. Please could you telephone me if you would like them posted . My number is 01353 235187. If you would like to collect them we are open from 10am to 5pm Monday to Saturdays and 11am – 4pm on Sundays. Our collection point is on the second floor and there is a lift at the back of the shop.

Now listen to the second part of the test.

#### Part 2

Listen to what the speaker says and choose the best response, then tick the correct one. Number 1 is done for you as an example.

1. **Example: Would you like anything to drink?**
2. How much is this pen?
3. Did you have a good flight?
4. This is Tony.
5. Could you pass me the salt, please?
6. Where is room 103, please?
7. I'm sorry I can't make Friday.
8. I hope you enjoyed your stay here.
9. Can we meet at 8.30?
10. Would you like sugar in your tea?
11. Thank you for the figures.

That is the end of the listening test.

## Business Level 1 (Practical) 2008 Paper A

### *Key and Mark Scheme*

#### Part One (20 marks)

2 marks each question

Ex. Harry Hall (example)

1. Wright
2. 21<sup>st</sup> September
3. Marketing
4. 25 Down Street
5. £3.95
6. 2 – 3 days
7. 235187
8. 10am – 5pm
9. Sundays
10. Second floor

#### Part Two (20 marks)

2 marks each question

Ex. C (example)

1. C
2. A
3. A
4. A
5. B
6. C
7. A
8. B
9. B
10. B

**Part Three (30 marks)****For full marks the fax *must* include:**

- To: Irene Pure **1**
- From: (Employee of) Recycle it! Ltd **1**
- two plausible fax numbers **1**
- Date: any date from the mid September **1**
- No of sheets: **1 1**
- Yes, we operate throughout Cambridgeshire **4**
- We collect recyclable material weekly **4**
- Yes, we can recycle desk chairs and computers **4**
- Yes, we supply recycling bins for paper and glass **4**
- It costs £525 for one year; there is a small extra charge for the removal of larger items. **4**

+ 5 for style and accuracy

**EXAMPLE ANSWER**

Fax

*To: Irene Pure**Fax no.: 0041 712 142 667**From: Recycle it! Ltd.**Fax no.: 0044 125 473 372**Date: 9<sup>th</sup> September 2007**No of sheets: 1**Dear Mrs Pure**Thank you for your fax at 8<sup>th</sup> September. I hope that the following information answer your questions.**We are operating throughout London, Hampshire, Cambridgeshire and West Sussex. We collect weekly recyclable material. We offer collection of recyclable waste materials large and small including:*

- Computers*
  - Pens, paper cups and shredded paper\**
  - Glass*
  - Cardboard and packing materials*
  - Plastic envelopes and files*
  - Ink cartridges*
- \* we provide separate bins for paper and glass.*

*The cost will be £525 for 1 year. There is a small extra charge for the removal of larger items such as desks and chairs.**Yours faithfully,**Erica Van Kleijn***THIS ANSWER ACHIEVED A SCORE OF 16 OUT OF 30**



**Part Four (30 marks)**

The email **MUST** include:

- To: Julie Jones **3**
- Subject: anything plausible about trophies **3**
- the cost for 20 trophies **3**
- whether or not they can deliver them **3**
- how long they will take to arrive **3**
- details of a discount **4**
- signed ..... **3**

+ 8 for style and appropriacy

**EXAMPLE ANSWER**

To: *Tania Lee, Senior Purchaser*

Subject: *Desk Calendars*

*Dear Ms. Lee*

*Thanks for your enquiry concerning our desk calendars. We have got 600 calendars in stock. The car design is available. The animal design is not available at the moment. We can deliver the calendars within ten days. For orders of 300 or over we can offer a 7.5% discount. The car design costs £1 per 100.*

*Kind regards*

*Mr Yates  
Superior Gestures*

**THIS ANSWER ACHIEVED A SCORE OF 22 OUT OF 30**

# Anglia Language Examinations

## Practical Business English

### Speaking Test 2009

## Candidate's Instructions

### Procedure

The Anglia Practical Business English Speaking Test has three parts and should take about 12 minutes to complete. The examiner will ask you a number of questions. The examination is recorded on a computer, cassette tape or CD. The MP3 file, tape or CD is sent to Chichester College, where your work will be moderated.

After the examination, you may not return to the candidates who still have to take the exam.

### Part One: up to 2 minutes

Introduce yourself to the examiner (give your name and number.)

You will be asked questions like the following:

- Why are you taking this examination?
- What are your hobbies / interests / sports?
- Do you work or are you a student?
- What are your ambitions for the future?

### Part Two: up to 5 minutes

This is a conversation with your examiner about a product or service that you have chosen beforehand. You are a front-office worker and must be able to answer simple questions about your product or service.

### Part Three: up to 5 minutes

You work for a company or other organisation. You will get a phone call from an overseas client, who wants to make an appointment to visit your company. You will be expected to answer questions like the following:

- What are your business hours?
- How do I get to your company from the UK (means of transport, travel plan)?
- Does the company have a website? What's the address? What will I find on it?

- What is the company's email address?
- What are the company's telephone and fax numbers?
- What's the core business?
- Who's your general manager?

(You must be prepared to spell out any of the above information)

At the end, your examiner wants to make an appointment (or reservation, where applicable) with you.

## OVERVIEW OF TASKS

<b>Position</b> <b>Level BOL</b>	front-office positions BOL2 / first year
<b>Introduction</b> <b>(Warming-up)</b>	<ul style="list-style-type: none"> <li>• name and number</li> <li>• hobbies / interests / sports</li> <li>• weekend job/s</li> <li>• ambition/s</li> </ul>
<b>Presentation</b>	you bring in product information and answer questions e.g. is product also available in (colour, size, heavy-duty ...)? can the product be adapted to suit our needs?
<b>Debate /</b> <b>Discussion</b>	you bring in brochure about company and answer questions on: <ul style="list-style-type: none"> <li>• how to get there</li> <li>• what's the core business</li> <li>• email address &amp; fax no.</li> <li>• who's the general manager</li> <li>• business hours</li> <li>• make appointment <b>or</b> reservation</li> </ul>

## NOTICE OF TOPICS FOR PREPARATION

- find information about a product of your choice and be prepared to answer questions on it
- choose a brochure about a company you know or are interested in and be prepared to answer questions on

**MARKING CRITERIA ANGLIA SPEAKING TEST 2009****PRACTICAL BUSINESS ENGLISH (LEVEL 1)**

	COMMUNICATION	CONTENT	PRONUNCIATION	VOCABULARY	GRAMMAR
<b>D</b>	Communication is clear, active and effective. Good interaction.	Shows the ability to speak more than adequately about the subjects, is clear, and can add personal views.	Words are very well articulated and can easily be understood.	A wide range of vocabulary, appropriate for the level, is used well.	The grammatical forms required at this level are accurately used for most of the test.
<b>M</b>	There is active participation during the conversation, even if prompts are needed.	Has the ability to speak sufficiently about the subjects and can react adequately.	Good articulation but there may be some mistakes.	An adequate range of vocabulary is used to cover all the subjects discussed.	The candidate's use of the grammatical forms required at this level is sufficient for all the tasks, although there may be errors.
<b>P</b>	Often hesitates but can keep conversation going with prompts.	Can speak about the subjects in a basic way, but no more than that.	Words are sufficiently well pronounced to be understood even if there are many mistakes.	Vocabulary is very limited for the level, but is just sufficient to cover most of the subjects discussed.	There may be obvious or even basic mistakes, but the use of grammatical forms appropriate to the level is still adequate.
<b>R</b>	Little or no communication with the examiner takes place.	Cannot speak intelligibly about the subjects.	Very poor articulation, virtually impossible to understand.	Vocabulary is not adequate for the situation.	Knowledge of grammar and sentence structure is clearly inadequate for the tasks.

***Performance indicators***

In a typical office or workplace context, the candidate is able to:

- understand, respond and listen to practical, factual information;
- deal with basic social situations, such as mailings, introductions, asking for / giving permission, showing gratitude;
- refer to basic methods of modern office communication.

Level 2

*Intermediate Business  
English*

## ***Exam Content of Level Two: Anglia Intermediate Business***

### **Part One**

In this section, the candidates hear a simple conversation between two speakers on a business topic, typically making an arrangement to meet, confirming or changing an appointment, or reporting details of a visit for example. They hear the conversation twice. On their question paper they are given a form with ten gaps where information is missing. Using the information given in the conversation, candidates must complete the gaps in the form. This part of the examination tests the candidate's ability to pick out the relevant information from a simple conversation (rather than a message) and accurately transfer it to a form typical of a business or work-related situation.

### **Part Two**

In this section there are ten three-option multiple choice questions. For each question, the candidate hears a speaker give an opening gambit or prompt. The candidate hears this input twice. He or she must then choose the best response from the three given. This part of the examination tests the candidate's ability to deal with the typical exchanges he or she would have to cope with in a routine business or work-related environment such as the office or a retail outlet.

### **Part Three**

In this section the candidates are given a fax to which they must respond. Instead of a short text, as in level one, they are given further information in, for example, table form from which they must extract the relevant points to be able to answer the fax accurately. This task therefore tests the candidate's ability both to construct a plausible and coherent fax and to understand and manipulate data presented in tabular or graphic form.

### **Part Four**

In this section, the candidates must read an email and respond to it in the space provided on the question paper. The size of the space gives the candidate an indication of the length of response required. In order to answer the email, the candidate may be required to invent some practical details such as *a date, a time, a name* and so on.

No model email is given at this level, but the reason for writing it, the target reader and the exact kind of information required are all easily extractable from the email which the candidate must respond to. Thus, in this part of the examination, the candidate's ability to understand what is required, and to use his or her initiative is tested in the context of creating a typical office communication - an email.



# Intermediate Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

Certificate in English for Overseas Candidates

### Paper B – 2007 (Level 2)

#### Instructions to Candidates

**Time allowed – Two hours.**

**Candidates should answer ALL questions.**

**Write your answers in PEN in the spaces provided.**

**You may use correcting fluid if necessary.**

**Ask for extra paper if you need it.**

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Part 1	Part 2	Part 3	Part 4

**Part 1 (20 marks)**

Listen to the conversation and from the information provided you must complete the form below. You will hear the conversation twice.

**Complete the form.**

Form V107 International Trips Approval	
Name:	(eg) <i>Jane Barlow</i>
Department:	(1)
Position:	(2)
Country/countries to be visited	(3)
From: (date)	(4)
To: (date)	(5)
Purpose of visit:	(6)
Travelling with (full names):	(7)
Proposed travel budget:	(8)
Proposed subsistence budget:	(9)
Trip also supported by:	(10)



**Part 2 (20 marks)**

Listen to the information given and choose the best response. Then tick (✓) the correct answer. You will hear the information twice.

	A	B	C
1. A) It's wonderful. B) You're very kind. C) Well, really nice.			
2. A) Not me. B) I don't either. C) Nor am I.			
3. A) Still only 10 o'clock. B) Only until 6. C) Only for a few minutes.			
4. A) Don't worry about it. B) I apologise. C) It's very unhappy.			
5. A) Not too many. B) Not, surely. C) Not at all.			
6. A) Really? B) Certainly C) Surely			
7. A) Not at all, thanks. B) No, thanks. C) Not to me, thanks.			
8. A) A month gone. B) After a month. C) In a couple of months.			
9. A) Every 5 Euros, I think. B) About 5 Euros, I think. C) Roundly 5 Euros, I think.			
10. A) How do you do? B) I'm doing OK. C) I do quite well.			

20

**Part 3 (30 marks)**

You receive the following fax which you must respond to. You will need to read the information and provide accurate answers to the questions given in the fax.

**Fax**

To: Print Works  
 Fax No.: 41 020 548 574  
 From: Brian Adams  
 Fax No.: 44 01923 27981

Date: 15.05.2007  
 No. of pages: 1

Dear Sir or Madam

I have a product information leaflet which I need to have printed. My present print company has let us down and I therefore need to find a reliable printing solution urgently. The product itself is due to be launched in 4 days time, but a safety leaflet which must accompany it has not been printed yet.

For the first print-run I will need 25,000 A5 copies. The leaflet is only one page although it needs to be printed on both sides. No folding or binding is needed. It can be done in black and white if this is the only way we can meet the launch date but it would be much better in colour.

You have been recommended to me as a company who can work fast. I would be very grateful if you could let me know how much this would cost and whether you could do it and deliver it to my product warehouse within three days?

I look forward to hearing from you.

Many thanks

George Lambert

**FULL COLOUR LEAFLET PRINTING****2 SIDED FLAT**

	<b>A5</b> (210 x 148 mm)	<b>A4</b> (297 x 210 mm)
500	<b>£80</b>	<b>£105</b>
1 000	<b>£105</b>	<b>£117</b>
2 500	<b>£139</b>	<b>£175</b>
5 000	<b>£159</b>	<b>£190</b>
10 000	<b>£244</b>	<b>£287</b>
15 000	<b>£298</b>	<b>£444</b>
20 000	<b>£340</b>	<b>£551</b>
30 000	<b>£444</b>	<b>£575</b>

**2-SIDED WITH SINGLE FOLD**

500	<b>£96</b>	<b>£121</b>	<b>£200</b>
1 000	<b>£121</b>	<b>£133</b>	<b>£220</b>
2 500	<b>£156</b>	<b>£192</b>	<b>£275</b>
5 000	<b>£199</b>	<b>£230</b>	<b>£450</b>
10 000	<b>£314</b>	<b>£357</b>	<b>£750</b>
15 000	<b>£398</b>	<b>£544</b>	<b>£950</b>
20 000	<b>£420</b>	<b>£681</b>	<b>£1200</b>
30 000	<b>£634</b>	<b>£955</b>	<b>£1800</b>

Our prices include Free Delivery  
No charge for credit or debit cards

**OUR FULL COLOUR LEAFLET PRINTING  
SERVICE GIVES YOU COLOUR LEAFLETS  
PRINTED BOTH SIDES  
ON 130gsm GLOSS ART PAPER,  
FROM ECO FRIENDLY CERTIFIED SUSTAINABLE SOURCES.**

Delivered FREE within 5 working days to mainland UK

**Fast-track queue-jumping service**

*Door to door delivery of urgent orders:*

12 hours final cost plus 20% urgent print-run costs plus actual cost of Special delivery

Same day (24 hours) final cost plus 15% urgent print-run costs plus actual cost of Special delivery

2-4 days final cost plus 10% urgent print-run costs but delivery free

*don't forget – allow five working days and not only is delivery free but you pay no urgent print-run costs at all!!*

**Fax**

To:  
Fax No.:  
From:  
Fax No.:

Date:  
No. of pages:

**Part 4 (30 marks)**

Read the following e-mail, which has been sent to your company. Create an appropriate response giving all the information that the enquirer requires.

**From:** Fiona Raven  
**Date:** 22/04/07  
**To:** Sales Office, Trail Blazers Ltd  
**Subject:** Travel insurance

Dear Sir or Madam,

We are looking for travel insurance for a number of our staff. Until now, travel insurance has been the responsibility of the individual employee. However, we are increasing the number of staff who are travelling on behalf of the company from 5 to 35.

The insurance would be for world-wide travel on business. No one trip would be more than three weeks, and the total number of days abroad will not be more than 60 for any one person.

Please could you send us a quote for this type of cover? Also, could you let us know if there is a discount or company package available for this number.

Finally, if you think a visit to the company to discuss the possibilities would be a good idea, could you please suggest a time and date?

I look forward to hearing from you.

Fiona Raven  
Human Resources  
T and JH Ltd

Now write your email response here:

**To:**

**Subject:**



# Intermediate Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2008 (Level 2)

#### Instructions to Candidates

**Time allowed – Two hours.**

**Candidates should answer ALL questions.**

**Write your answers in PEN in the spaces provided.**

**You may use correcting fluid if necessary.**

**Ask for extra paper if you need it.**

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Part 1	Part 2	Part 3	Part 4

**Part 1 (20 marks)**

Listen to the conversation and from the information provided you must complete the form below. You will hear the conversation twice.

**Complete the form.**

<u>Plant Order</u>	
Ordered by:	(1) <i>Robert Low</i>
Company name:	(2)
Telephone No:	(3) <i>0735</i>
Date:	(4)
<u>Trees</u>	
Size:	(5)
Quantity:	(6)
<u>Plants</u>	
Size:	(7)
Quantity:	<i>225 green plants with</i> (8) <i>leaves</i>
<u>Pots</u>	
Size:	(9)
Quantity:	<i>175</i>
Discount:	(10)
<u>Delivery</u>	
Day	(11)

**Part 2 (20 marks)**

Listen to the information given and choose the best response. Then tick (✓) the correct answer. You will hear the information twice.

	A	B	C
1. A) Yes please. B) Yes, please do. C) Yes, I suppose so.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A) Never mind. B) No, thanks. C) I'd rather not.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. A) See you later. B) Yes, very much. C) No, not at all.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. A) Good idea. B) Yes, please. C) Thank you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. A) Yes, that's me. B) Yes, it's mine. C) Yes, me too.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. A) Half and half. B) I'm not sure, really. C) It doesn't matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. A) I don't care. B) Never mind. C) Shame on you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. A) Of course not. B) I'm well. C) What a pity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. A) Of course not. B) One moment please. C) Well done.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. A) Not at all. B) Don't mention it. C) Thank you very much.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20

**Part 3 (30 marks)**

You receive the following fax which you must respond to. You will need to read the information and provide accurate answers to the questions given in the fax.

**Fax**

To: Get Acquainted  
 Fax No.: +44 (0)20 6597 1767  
 From: Raymond Gloater  
 Fax No.: +44 (0)1923 27886

Date: 17.08.2007  
 No. of pages: 1

Dear Sir or Madam,

Team Building Activity Course

I visited your stand at a conference recently and I'm interested in learning more about your activity courses. I have a staff group of 13 I would like to bring to the centre; our visit would be over a weekend, preferably in October if you have any vacancies. I would be grateful if you could let me know which activities would be on offer over the two days, how many of them we would be able to do and the cost per person.

If we book, the most convenient method of payment for me would be by company credit card. I would be grateful if you could let me know if this is acceptable and how I could register my group for a course.

Kind regards,

Raymond Gloater.

**Get Acquainted Team Building Activity Centre****Team Building For the Future**

The spirit of 'Get Acquainted' is all about having a go! So we've organised an amazing choice of activities to help new and old colleagues of different abilities get to know each other and start working together. You can choose from two of the four options below that you think will most suit your company.

Activities:

- **Aerial Adventure** – Into the trees! You will need to encourage your colleagues to help them to get through the rope web and over the swinging bridge 40 metres in the air!
- **4x4 experience** – Can you trust your colleagues to drive safely through rivers and over hills?
- **Survival Special** – this can't be done alone, work as a team to survive extreme heat and cold through the night!
- **Movie making** – are you a star or a director? Make your film; you will need to be able to follow orders!

**Price Information**

	<b>Off peak</b> Monday - Friday	<b>Peak</b> weekends
Groups of 5 – 10 people	£75 per person	£80 per person
Groups of 11 – 20 people	£70 per person	£75 per person
Groups of 21 + people	£60 per person	£65 per person

All prices include 2 nights' bed and breakfast. Evening meals can be ordered from a set menu at £9.50 per person.

<b>STOP PRESS!</b>	<b>Dates still available in 2007.</b> Hurry – places filling up fast!
September:	Mon 10 – Fri 14, Sat 22 – Sun 23.
October:	Mon 8 – Fri 12, Sat 13 – Sun 14, Mon 29 – Fri 1 Nov.
November:	fully booked.
December:	Mon 3 – Fri 7. Mon 17 – Fri 21. Sat 8 – Sun 9.

**How to book and pay**

- Complete one registration form per delegate.
- Fax (+44 (0)35 880 3355) or send the form to: Get Acquainted, The Activity Centre, Thetford Forest, Thetford, TH15 2SF.
- For further details and credit card payment phone Jenny Small on +44 (0)35 880 7089.
- Pay by cheque (payable to Get Acquainted), or ask to be invoiced.



**Fax**

To:  
Fax No.:  
From:  
Fax No.:

Date:  
No. of pages:

**Part 4 (30 marks)**

Read the following e-mail, which has been sent to your company. Create an appropriate response giving all the information that the enquirer requires.

**From:** Sam Bell, Southern Conference Centre [mail from [www.topstationery.com](http://www.topstationery.com)]  
**Date:** 30.9.2007  
**To:** Top Stationery, France  
**Subject:** Conference Equipment

Dear Sir or Madam,

I am looking for interactive white boards for a conference centre in the South of England and I am interested in the products on your website.

We need to purchase some good quality 30 centimetre and 60 centimetre boards. Can you supply us with these? I understand you also provide a rental service on these products and I would be interested in the price of this. I would also need to have them installed when they arrive, so I am interested in your installation service, if you have one.

I would like prices for the two different sizes, delivery charges and earliest delivery dates for a possible order of six of each size, plus any discounts you offer and whether your products come with insurance or guarantees.

With thanks,

Sam Bell

Southern Conference Centre

Now write your email response here:

**To:**

**Subject:**



# Intermediate Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

Certificate in English for Overseas Candidates

### Paper B – 2008 (Level 2)

#### Instructions to Candidates

**Time allowed – Two hours.**

**Candidates should answer ALL questions.**

**Write your answers in PEN in the spaces provided.**

**You may use correcting fluid if necessary.**

**Ask for extra paper if you need it.**

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Part 1	Part 2	Part 3	Part 4

**Part 1 (20 marks)**

Listen to the conversation and from the information provided you must complete the form below. You will hear the conversation twice.

**Complete the form.**

<u>Stock Re-order Form</u>	
Ordered by:	(1) <i>Peter Blake</i>
Shop:	(2)
Telephone No:	(3) <i>01353</i>
Date:	(4)
<u>Dog Food</u>	
Quantity:	(5)
Flavour:	(6)
<u>Cat Food</u>	
Cost:	(7) <i>for 10 tins</i>
Flavour:	(8)
<u>Dog toys</u>	(9) <i>45 balls</i>
<u>Delivery</u>	
Day:	(10)
Time:	(11)

**Part 2 (20 marks)**

Listen to the information given and choose the best response. Then tick (✓) the correct answer. You will hear the information twice.

	A	B	C
1. A) Yes please.		B) She's pleased to.	C) Yes, of course.
2. A) Never mind.		B) Good idea.	C) Don't mention it.
3. A) Not at all.		B) Nothing much.	C) Nowhere.
4. A) Yes, so do I.		B) Yes, let's.	C) Nor me.
5. A) About how many, then?		B) I'm afraid, too.	C) Never mind.
6. A) Thank you.		B) Not at all.	C) It doesn't matter
7. A) Yes, I can do it.		B) Yes, very much so.	C) Yes, there you go.
8. A) Neither have I.		B) So do I.	C) I don't think.
9. A) No, please do.		B) Never mind.	C) Well done.
10. A) Of course.		B) Nothing doing.	C) Don't mention it.

20

**Part 3 (30 marks)**

You receive the following fax which you must respond to. You will need to read the information and provide accurate answers to the questions given in the fax.

**Fax**

To: Robert Bern, The Book World  
 Fax No.: +44 (0)20 6597 1767  
 From: Gerry Small  
 Fax No.: +44 (0)1923 278 846

Date: 14.1.08  
 No. of pages: 1

Dear Sir or Madam,

The Book World's Annual Conference 3rd-4th October 2008

I attended the book fair last year and I would like to attend again this year. I will be attending with five other colleagues from my company and we would like to know if there is any accommodation you would recommend? We would like to stay in a hotel within walking distance of the conference, if possible.

Last year Alfie Stapleton gave a presentation on his latest series of books. Could you tell me who will be speaking this year and whether there will be any book signings. Also, will there be any discount on orders given during the conference?

Finally, I would be grateful if you would let me know who to contact to pre-book and pay.

With thanks,

Gerry Small

**The Book World's Annual Conference 3<sup>rd</sup> – 4<sup>th</sup> October 2008****Books for all from around the World****Key Speakers**

This year's book fair will be full of new ideas for you to enjoy! It will give your business an opportunity to learn about and listen to the latest novels, autobiographies and business books being published this year. Our speakers are:

**John Bean, Novelist, Blue Notes.** He will speak on 3.10.08 at 9.30 about his new novel and will be signing books after his talk.

**David Whitley, CEO, Everlast Glazing.** He will speak on 3.10.08 at 11.00 about business building.

**Mary Meek, Living Life.** She will speak on 4.10.08 at 9.30 about overcoming disability.

**Chris Salts, Career change.** She will speak on 4.10.08 at 2.00 about how to change direction in your career.

NB. There will be a discount on bulk orders for all of the above books for those who attend the lectures.

**Hotel Information**

Hotel	Cost	location
The Ship	£65 per person	15 kilometres from conference centre
The Busketts Lawn	£85 per person	3 kilometres from conference centre
The Hilton	£120 per person	At conference centre

All prices include bed and breakfast

**How to book and pay**

For all details on how to, pre-book the conference and accommodation at The Hilton hotel phone Julie Bright on +44 (0)20 8245 7089.

- Complete one registration form per delegate.
- Fax (+44 (0)20 8245 7788) or send the form to The Book World, 85 Regents Road, London, SW1 2QW.
- Pay by cheque (payable to The Book World), credit card or ask to be invoiced.

**Fax**

To:  
Fax No.:  
From:  
Fax No.:

Date:  
No. of pages:

**Part 4 (30 marks)**

Read the following e-mail, which has been sent to your company. Create an appropriate response giving all the information that the enquirer requires.

**From:** Angela Trend, Wood Fen Computers  
**Date:** 4.1.2008  
**To:** Sparkle Cleaning Services  
**Subject:** Office Cleaning

Dear Sir or Madam,

I am looking for a cleaning service to clean our offices in the Centre of Birmingham and your company has been recommended to me.

We need a company that can clean our office area, kitchen and toilets. Could you offer this service? I would also like to know if you provide all the equipment and cleaning products for the work.

I would also be grateful if you could let me know what your prices are for a daily clean either between 5 a.m. and 7 a.m. or after 9 p.m. and whether there is a discount for a regular service. If you publish a full price list perhaps you could send me that?

Finally, I would like to know when you would be able to start, as our contract with our present cleaning service ends in two weeks time.

With thanks,  
Angela Trend  
Wood Fen Computers

Now write your email response here:

**To:**

**Subject:**



## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 2

### ANGLIA INTERMEDIATE BUSINESS ENGLISH

### PAPER B 07

#### LISTENING SCRIPT

#### Part One

- F: Hi Tom. I need to go through a Form VI07 with you rather urgently.
- M: Hi. You need me to do an International Trips Approval Form?
- F: Yes, please. It's Jane Barlow from the Marketing Department. Something's come up and I need to travel next week.
- M: Hi Jane. OK. Here we are. Right. And you're an Assistant Manager, is that right?
- F: Yes. I've got to go to Hungary next week.
- M: Just Hungary?
- F: Yes. From 21<sup>st</sup> to 24<sup>th</sup>.
- M: (writing) OK 21<sup>st</sup> –24<sup>th</sup> Feb. And what shall I put down as the purpose of your visit, Jane?
- F: Investigate and, if possible, sign up, a new rep there. He made contact last week and if we can get him on board he might be able to shift our products into practically every retail outlet of any size in the country. It's got to be me because everyone else is away at the national conference.
- M: OK, so what shall I put down?
- F: Negotiating new agreement?
- M: Fine. Are you taking anyone else?
- F: Stephen Long is coming with me. He did a form with someone else yesterday.
- M: Stephen Long. OK And what's your proposed travel budget?
- F: I think £300 will cover it.
- M: And subsistence? That's four days – average £80 a day for the hotel and £80 for other expenses so £640.
- F: Right. Is that it?
- M: Hang on, no, I haven't got another backer for the trip. I've got to get it countersigned. Who should I put?
- F: Oh sorry, yes. Put Pam Weldon – W E L D O N, she's sufficiently senior.
- M: OK – will do. I'll get that on file. Have a good trip, Jane. And good luck.
- F: Thanks Tom. Bye then.

## Part Two

1. Well done with that presentation.
2. I really don't like the new office hours.
3. How long have you been here?
4. I'm so sorry about the contract.
5. Would you mind if I rang Jim myself?
6. Mr Holness has resigned!
7. Would you like milk in your coffee?
8. When is he retiring?
9. How much is a ream of paper?
10. How do you do?

That is the end of the listening test.

## Intermediate Business Level 2 Paper B 2007

### *Key and mark scheme*

#### Part One (20 Marks)

(2 marks for each question)

*Example: Jane Barlow*

1. marketing
2. assistant manager
3. Hungary
4. 21<sup>st</sup> Feb
5. 24<sup>th</sup> Feb
6. [Negotiating] [new agreement] (either or both parts of the phrase)
7. Steven/Stevan/Stephen/Stephan Long/Longe/Longue etc
8. £300
9. £640
10. [Pam] Weldon

#### Part Two (20 marks)

(2 marks for each correct answer, ticked, crossed, circled, underlined or whatever)

1. B
2. B
3. C
4. A
5. C
6. A
7. B
8. C
9. B
10. A

#### Part Three (30 marks)

5 marks for the following information.

- 1 mark - To George Lambert
- 1 mark - 2 fax numbers
- 1 mark - From – any name
- 2 marks - Date

**20 marks for this information clearly presented:**

- 25,000 A5 copies, no folding, is between prices: he can have 20,000 for £340 or 30,000 for £444.
- This will be in colour.
- For delivery within three days probably better off going for same day (24hours) which will add 15% to the price. [Could go for 2-4 days for 10% but this is riskier].
- The leaflets will be delivered to the warehouse directly (door to door).

**5 marks for style and accuracy**

*Deduct up to 5 marks for including unnecessary information e.g. all prices including A4 and / or folded leaflets.*

**EXAMPLE ANSWER****Fax**

To: George Lambert  
 Fax No.: +44 (0)1923 279 012  
 From: Print Works  
 Fax No.: +41 (0) 20 540 574

Date: 11.05.07  
 No. of pages: 1

Dear George Lambert,

I'm very happy that you chose our company to print your leaflets. I will make sure the recommendation was no lie.

The first print-run of 25,000 A5 copies will cost £499. The copies will be copied in colour, just as you wanted. Because you need your leaflets within three days we have to add 10% urgent print-run costs to the total of £499 pounds. The delivery however will be free.

Altogether the costs will be £548.90. The leaflets will be delivered at your warehouse.

I hope this information is enough and thanks for letting us print your leaflets.

Yours sincerely

Maarten Van Den Huesen

**THIS ANSWER ACHIEVED A SCORE OF 25 OUT OF 30**

**Part Four (30 marks)**

For full marks the email must include:

- 1 mark - To Fiona Raven
- 1 mark - Subject: appropriate heading e.g. Travel Insurance
- **20 marks for a clear answer outlining:**
  - a quote (it does not have to be plausible)
  - saying whether there is a discount or company package
  - making arrangements for a visit *or* saying one is unnecessary
- 1 mark - appropriate signing off
- 7 marks - style and accuracy

**EXAMPLE ANSWER**

To:	Fiona Raven
Subject:	Travel Insurance
<p>Dear Miss Raven</p> <p>I think we can help you with your insurance needs. In this case, with the 35 employees, we have to take a travel insurance for every individual.</p> <p>Because each staff member stays no longer than 60 days abroad, they will all be in the lowest range of insurance. And because they all get their insurance at the same moment we can give you 10 per cent discount on the total price.</p> <p>I would love to come and visit your company to discuss other possibilities. I think Monday the 21<sup>st</sup> of May will be a good date. It's possible I will come round at 9.30 in the morning.</p> <p>I look forward to our meeting.</p> <p>Maarten Van Den Huesen</p> <p><b>THIS ANSWER ACHIEVED A SCORE OF 25 OUT OF 30</b></p>	

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 2

### ANGLIA INTERMEDIATE BUSINESS ENGLISH

## PAPER A 08

### LISTENING SCRIPT

#### Part One

**F:** Hello, Greenways Garden Supplies.

**M:** Hello, I need to order some plants for the new housing development in Witcham.

**F:** Ok, who's calling, please?

**M:** It's Robert Low here.

**F:** And what's your company name?

**M:** It's Bright Gardens Ltd.

**F:** Ok, that's great. What's your telephone number there?

**M:** It's oh seven three five two double one three four five.

**F:** Thanks, and it's the 16<sup>th</sup> August today..... right what plants do you need?

**M:** We would like some medium sized trees for hedges.

**F:** Mmm, how many would you like.

**M:** Well, we'll need 250 of them plus 100 for the exhibition, so that's 350 altogether please.

**F:** Right, no problem. Is that all?

**M:** No, we also need some *small* plants..... let's see 225 green plants please and 225 plants with red leaves too.

**F:** That's fine, anything else?

**M:** Yes, last thing, have you got any large plant pots?

**F:** Yes, how many do you need?

**M:** We'll need 175, how much are they?

**F:** Well, they are £1.30 each, but with that size order we can offer a 35% discount.

**M:** Oh, that's great, can you deliver them next Tuesday?

**F:** Yes, of course everything is in stock.

**M:** Fine, thank you very much, bye!

**F:** Thank you goodbye!

**Part 2**

**Listen to the information given and choose the best response.**

1. Could I take one of your cards, please?
2. I'm afraid I can't make the dinner this evening.
3. Do you mind if I arrive late on Monday?
4. Why don't we meet for lunch on Tuesday?
5. Excuse me, are you Julie James?
6. Let's buy this photocopier.
7. I'm sorry we haven't got any left.
8. Would you mind driving?
9. Hello, I'd like to speak to Mr Baker, please?
10. I think your presentation was fantastic.

That is the end of the listening test.

## Business Level 2 (Intermediate) 2008 Paper A

### *Key and Mark Scheme*

#### Part One (20 Marks)

2 marks each question

1. Robert Low (example)
2. Bright Gardens Ltd
3. 211345
4. 16<sup>th</sup> August
5. medium sized
6. 350
7. small
8. red
9. large
10. 35%
11. Tuesday

#### Part Two (20 marks)

2 for each correct answer, can be ticked, crossed, circled, underlined etc.

1. B
2. A
3. C
4. A
5. A
6. B
7. B
8. A
9. B
10. C



**Part Three (30 marks)**

- to: Raymond Gloater 2
- from: suitable name 2
- two fax numbers 2
- date: some time in second half of August 2

Fax **must** include:

- which activities are on offer 4
- they can do 2 activities 2
- cost £70 per person ( i.e. off peak 11- 20 people) 2
- date available: Oct 13-14 2
- credit card acceptable 2
- how to register 2
- appropriate signing off 2

**for accuracy and style** 6

**EXAMPLE ANSWER****Fax**

To: Raymond Gloater  
Fax No.: +44 (0)1923 27886  
From: Get Acquainted  
Fax No.: +44 (0)20 6597 1767

Date: 19.8.07  
No. of pages: 1

Dear Mr Gloater

Thanks for your interest in our activity courses.

We propose four activities which are Aerial Adventures, 4x4 experience, Survival special and Movie making. These amazing activities will help improve you're the team working skills of your colleagues. You would be able to do two options from out four activities. You can find more information about our activities on the attached document.

Over a weekend you can book Saturday 13<sup>th</sup> and Sunday 14<sup>th</sup> October. November is fully booked but you can also book on Saturday 22<sup>nd</sup> and Sunday 23<sup>rd</sup> September. The price for a group of 13 persons is £75 per person including two nights bed and breakfast. You can order an evening meal for £9.50 per person.

You can order by fax or by post. Please find attached the application form which contains all the information you will need to book your experience.

You can also pay by cheque made payable to Get Acquainted or ask to receive an invoice.

For further details and credit card payments please contact Jenny Small on +44 (0) 35 880 7089.

I recommend that you book as soon as possible because the places are filling up quickly. Please do not hesitate to contact me if you need any more information.

Regards

Robert Kaint – Manager – Get Acquired

**THIS ANSWER ACHIEVED A SCORE OF 26 OUT OF 30**

**Part Four (30 marks)**

E-mail must include:

To: Sam Bell	2
Subject: something to do with white boards	2
• whether or not they can supply all the goods requested	2
• whether they provide products on rental and how much	2
• whether or not they can install the goods	2
• prices for the two sizes	2
• delivery charges and delivery dates	2 + 2
• discounts or not	2
• insurance, guarantee or not	2
• appropriate signing off	2
<b>for style and appropriacy</b>	<b>8</b>

**EXAMPLE ANSWER**

To:	Sam Bell
Subject:	Services Conference Equipment
<p>Thanks for your interest in our company</p> <p>I am writing to inform you that we can provide and install 14 and 28 inch white boards. The price is £150 for a 14 inch board and £200 for a 28 inch board. The installation cost is £50 per board.</p> <p>The rental service cost is £50 per month for a minimum of 6 months. This price covers both size boards as well as installation, insurance and guarantee.</p> <p>Our boards are guaranteed for 2 years and insurance is included. We can offer a discount of 10% if you order more than 10 boards. We can deliver your order within 5 working days. Payment by cheque and order either by email or fax.</p> <p>Please do not hesitate to contact me if you need any further information.</p> <p>Regards</p> <p>Peter Smith – Salesman – Top Stationary</p> <p style="text-align: center;"><b>THIS ANSWER ACHIEVED A SCORE OF 27 OUT OF 30</b></p>	

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 2

### ANGLIA INTERMEDIATE BUSINESS ENGLISH

## PAPER B 08

### LISTENING SCRIPT

#### Part One

Listen to the conversation and from the information provided complete the form below. You will hear the conversation twice.

- F:** Hello, Purchasing department.
- M:** Hello, I need to order some more stock for our pet shop.
- F:** **Ok, who's calling, please?**
- M:** It's Peter Black here, at Scampers Pet shop
- F:** **Hi Peter, that's S - C - A - M - P - E - R - S , isn't it?**
- M:** That's right.
- F:** **What's your number there?**
- M:** It's oh one three five three, (pause) eight three six, double two one.
- F:** **Fine, and it's the 8<sup>th</sup>, no sorry, 9<sup>th</sup> October today..... Ok what do you need?**
- M:** Right, food first. We've sold a lot of Chum dog food this month, we normally order 100 tins, but we'll take 150 tins this time.
- F:** **Which flavours would you like?**
- M:** We'll have beef flavoured, please.
- F:** **Ok and is there anything else? We have a special price on cat food, £3.50 for 10 tins.**
- M:** Oh, that sounds good. I'll take 80 tins in a variety of flavours.
- F:** **A variety of flavours. OK, got that.**
- M:** Good, now all I've got left are the dog toys. Can I have 45 red balls, please?
- F:** **No problem. Now, we have two different delivery dates available, either 5.30 pm Monday or 10 o'clock on Wednesday. Which would be best for you?**
- M:** Um, I'm not sure if any one will be here at that time on Monday, so I think Wednesday would be better.
- F:** **Great, we'll deliver them on Wednesday 14<sup>th</sup> October at 10 o'clock. Thank you for your order.**
- M:** Super, thanks very much, bye.
- F:** Bye.

**Part Two**

Listen to the information given and choose the best response.

1. Could I have a glass of water, please?
2. Let's try this new range of products.
3. Would you mind taking notes?
4. Why don't we offer him the job?
5. I'm afraid it's going to take longer than we thought!
6. Would you like to take a seat?
7. Could you pass me that shirt, please?
8. I think she'll be perfect for the position.
9. Do you mind if I open the window?
10. Thanks for all your help today.

That is the end of the listening test.

## Business Level 2 (Intermediate) 2008 Paper B

### Key and Mark Scheme

#### Part One (20 Marks)

2 marks each question

1. Peter Blake (example)
2. Scampers [pet shop]
3. 836221
4. 9<sup>th</sup> October
5. 150
6. beef
7. £3.50
8. [a] variety
9. red
10. [Wednesday] [14<sup>th</sup> October] (accept either piece of information or both)
11. o'clock

#### Part Two (20 marks)

2 for each correct answer, ticked, crossed, circled, underlined or whatever

1. C
2. B
3. A
4. B
5. C
6. A
7. C
8. B
9. A
10. C

**Part Three (30 marks)**

- to: Gerry Small 2
  - from: Robert Bern 2
  - two fax numbers 2
  - date 2
- Fax **must** include:
- cost of Hotels and distance from conference centre, or just one, 6
  - or two recommended hotels
  - People speaking and who is doing book signings 4
  - Whether there's a discount on book orders for people who attend the lectures 2
  - Who to contact to pay and register 2
  - appropriate signing off 2
- accuracy and style** 6

**EXAMPLE ANSWER****Fax**

To: Gerry Small  
 Fax No.: +44 (0)1923 278 846  
 From: Robert Bern, The Book World  
 Fax No.: +44 (0) 20 6597 1767

Date: 15.1.08  
 No. of pages: 1

Dear Mr Small,

Thank you for your interest on our company. We are delighted to inform you about our book fair. With reference to your fax, please find attached the information you enquired about our conferences, accommodation, prices and payment details.

This year we are offering four speakers and one will be signing his books after his talk. He is John Beau, Novelist, Blue Notes. In addition we provide a discount on bulk orders for all of the above books for those who attend the lectures.

If you would like to stay in a hotel within walking distance of our conference we recommend the Hilton Hotel which is located at the conference centre. It costs £120 per person and includes breakfast.

To pre-book the conference and your accommodation phone Julie Bright on +44 (0)20 82457089. Our company offer several ways to pay but we recommend payment by cheque which can be made payable to the Book World. Delegates should also complete the registration form.

I look forward to seeing you at the conference. We hope you enjoy it.

Robert Bern, the Book World

**THIS ANSWER ACHIEVED A SCORE OF 24 OUT OF 30**

**Part Four (30 marks)****E-mail MUST include:**

To: someone at Sparkle Cleaning Services	2
Subject: something to do with office cleaning	2
• Whether or not they can supply the service of cleaning all areas	2
• Whether they bring their own equipment or not and what equipment	4
• Whether there is a discount for a regular contract visit	4
• <i>Either</i> confirmation that a price list is enclosed or prices for the morning and evening times	4
• When they will be able to start	2
appropriate signing off	2
style and appropriacy	8

**EXAMPLE ANSWER**

To:	Angela Trend, Wood Fen Company
Subject:	Office cleaning
<p>Dear Mrs Trend</p> <p>Thank you for your interest in our cleaning services. We always provide services to new customers with numerous discounts all year round. We have competitive prices. Please find below a full price list and discounts.</p> <p>If you would like to get our services daily we can give you a discount of 30%. Our equipment and cleaning products are high quality and we guarantee lots of interesting discounts.</p> <p>I look forward to doing business with you.</p> <p>Sparkle Cleaning Services</p> <p><b>THIS ANSWER ACHIEVED A SCORE OF 23 OUT OF 30</b></p>	



# Anglia Language Examinations Intermediate Business English

## Speaking Test 2009

## Candidate's Instructions

### Procedure

The Anglia Intermediate Business English Speaking Test has three parts and should take about 18 minutes to complete. The examiner will ask you a number of questions. The examination is recorded on a computer, CD, or cassette tape. The recording is sent to Chichester College, where your work will be moderated.

After the examination, you may not return to the candidates who still have to take the exam.

### **Part One: up to 2 minutes**

Introduce yourself to the examiner (give your name and number).  
You will be asked questions like the following:

- Why you are taking this examination?
- What are your strong points and points that need developing?
- What are your ambitions?

### **Part Two: up to 7 minutes**

You have to do a two-minute presentation called: **My Working Week**

You must give a chronological account of a typical week at your workplace. You may be a regular employee, a temporary employee, a trainee, doing work experience, or whatever. This account should be about 2 minutes long. After this the examiner will ask you a number of questions about the activities you have mentioned.

### **Part Three: up to 9 minutes**

You are going to have a discussion with the examiner about three of the topics from the list that you were given. The examiner will discuss each of the subjects for three minutes, and then the examiner will switch to another topic. The same will happen after six minutes. However, if the examiner feels you are doing particularly well on a topic he or she may decide to allow you to continue for three more minutes.

## OVERVIEW OF TASKS

<b>Position Level BOL</b>	junior management level BOL4 / first year
<b>Introduction (Warming-up)</b>	<ul style="list-style-type: none"> <li>• name and number</li> <li>• your strong points and points that need developing</li> <li>• ambition/s</li> </ul>
<b>Presentation</b>	<p>prepared presentation: my working day</p> <p>(use own experiences)</p> <p>2 mins presentation + 5 mins of question-and-answer session</p>
<b>Debate / Discussion</b>	<p>discussion of 3 topics (prepared) from long list 9 mins</p> <p>if you do well, you may continue on topic, otherwise the interlocutor goes on to next topic</p> <p>maximum duration: 6 mins per topic</p>

**NOTICE OF TOPICS FOR PREPARATION****LEVEL 2 - INTERMEDIATE BUSINESS ENGLISH****2007**

- be prepared to talk for 2 minutes about your working week
- discussion topic list:
  - All businesses should be shut on Sundays to give the workforce a break.
  - How would you define a *bad* employee?
  - How would you define a *good* employee?
  - What are more important: qualifications or experience?
  - Legally, no-one should work more than 35 hours a week. Do you agree?
  - Job satisfaction or pay. Which is the most important to people?
  - How could offices be more environmentally friendly?
  - In your opinion, is it better to work for a very large company or a very small one?

**2008**

- be prepared to talk for 2 minutes about your working day
- discussion topic list:
  - Employees should be prepared to work overtime whenever it is required. Do you agree?
  - What do you think an employer looks for when he/she is recruiting staff?
  - How would you prepare for an interview for a job?
  - What are the most important characteristics of a responsible employer?
  - Should those with more qualifications automatically receive higher pay?
  - What makes you happy in a job, apart from the pay?
  - How can a working environment be made more pleasant for the employees?
  - Should employers provide training for the next generation?

**2009**

- be prepared to talk for 2 minutes about your working day
- discussion topic list:
  - What is the best way to prepare for an interview for a job?
  - Do you think it matters what people wear to work if they are not in a job where the public see them?
  - How much do you like to be managed at work and how much do you like to be left alone to make your own decisions?
  - Should people be allowed to go on social networking sites like *Facebook* in working hours?
  - Should there be a compulsory retirement age or should people be allowed to work as long as they have the health to do so?
  - What makes people loyal and committed to their work?
  - Is it true that 'the customer is always right'?

**INTERMEDIATE BUSINESS ENGLISH (LEVEL 2)****MARKING CRITERIA ANGLIA SPEAKING TEST 2009**

	COMMUNICATION	CONTENT	PRONUNCIATION	VOCABULARY	GRAMMAR
<b>D</b>	Communication is clear, active and effective. Good interaction.	Shows the ability to speak more than adequately about the subjects, is clear, and can add personal views.	Words are very well articulated and can easily be understood.	A wide range of vocabulary, appropriate for the level, is used well.	The grammatical forms required at this level are accurately used for most of the test.
<b>M</b>	There is active participation during the conversation, even if prompts are needed.	Has the ability to speak sufficiently about the subject and can react adequately.	Good articulation, but there may be some mistakes.	An adequate range of vocabulary is used to cover all the subjects discussed.	The candidate's use of the grammatical forms required at this level is sufficient for all the tasks, although there may be errors.
<b>P</b>	Often hesitates, but can keep conversation going with prompts.	Can speak about the subjects in a basic way, but no more than that.	Words are sufficiently well pronounced to be understood even if there are many mistakes.	Vocabulary is very limited for the level, but is just sufficient to cover most of the subjects discussed.	There may be obvious or even basic mistakes, but the use of grammatical forms appropriate to the level is still adequate.
<b>R</b>	Little or no communication with the examiner takes place.	Cannot speak intelligibly about the subjects.	Very poor articulation, virtually impossible to understand.	Vocabulary is not adequate for the situation.	Knowledge of grammar and sentence structure is clearly inadequate for the tasks.

***Performance indicators***

In a typical business or work-related environment, the candidate is able to:

- communicate practical and factual information;
- show initiative in basic social situations, such as making introductions and arranging and confirming appointments;
- give his / her opinion on practical business-related issues.

Level 3

*Advanced Business  
English*

## Exam Content of Level Three: Anglia Advanced Business English

### Part One

In this section, the candidates hear a complete, authentic, recorded message given as information by standard providers - *embassies, train information, weather details, business out of hours, hospital out of hours, and so on*. On their question paper they are given a space to write a memo to a person indicated in the rubric, using the information they hear and including all the key details.

In this section, as in previous levels, candidates have been asked to pick out specific information to fill in gaps on a form. At this level, candidates are required a) to take the initiative in deciding what the relevant information is, and b) to reproduce this information in a clear memo. The marks given for this section are therefore based on the accuracy and appropriacy of the information given, and the suitability of the style used for the memo.

### Part Two

In this part of the examination, candidates are given an email which they must read and respond to with an email of their own. They are also given a text of another type, for example a newspaper article, containing all the information they need to complete the task successfully. This task therefore tests both reading and writing skills in a business context.

### Part Three

This section, which complements the previous one, is designed to allow the candidates to show that they can manipulate the business language sufficiently well to create their own emails without recourse to given information. The candidates read an email containing, for example, a complaint about a product, and answer it in the space provided on the question paper. Candidates use their own initiative and knowledge of the subject to formulate an appropriate reply.

### Part Four

In this section, candidates are given one half of a dialogue and must complete the other half. There are ten two-part exchanges in the dialogue and the candidate's task is to complete the second part of each of the two parts. At previous levels there has been a similar task with multiple choice options. At this level, candidates must show that they have more than a passive recognition of the best response to an input prompt; they must actively produce an appropriate response themselves.

A typical example of this may be:

- A. Good morning, Windsor Hotel, how may I help you?
- B. (candidate's response) *I'd like to make a reservation, please.*
- A. Certainly, sir. When you like to stay?
- B. *From 30<sup>th</sup> October, for two nights, if that's possible.*

### Part Five

In this section the candidates read a text of about 400 words (or one side of A4 paper). The text would typically be an article about a product, or an article about a particular company or businessman. The candidates must then provide a 50-word summary of it, using bullet points and choosing the form of summary themselves: memo; note; fax - whichever seems most appropriate. The target reader is indicated in the rubric.

This task tests the ability of the candidate to cope with a longer business-related text: a candidate who can provide a clear summary of the key points shows that he or she is fully in control of the content of the text.



# Advanced Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper B – 2007 (Level 3)

#### Instructions

- Time allowed – 2 hours including listening.
- Candidates should answer ALL questions.
- Write your answers in **PEN** in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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For Examiner's Use Only				
Part 1	Part 2	Part 3	Part 4	Part 5

Write your notes here: *These notes are for your own use and are not marked by the examiner.*



**Part 1 Listening/Reading/Writing (20 marks)**

*Your manager, David Roff, is thinking of visiting India as part of a marketing trip. He has asked you to find out whether he needs a visa or not and what he has to do to get one.*

*Listen to the following information and then send him a memo with the key details*

**MEMO**

To:

From:

Date:

Subject:

**Part 2 Reading and Writing (20 marks)**

*You have been given an e-mail message to which you are required to respond.  
The information needed is provided below.*

**From: Fiona Green**  
**Date: 20 06 07**  
**To: Sally Gardener**  
**Subject: Obtaining a Fair Trade Licence**

Hi Sally

I'm considering applying for a Fair Trade licence so that we can use the Fair Trade Mark on our products. I might introduce the idea in AOB at the meeting this afternoon. Could you do a bit of research for me and find out the brief answers to these questions?

Is there a licence fee and if so, how much is it? (just a ball-park figure, please)

If we sign an agreement with them, can we use the mark for marketing as well as putting it on the products?

If one of our products is 90% Fair Trade but 10% sourced from non-Fair Trade suppliers, can we still use the Mark?

Do they inspect, once the agreement has been signed?

Cheers

Fiona

To be eligible for the FAIRTRADE Mark, products must meet the following conditions:  
 The supplier (brand-owner or main national distributor) must sign the Foundation's Licence Agreement which provides a licence to use the Mark. As a licensee, companies must display the Mark on products specified in the Agreement in accordance with the Foundation's guidelines. They may also use the Mark on promotional materials related to specified products. All components of the product covered by Fairtrade criteria must be purchased either directly from FLO registered producers or via a FLO registered importer. The supplier's invoice for these purchases should designate the products as 'Fairtrade' and confirm payment of the purchase price and social premium. In the case of single commodity products (e.g. tea, coffee, cocoa powder), it is a requirement that only ingredients sourced from registered Fairtrade producers may be used – i.e. Fairtrade coffee must be 100% Fairtrade. The licensee must also allow an annual audit by the Foundation's inspector to ensure adherence to Fairtrade standards and agree to implement any changes requested as a result of the inspector's report. Licensees pay a fee for use of the FAIRTRADE Mark. The Foundation aims to levy the fee at the last point of wholesale supply so that the licence fee is payable on the average price paid by retail stockists or commercial end users (e.g. cafes or workplaces). The licence fee is currently 1.8% of net sales value for all products with a minimum of £100 per quarter. To provide a launch period for new products, the minimum fee will apply either from the first anniversary of the signing of the Licence Agreement or from the first quarter in which sales exceed £5500, whichever is sooner. The licence fee is subject to VAT at the standard rate. No licence fees are payable on products given as samples, or lost/damaged and therefore unsaleable, on sales to other licensees of the Foundation or its partners in FLO, although these must be accounted for in the quarterly monitoring reports.

Now write your email response here:

To:

Subject:

**Part 3 Writing (20 marks)**

*Read the following e-mail which has been sent to your company. Create an appropriate response.*

From: Brian Northam  
Date: 12 05 07  
To: Michael Dexter  
Subject: Invoice BN1408

Dear Mr Dexter

We have received your July invoice for £11,175 but I must raise a couple of points before we can settle it:

Our agreed estimate for the work was £10,000 including VAT. I have a copy of this estimate. I do not think, therefore that you can charge the 17½% VAT on top of this. In addition to this, you have not credited us as agreed, with the £500 we overpaid last time.

The date on the invoice is incorrect: it says 2006 not 2007. Please amend for our records.

I look forward to hearing from you.

Brian Northam  
Finance manager  
ULO Plc  
Tel: 0989 334545 ext 456

**Now write your response here:**

To:

Subject:

**Part 4 (20 marks)**

*You are required to complete the dialogue with appropriate responses.*

**Example:**

A. Hello. This is Karen James from the graphics studio.

B. **Hello. How can I help you?**

A. Well, I'm afraid I can't make the staff photo session on Friday. Could we postpone it?

B.

A. I'm free all next week. When's best for you?

B.

A. That would be great for me. What time do you suggest?

B.

A. Can we make it bit later?

B.

A. Sure, that's fine. Will there be anywhere for me to park?

B.

A. And can I just confirm how many of your staff will be involved?

B.

A. Right. That's what I thought. And one more thing – will we be using the same room as before?

B.

A. That's fine. I hope I haven't caused too much inconvenience by changing the arrangements.

B.

A. OK. Thanks very much for all your help.

B.

**Part 5 Reading and Writing (20 marks)**

*Your company is considering new ways of marketing its products. One of the managers has asked you to research direct marketing. Read the following text and then write a summary of the advantages and disadvantages of direct marketing in the form of a memo of no more than 100 words.*

Direct marketing is a form of marketing that attempts to send its messages directly to consumers, using "addressable" media such as mail and email. Therefore, direct marketing differs from regular advertising in that it does not place its messages on a third party medium, or in the public market, such as a billboard or a radio commercial would. Instead, the marketing of the service or commodity is addressed directly to the target customer.

Any medium that can be used to deliver a communication to a customer can be employed in direct marketing. Probably the most commonly used medium for direct marketing is direct mail, in which marketing communications are sent to customers using the postal service.

Direct marketing is attractive to many marketers, because in many cases its effectiveness can be measured directly. For example, if a marketer sends out one million solicitations by mail, and ten thousand customers can be tracked as having responded to the promotion, the marketer can say with some confidence that the campaign led directly to the responses. Other advantages of direct marketing include the following: targeting - historically, the most important aspect of direct mail was its ability to precisely target previous customers. If a suitable list was available, it also did a good job of targeting prospects. Personalization - direct mail can address the customer personally and be tailored to their needs based on previous transactions and gathered data. Optimisation - because of its direct accountability, direct mail can be tested to find the best list; the best offer; the best timing (and many other factors). Then the winning tests can be rolled out to a wider audience for optimal results. Accumulation - responses (and non-responses) can be added to the database, allowing future mailings to be better targeted. However, it's not all advantages. Some of the disadvantages are: cost - the cost per thousand will be higher than almost any other form of mass promotion (although the wastage rate may be much lower). Waste - large quantities of paper are thrown away. Alienation - some recipients resent direct marketing being "forced" upon them, and boycott companies that do so. Moreover, they may obtain prohibition orders against companies whose direct marketing mail they find offensive.

**MEMO**

To:

From:

Date:

Subject:







# Advanced Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2008 (Level 3)

#### Instructions

- Time allowed – 2 hours including listening.
- Candidates should answer ALL questions.
- Write your answers in **PEN** in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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Part 1	Part 2	Part 3	Part 4	Part 5

Write your notes here: *These notes are for your own use and are not marked by the examiner.*

**Part 1 Listening/Reading/Writing (20 marks)**

*Your manager, Claire Kirby, is going to make a series of bank transfers. She wants to know what details she will need, who to contact and how much it will cost and she wants to keep these details on file so that she won't have to keep finding out the same information each time she needs it. You phone the bank to find out the details.*

*Listen to the information and then send your manager a memo with the key details*

**MEMO**

To:

From:

Date:

Subject:

## Part 2 Reading and Writing (20 marks)

*You have been given an e-mail message to which you are required to respond. The message will require a detailed response and the information needed is provided in the text below.*

From: Elliot Weeks  
Date: 27 09 07  
To: Andy White  
Subject: Self storage units

Dear Andy,

I understand that you recently started using Big Yellow Self Storage units for some of your seasonal goods. I am interested in storing some of our products and furniture throughout the year and I would be grateful if you could answer the following questions for me:

1. Is the security good, in your opinion?
2. Do they have any security checks on visitors wanting to enter the units?
3. What are the smallest and largest storage they offer?
4. Do you need to pay a deposit and how do you pay for the storage?
5. How long do you think it would take to get a unit and can you store anything in them?
6. Would you recommend them or do you know another, better storage place?

Thank you, in advance, for your help,

Elliot Weeks

At Big Yellow there is no need to pay for more expensive commercial property when your company can store everything from stock to stationery, files and furniture, at our self storage units. Instant occupancy and no start up costs mean business storage couldn't be easier.

All the space is in modern, clean, secure rooms, tall enough to store a large range of business items. Each room is accessed from wide, well lit corridors designed for easy manoeuvrability even if you are storing pallets. Storage rooms typically range from three square metres to one hundred and fifty square metres or more. If our self storage rooms are too small for your requirements we also offer warehouse sized rooms which range in size from one hundred and fifty square metres to one thousand five hundred square metres and are available at a number of Big Yellow stores.

Big Yellow's first priority is to safeguard the security of your belongings and that's why our extensive range of security and safety measures are second to none. Comprehensive security measures include twenty four hour CCTV, sophisticated building alarm systems, computerised gated access and individually alarmed storage rooms. In order to maintain high standards of store security we require all new storage customers to have their photographs taken by us and to provide proof of identity and an address.

They offer flexible contracts and easy payments. At Big Yellow you benefit from straightforward four weekly billing and a no fuss single page storage licence is a welcome change if you are used to leasing traditional storage space. It allows you to hire space immediately and for as little as seven days or for as long as you require. The price you are quoted for your room is the price you pay. The storage charge includes utility bills, service charge, rates, security and repair. We offer flexible payment options including Visa, MasterCard and direct debit. You can receive a discount standard storage charge by making prepayments as follows: twenty four weeks' prepayment at five percent discount and fifty two weeks' prepayment at ten percent discount.

Now write your email response here:

To:

Subject:

**Part 3 Writing (20 marks)**

*Read the following e-mail which has been sent to your company. Create an appropriate response.*

From: Superbuys Ltd  
Date: 30 10 07  
To: Mr Lane  
Subject: July Refit

Superbuys' Wembley High Street

Dear Mr Lane,

I am writing to you with reference to the above premises which you refitted last July.

In the past few weeks a number of faults have appeared in the electrical circuits and the flooring which have been particularly dangerous to our customers.

With regards to the electrical faults we have found that spotlights on the far wall have either failed to work, or flicker while they are on, and replacing the bulbs has not corrected the fault. The Durafloor which you laid has been showing signs of deterioration with some areas being worn through to the concrete creating a hazard to our customers. Can you offer a reason for these faults?

Will you please come and inspect the damage and arrange for repairs within the next week? The matter is urgent because we can be sued if any of our customers are injured by falling over the cracks in the flooring. Will you accept responsibility, if anything should happen to a customer? I would also take the opportunity to remind you that you have guaranteed all your fixtures and fittings for one year. I look forward to hearing from you soon.

Yours sincerely,

Kathy Bellon

**Now write your response here:**

To:

Subject:

**Part 4 (20 marks)**

*You are required to complete the dialogue with appropriate responses.*

**Example:**

A. Hello, 'In House'. How can I help you?

B. ***Hello, I'd like to book a training session.***

A. What type of training session are you interested in?

B.

A. Ok, how many sales people will be attending?

B.

A. Fine, do they all have sales experience?

B.

A. Would you prefer to split them into two groups then?

B.

A. Would you mind organising that then?

B.

A. Ok, how about a junior and senior group, one in the morning and one in the afternoon?

B.

A. No problem, what time do we need to start and finish in the morning?

B.

A. Well, the most popular are international etiquette, direct sales, negotiating and closing a sale.

B.

A. Ok, I'll speak to our trainers and they will be in touch to arrange a suitable date.  
Thanks for your call. Goodbye.

B.

**Part 5 Reading and Writing (20 marks)**

*Your company is concerned about the induction process for new staff in your company. One of the managers wants to take steps to improve induction of new employees, and has asked you to research ways of introducing in new policies. Read the following article and then write a summary of the main details in the form of a memo of about 100 words.*

When you take on a new employee, it is important that you give them an induction that will benefit themselves and your business. This induction period can be considered as the foundations for getting the most out of the employee and to determine their long term success in your business. An induction should be given at the beginning of employment and may stretch for several weeks, or even months. During this time, the quality of the induction will have an effect on how the employee visualizes your business and how well they will integrate into it.

Some companies often make the mistake of ignoring induction periods. Instead, they leave the new employee to pick things up themselves, and from existing employees, which costs time and money. This defeats the idea of induction which is to integrate the employee so that they reach their full potential as soon as possible. If your new employee is to be recruited through an interview, then it is a good idea to start the induction at that specific time. Even if the applicant is not definitely going to be your new employee, it still gives them a chance to maintain interest in your business.

You may want to start off with the overall look of the company moving through to the finer details. When informing the employee, you may decide it is worth while giving them a tour as you go over the relevant points. The following are guides for what you can include; introduce your company by specifying the size (No. of employees, branches, etc), the history and how your company operates. The employee may have already researched your business, but any additional information is always good to know.

Let them know about any procedures you have in your business. This may include the terms and conditions of employment, disciplinary action, and dress code. Also, show them what to do and where to assemble in case of fire. Inform them of anything concerning their job; give them a job description listing what tasks are involved, their responsibilities and accountabilities. Tell them what training is needed to match their job requirements.

If tools, equipment, computers, etc are involved, make sure they know where and how they can obtain them. If your business has many forms, letters etc it is a good idea to build an induction manual for them to keep. The manual should show and explain the basics of completing, say, a form from start to end. Where necessary, an induction manual can also cover systems and procedures relevant to the employee's task. With an induction manual the main concern should be with the quality of its contents: take time, effort and care if you start this task.

Coming down to the personal needs of the employee, point them in the right direction of the toilets, cafeteria, snack / drink machines and anything else that they may require. An employee's involvement with other employees is important. Tell them about any activities / social outings that occur both in and out of work time. This could be a game of football after work on Tuesday or a pint of beer at the pub during Friday lunchtimes. Involving them early with the social side of working will give them a feeling of being 'accepted' and welcome.



**MEMO**

To:

From:

Date:

Subject:





# Advanced Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper B – 2008 (Level 3)

#### Instructions

- Time allowed – 2 hours including listening.
- Candidates should answer ALL questions.
- Write your answers in **PEN** in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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For Examiner's Use Only				
Part 1	Part 2	Part 3	Part 4	Part 5

Write your notes here: *These notes are for your own use and are not marked by the examiner.*

**Part 1 Listening/Reading/Writing (20 marks)**

*The manager of your catering business, Sheila Greene, is interested in subscribing to and advertising in the magazine Good Food. She wants as much information as possible to decide whether it will be worthwhile. You phone Good Food magazine to find out what you can.*

*Listen to the information and then send your manager a memo with the key details*

**MEMO**

To:

From:

Date:

Subject:

**Part 2 Reading and Writing (20 marks)**

*You have been given an e-mail message to which you are required to respond. The message will require a detailed response and the information needed is provided in the text below.*

From: Xavier Lavenchy  
Date: 27 09 08  
To: Gill Meningen  
Subject: Credit Insurance

Dear Gill

I understand that you have taken out credit insurance recently for your company. Because my own company is growing fast, I am interested in taking out some insurance for myself. I would be grateful if you could answer the following questions for me:

1. What are the benefits of credit insurance?
2. How much will a credit insurance policy cost?
3. When will I be paid by the insurers?
4. How does credit insurance work?

Thank you in advance for your help,  
Xavier Lavenchy

Many businesses consider credit insurance as a luxury and therefore disregard how such insurance can offer invaluable protection – particularly in today's business environment. Credit insurance policies help out when your customer pays late (sometimes referred to as protracted default) or goes insolvent. The policy acts like a safety net protecting you from suffering financial loss because of your customer's failure to pay.

Generally, if you offer credit terms to your customers you will increase your sales, but the problem is you will also increase your bad debt. Therefore, credit insurance could be a feasible option. If you maintain an average annual company bad debt of 0.7%, and with the average annual insurance charge of 0.7% of turnover, then it is a sensible investment. In addition to which you will have the added benefit of extended cover across your debtors as a whole.

Credit insurance is designed to cover, usually for twelve months, a supplier of goods or a service from bad debt arising out of an act of insolvency. The company will have a turnover in excess of £250,000. All of your customers can be covered, or just your top customers but definitely not just your worst customers.

You can expect to be paid by the insurer about thirty days after insolvency has been confirmed by the insolvency practitioner, however, this in practice could add up to 4 - 9 months after invoicing.

Credit insurance premiums will cost between 0.3 - 0.7% of annual turnover or turnover of your top customers if you only insure that part of your customer base. The policy works by individual credit limits attributed to your customers. The limits are pre-set, and you can trade within the credit limit throughout the year without further reference to the insurer. You can request an increase in the credit limit. You are expected to have an effective working credit policy.

Now write your email response here:

To:

Subject:

**Part 3 Writing (20 marks)**

Read the following e-mail which has been sent to your company.  
Create an appropriate response.

From: Superbuys Ltd  
Date: 30 10 07  
To: Mr Lane  
Subject: July Refit

Dear Herr Gerlach,

I would like to place a substantial order with you and would like to know if you offer an account credit facility.

If so, could you inform me of the terms you offer? Would we be allowed a 30 day credit scheme or 45 days? Our annual turnover is £586,000 and we expect to spend at least £12,500 on your products per month. What would be the credit limit that we could expect to receive from your company? Would you require us to supply references?

Could you also inform us of any other benefits of having an account with you, as opposed to taking out one with a competitor?

We look forward to hearing from you.

Regards,

Robert Hughes

Now write your response here:

To:

Subject:



**Part 4 (20 marks)**

*You are required to complete the dialogue with appropriate responses.*

**Example:**

A. Hello, Mini Travel.

B. ***Hello, it's Joe from Headlines.***

A. Hi Joe, would you like to book a mini bus?  
B.

A. Which airport and what day?  
B.

A. Okay, and what time do you need picking up?  
B.

A. Um, it takes two and a half hours to get there, I think you need to leave earlier.  
B.

A. Yes, that's better. How many people will be travelling?  
B.

A. And how much luggage will there be?  
B.

A. Fine, so a 12-seater should be enough.  
B.

A. Yes, tea and coffee can be available for an extra charge.  
B.

A. That's fine, I'll organise that. Is there anything else?  
B.

A. Ok, thanks for your call. Goodbye.  
B.

**Part 5 Reading and Writing (20 marks)**

*Your company is interested in advertising on the radio. Your manager has asked you to research the most effective way of producing a radio advertisement. Read the following article and then write a summary of the main details in the form of a memo of no more than 100 words.*

Make sure you have one simple message per script. It's very tempting to cram in a variety of items, prices and product details, but that can be confusing to listen to. The same goes for contact details. Having a website, address, phone number and email address is too much for the listener to take in, so keep the call to action simple as well.

Radio is a very personal medium; people listen to it when they get up first thing in the morning. The last thing they want is someone yelling at them about the price of office equipment. You need to engage with the listener. Research shows that listeners pay more attention to commercials that talk to them as a friend, rather than shout at them like a street vendor.

The rise of reality TV has made us used to hearing real people speaking on the airwaves. So a radio commercial with unrealistic, clunky, dialogue will stand out like a sore thumb. Don't worry if the words aren't grammatically correct on the page, it's how they sound when said out loud that's important.

Clients often ask "Without pictures, how will people know what's going on?" But no one listens to a radio story and says, "I don't understand what's happening". Radio is very effective at presenting images. If you set your commercial somewhere like a pub, with realistic sound effects and great acting it will sound visual and stand out on air.

'Peep Show' and 'The Office' can be watched again and again because they're funny situations. Whereas a bad joke is just a bad joke. And if you hear that same bad joke in a commercial 10 times in one weekend, you'll want to throw the radio out of the window. So go for amusing situations not punch lines or puns, they'll leave the listener amused, rather than groaning at an awful gag.

If a celebrity is highly relevant to your product or script, consider using them to voice your commercial. However, research shows that celebrities voices aren't always as recognisable as we think. They can also be very expensive. You may also find that using the 'star of the moment' means they are not only in your ad, but also the three that follow it. In the end it's more important to cast the right voice for the script, who may or may not be a celebrity. Of course, being a small business advertising locally, using a celebrity might be a huge cost for little effect!

Repetition is the most annoying thing about radio commercials, but the fact that people hear radio ads again and again is one of the things that makes them so effective. It's a fine line. Refresh your message as often as possible to keep the listener entertained and engaged. Make as many commercials as you can afford and rotate them often.

Let's be honest, no one listens to the radio for the ads. They listen for things that interest and entertain them and sometimes that can be a radio commercial. Listen to your commercial as a listener, not as a business owner or brand manager. You need to connect with the listener using humour, information or in some emotional way that isn't just marketing speak.

**MEMO**

To:

From:

Date:

Subject:

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 3

### ANGLIA ADVANCED BUSINESS ENGLISH

## PAPER B 07

### LISTENING SCRIPT

#### Part One

Your manager, David Roff is thinking of visiting India as part of a marketing trip. He has asked you to find out whether he needs a visa or not and what he has to do to get one. Listen to the following information and then send him a memo with the key details.

All foreign nationals, including children, require a visa to enter India. Please do not finalise your travel arrangements to India before ascertaining the [visa requirements](#).

Indian visas can be obtained in the UK from the High Commission of India, London. Persons wishing to apply at the Consulate should obtain the visa application form and other relevant details directly from them. They are situated at:

High Commission of India  
India House  
Aldwych  
London WC2B 4NA

Queue numbers are issued to visa applicants between 8.30 a.m. and 12.00 noon Mondays to Fridays, except holidays.

Business Visas are normally granted for three or six months. However, multiple-entry Business Visas for up to two years validity may be granted to technicians/experts going to India in pursuance of bilateral agreements or joint venture projects having government approval.

Requirements for a visa are:

Original passport valid for at least six months;  
Correct visa fee  
Two recent passport-size photographs  
Supporting documents, where necessary  
Duly completed application form

That is the end of the listening test.

## Business Level 3 (Advanced) – 2007 Paper B

### Key and mark scheme

#### Part One (20 marks)

2 – Half mark each field

**To:** name  
**From:** name  
**Date:** candidate chooses a date  
**Subject:** any relevant word or words e.g. visas for India

Memo to include 5 out of these six points:

- needs a business visa
- get it from the High Commission / address
- open Mondays to Fridays – queue numbers are given between 8.30 – 12.00 noon
- valid 3 or 6 months
- need: - valid passport with 6 months on it
  - visa fee
  - 2 photos
  - documents
  - application form completed (get the application form from them)

- 2 marks per point maximum 10

6 marks - Accuracy and fluency

2 marks - Appropriate style for purpose

#### EXAMPLE ANSWER

MEMO	
<b>To:</b>	<i>David Roff</i>
<b>From:</b>	<i>Heiko Smit</i>
<b>Date:</b>	<i>21-06-2007</i>
<b>Subject:</b>	<i>Marketing Trip</i>
<p><i>Hi David</i></p> <p><i>Enclosed please find some information about your marketing trip. You will need a visa to enter India. To get a visa there are several requirements:</i></p> <ul style="list-style-type: none"> <li>• <i>You will need a passport valid for at least six months</i></li> <li>• <i>A previous photograph</i></li> <li>• <i>A completed application form</i></li> </ul> <p><i>You can get a visa at London and several other places like the United Kingdom House.</i></p> <p><i>If you need any more information please do not hesitate to contact me.</i></p> <p><i>Best regards</i></p> <p><i>Heiko Smit</i></p>	
<p><b>THIS ANSWER ACHIEVED A SCORE OF 8 OUT OF 20</b></p>	

**Part Two (20 marks)**

email to include:

To: Fiona Green

Subject: obtaining a Fair Trade Licence

Answers to questions:

- 4 marks - Yes. There is a licence fee – it's 1.8% of net sales value + VAT
- 4 marks - Yes. You can use the Fair Trade mark on promotional materials
- 4 marks - No. You can't use the Fair Trade mark unless all components of a product have been sourced from Fair Trade suppliers.
- 4 marks - Yes. There's an annual inspection to make sure you stick to the principles etc

**4 marks for language (style and accuracy) appropriate for purpose** - NB this is not such a formal email as it's between two colleagues familiar with each other.

**EXAMPLE ANSWER**

To:	<i>Brian Northam</i>
Subject:	<i>Invoice BN1408</i>

*Dear Mr Northam*

*Enclosed please find the answers of your questions:*

- 1. You are right about the £10,000 including VAT. I will contact my accountant about it.*
- 2. The £500, you did not overpay but that were wait costs. We waited half a day at the shipyards for your goods.*
- 3. We will send you a new invoice with the right date.*

*If you have any further questions please contact me.*

*Best regards*

*Michael Dexter*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part Three (20 marks)**

Letter to include:

**Style and accuracy 5 marks**

This should be a more formal email closer to the style of a business letter as it is responding to a formal complaint

**5 marks** - Response to each point –

**e.g.** I'm afraid you are mistaken about the VAT. The original estimate quite clearly states that the

sum of £10,000 is not inclusive of VAT

The £500 you overpaid us last time was repaid to you via a company cheque on 10 4 07

We apologise for the incorrect dating on the invoice and have issued another one for your records.

**EXAMPLE ANSWER**

To: *Brian Northam*

Subject: *Invoice BN1408*

*Dear Mr Northam*

*Enclosed please find the answers of your questions:*

- 4. You are right about the £10,000 including VAT. I will contact my accountant about it.*
- 5. The £500, you did not overpay but that were wait costs. We waited half a day at the shipyards for your goods.*
- 6. We will send you a new invoice with the right date.*

*If you have any further questions please contact me.*

*Best regards*

*Michael Dexter*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part 4 (20 marks)**

2 marks for each appropriate response

Variation from these answers is possible

**Example:**

A: Hello. This is Karen James from the graphics studio.

B: **Hello. How can I help you?**

A: Well, I'm afraid I can't make the staff photo session on Friday. Could we postpone it?

B: **Sure. When were you thinking of?**

A: I'm free all next week. When's best for you?

B: **How about Wednesday?**

A: That would be great for me. What time do you suggest?

B: **9 o'clock?**

A: Can we make it a bit later?

B: **OK – 11.00?**

A: Sure. That's fine. Will there be anywhere for me to park?

B: **Yes. I'll reserve a place for you in car park B.**

A: And can I just confirm how many of your staff will be involved?

B: **About 29.**

A: Right. That's what I thought. And one more thing – will we be using the same room as before?

B: **No – I'll have to find you another one.**

A: That's fine. I hope I haven't caused too much inconvenience by changing the arrangements.

B: **No. Not at all.**

A: OK. Thanks very much for all your help.

B: **Don't mention it. Goodbye. See you Wednesday.**



**Part Five (20 marks)****See marking criteria**

Key points of the summary come under the headings:

**Advantages:**

- measurement
- targeting
- personalisation
- optimisation
- accumulation

**Disadvantages:**

- cost
- waste
- alienation

The final mark for the summary should take into account both content and accuracy of language and organisation of the information.

**EXAMPLE ANSWER**

MEMO	
To:	<i>Kees Smiters</i>
From:	<i>Heiko Smit</i>
Date:	<i>21<sup>st</sup> June 2007</i>
Subject:	<i>Direct Marketing</i>
<i>Dear Kees</i>	
<i>I did some research for direct marketing. Direct marketing means that you will send your service or commodity directly to the customer. Mail and E-mail are the most used medium of direct marketing.</i>	
<i>Advantages:</i>	
<ul style="list-style-type: none"> <li>• <i>Targeting – a list with customers directly involved in the kind of business.</i></li> <li>• <i>Personalization – direct mail to the customers personally</i></li> <li>• <i>Optimization – direct accountability, direct mail, best offer, best timing</i></li> <li>• <i>Accumulation – responses could be added to a database</i></li> </ul>	
<i>Disadvantages:</i>	
<i>When you send thousands of letters you waste a lot of money and time. A lot of paper will be thrown away. Some people feel attacked and will boycott the companies.</i>	
<i>Regards</i>	
<i>Heiko Smit</i>	
<b>THIS ANSWER ACHIEVED A SCORE OF 18 OUT OF 20</b>	

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 3

### ANGLIA ADVANCED BUSINESS ENGLISH

## PAPER A 08

### LISTENING SCRIPT

#### Part One

Your manager, Claire Kirby, is going to make a series of bank transfers. She wants to know what details she will need, who to contact and how much it will cost and she wants to keep these details on file so that she won't have to keep finding out the same information each time she needs it. You phone the bank to find out the details.

Listen to the information and send your manager a memo with the key details.

#### **Telephone: recorded information**

**Man:** thank you for contacting Phoenix Bank.

To use our automated service, press one. For all banking enquiries except personal loans and overdrafts press 2. Please select from the following services. For balances press 1. For transfer services to a bank in the UK press 2. For all other transfer services including international transfer, press 3.

To make an international transfer you need to have your password, pin number and account number available. You will only be asked to give the operator 4 letters from your password and 2 digits from your pin number. You must never tell anyone your full details as this could lead to fraud.

You will be charged a fee for international bank transfers. The fees are £17.50 for countries inside the European Union, £21 for European countries with transfer banking arrangements with Phoenix bank, and £25.25 for all other countries. The transfer will take place within 10 working days. Higher fees apply to urgent transfers of 3 days or fewer. Same day transfers carry an additional flat rate fee of £30.

To arrange a transfer you can visit a branch of the bank, the opening hours are 9.30am – 5.30pm Mondays to Fridays and on Saturday mornings from 9.30 – 12.30. You can also visit us on line at our website [www.phoenix.com](http://www.phoenix.com) or telephone our call centre between 8am and 6pm Mondays to Fridays on 01705 369925.

If you would like to hear about another service please press 1. Thank you for your call.

That is the end of this part of the test.

## Advanced Business Level 3 – Paper A 08

### Key and mark scheme

#### Part 1 (20 marks)

<b>To:</b>	Claire Kirby	
<b>From:</b>	candidate chooses a name / candidates own name	
<b>Date:</b>	candidate chooses a date	
<b>Subject:</b>	any relevant word or words e.g. 'International Bank Transfer'	<b>Total 2</b>

#### Memo to include:

- information needed – password, pin number and account number 1
- price inside European Union £17.50 1
- price for other European countries if they have transfer banking arrangements with Pheonix bank £21
- £25.25 for all other countries 1
- takes 10 working days 1
- can pay more to get it transferred more quickly 1
- opening hours of branch, Mon –Fri 9.30 – 5.30, Sat am 9.30 – 12.30 2
- visit on line www.phoenix.com 1
- phone call centre 8 – 6 Mon - Fri 01705 369925 2
- Accuracy and fluency 5
- Appropriate style for purpose 3

**EXAMPLE ANSWER****MEMO**

To: Claire Kirby  
From: Santiago Cordon  
Date: 18<sup>th</sup> June 2008  
Subject: Bank Transfer Details

Dear Claire,

Here is the information you requested about international transfers. I contacted Finex Bank to have all the details you might need to do international transfers. Firstly, you will need a password (composed of four letters), a PIN number (with seven digits) and an account number available.

Please make sure anyone knows of any of the details above.

The international fee transfers are:

- £17.50 for European countries inside the EU
- £21 for European countries outside the EU
- £25 for other countries

Note that same day transfers have an additional fee and the transfer will be available in ten working days.

In case you need to go to the office you must know that the opening hours are:

- Monday to Friday from 9.30am to 17.00pm
- Saturday mornings from 9.30am to 12.30pm

You can find more information at the website [www.finex.com](http://www.finex.com) or contact the call centre: 01705369925

Please let me know if you need any more information.

I hope this is useful.

Regards

Santiago Cordon

**THIS ANSWER ACHIEVED A SCORE OF 15 OUT OF 20**

**Part 2 (20 marks)**

email to include:

To: Elliot Weeks

½

Subject: Self storage

½

- 24 hour CCTV, building alarms, computerised gated access and individually alarmed storage rooms 2
- An opinion about whether they're good or not 2
- Storage customers have their photo taken, provide proof of identity and an address 2
- 3 square metres to 150 square metres 1
- No deposit and you pay four weekly by visa , mastercard and direct debit 1
- Immediate availability and you can store stock, stationery, files and furniture 2

**+5 for accuracy and fluency****+4 for style appropriate for purpose****EXAMPLE ANSWER**

To: Elliot Weeks

Subject: Re: Self storage units

Hello Elliot

Thanks for your email. Here are the answers to your questions:

- Bug yellow provides- 24 hours CCTV security
  - Sophisticated building alarm system
  - Computerised gated access
  - Individually alarmed storage rooms
- All new storage customers have their photographs taken by us as proof of their identity.
- Size of storage room - typically range from 3m<sup>2</sup> – 150m<sup>2</sup> or more
  - larger rooms: 150m<sup>2</sup> – 1500m<sup>2</sup>
- Payment - weekly billing without deposit
  - flexible payment with VISA or MASTERCARD
  - discount for pre-payment - 24 weeks+ 5%
    - 52 weeks+ 10%
- You can hire space immediately for as little as 7 days or for as long as you require.
- Our storage facilities come highly recommended. Business storage couldn't be easier.

I hope this is helpful. Please let me know if you have any questions.

Regards

Andy White

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part 3 (20 marks)**

email to include:

TO:	Kathy Bellon	1/2
FROM:	Mr Lane	1/2

- Apologise for the faults and offer a reason why 3
- Reassure that the guarantee will be valid 3
- Offer to take responsibility if they are sued 3
- Offer an urgent appointment to visit 3

+ 4 for accuracy

+ 3 for appropriacy

**EXAMPLE ANSWER**

To: Mrs Kathy Bellon – Superbuys Ltd

From: Mrs Lane

Hello Kathy

Thanks for your email regarding the electrical faults. I'm sorry to hear of the faults in our products. Please note that we will be taking the following actions:

- Our inspectors will arrive tomorrow morning to assess the damage and they will offer some solutions.
- In the meantime our electricians will be informed when and what is to be rectified.
- Of course we will accept all responsibility of anything should happen to your customers.

Sorry for your inconvenience. Please let me know if you have any more questions.

Regards

Mrs Lane

**THIS ANSWER ACHIEVED A SCORE OF 18 OUT OF 20**

**Part 4 (20 marks)**

2 marks for each appropriate response

**\*variation from these answers is possible; the dialogue must be read as a whole\***

**Example:**

A: Hello, 'In House', how can I help you?

B: *Hello, I'd like to book a training session.*

A: What type of training session are you interested in?

B: *We're interested in sales management/ sales.*

A: Ok, how many sales people will be attending?

B: *There will be ..... People.*

A: Fine, do they all have sales experience?

B: *No, they have different abilities.*

A: Would you prefer to split them into two groups then?

B: *Yes, that might be a good idea.*

A: Would you mind organising that then?

B: *Yes, that's fine. / No could you do that, please?*

A: Ok, how about a junior and senior group, one in the morning and one in the afternoon.

B: *No, I'm sorry, they are only available in the morning.*

A: No problem, what time do we need to start and finish in the morning?

B: *We normally start at 8 and finish at 1 o'clock*

A: That's fine. Is there any particular topic you would like us to deliver?

B: *What topics are there?*

A: Well, the most popular are international etiquette, direct sales, negotiating and closing a sale.

B: *I think negotiating would be good.*

A: Ok, I'll speak to our trainers and they will be in touch to arrange a suitable date. Thanks for your call. Goodbye.

B: *Thank you, goodbye.*

**Part 5 (20 marks)**

Memo should include some of the ways of improving induction – give each one mentioned 2 points *capped at 14* e.g.:

- Should be given at the beginning of employment.
- Should last for several weeks.
- Start at interview.
- Give a tour to go over relevant points.
- Give details of size, history and how company operate.
- Tell them about procedures.
- Give them a job description, listing tasks, responsibilities and accountability.
- Tell them where they can obtain any necessary equipment.
- Give them an induction manual.
- Involve them in personal activities from the start to help them feel accepted.

Structure of memo – clear progression of points      2  
    accuracy and fluency      2  
    style appropriate to the test      2

**EXAMPLE ANSWER**

MEMO	
To:	Line Manager
From:	Santiago Cordon
Date:	18 <sup>th</sup> June 2008
Subject:	Useful steps to improve induction of new employees
<p>This is the information you requested about new policies that can be taken to improve the induction process of new employees in the company.</p> <ul style="list-style-type: none"> <li>- Induction must be given at the start of employment (if possible start it at the interview).</li> <li>- Use induction process as a method of integrating the employees.</li> <li>- Duration: several weeks or months.</li> <li>- Introduce them to relevant information about the company (numbers of employees, history etc).</li> </ul> <p>I hope this is useful.</p> <p>Regards</p> <p>Santiago Cordon</p> <p style="text-align: center; font-weight: bold; margin-top: 20px;">THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20</p>	



## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 3

### ANGLIA ADVANCED BUSINESS ENGLISH

## PAPER B 08

### LISTENING SCRIPT

#### Part 1

The manager of your catering business, Sheila Greene, is interested in subscribing to and advertising in the magazine Good Food. She wants as much information as possible to decide whether it will be worthwhile.

You phone Good Food magazine to find out what you can.

Listen to the information and send your manager a memo with the key details.

You will hear the information twice.

Thank you for phoning Good Food magazine. You are through to our automated service. Our office hours are 8.30 to 4.30 Monday to Friday.

Good Food magazine comes out bi-monthly packed full of information on sourcing the best products for your home kitchen or your catering business, the latest products on the market, the best recipes from around the world for both home and business, the annual food retail and restaurant awards and much, much more.

Advertising in the magazine costs from £750 for a 6 by 6 centimetre box to £2850 for a quarter page full colour advertisement, ideal for promoting your product or business. As a subscriber you would be eligible for a 12% discount.

The cost of a subscription is £75 for 12 months and £45 for 6 months.

We also have an online ad service. The current digital format supported by Good Food Magazine is PDF. We strongly encourage users to pre-flight PDF files prior to submission.

If you would like to subscribe or would like any further details on our ad services, including our online ad services, please call Susan Barker on 01442 879097 or visit our website [www.GoodFood.com](http://www.GoodFood.com).

Thank you for your call.

That is the end of this part of the test

## Advanced Business Level 3 – Paper A 08

### Key and mark scheme

#### Part 1 (20 marks)

<b>To:</b>	Sheila Greene	½
<b>From:</b>	candidate chooses a name / candidates own name	½
<b>Date:</b>	candidate chooses a date	½
<b>Subject:</b>	any relevant word or words e.g. 'Good Food magazine'	½

#### Memo to include:

- information needed – marketing magazine comes out bi-monthly	1
- full of information about sourcing products, recipes, awards etc	1
- prices range from £750 for 6 x 6 cm box	1
- to £2850 for ¼ page colour advert	1
- subscribers eligible for 12% discount	1
- cost of subscription £75 for 12 months and £45 for 6 months	1
- online ads available in PDF	2
- Visit online <a href="http://www.GoodFood.com">www.GoodFood.com</a>	1
- phone 01442 879097 [Susan Barker]	1
- Accuracy and fluency	5
- Appropriate style for purpose	3

MEMO	
To:	Sheila Green
From:	Andrea Constantino
Date:	04-12-2008
Subject:	Advertising – Good Food Magazine
Hi Sheila,	
Here is the information you asked me about Good Food Magazine:	
<ul style="list-style-type: none"> <li>- Open 8.30am – 4.30pm from Monday to Friday</li> <li>- The magazine comes out monthly</li> <li>- You can find great products, the best recipes, restaurant reviews and awards and much more.</li> <li>- In order to advertise in the magazine you have to pay:               <ul style="list-style-type: none"> <li>£750 (6cm by 6cm box)</li> <li>£2875 (large box)</li> </ul> </li> <li>- Companies advertising in it are eligible for a 20% discount</li> <li>- Prices for subscribing to Good Food will vary according to the length of subscription.               <ul style="list-style-type: none"> <li>£75 (12 months)</li> <li>£45 (6 months)</li> </ul> </li> <li>-</li> </ul>	
In order to subscribe, please call Susan Barker (01442879097) or visit the website ( <a href="http://www.goodfood.com">www.goodfood.com</a> ).	
If you need any further information, please do not hesitate to contact me.	
Regards	
Andrea	
<b>THIS ANSWER ACHIEVED A SCORE OF 14 OUT OF 20</b>	

**Part 2 (20 marks)**

email to include:

To:	Xavier Lavenchy	½
Subject:	Credit Insurance	½
•	Credit insurance helps out when a customer pays late or goes insolvent. The policy acts as a safety net protecting a company from suffering financial loss when customers fail to pay.	2
•	The cost is between 0.3 – 0.7% of annual turnover or turnover of your top customer	2
•	You should be paid within 30 days of confirmed insolvency, but it could be up to 4 – 9 months after invoicing.	2
•	The policy works by individual credit limits attributed to each customer, with a pre-set credit limit.	1

+6 for accuracy and fluency

+6 for style appropriate for purpose

To:	Xavier Lavenchy
Subject:	Re: Credit Insurance
<p>Dear Xavier</p> <p>Here is the information you asked me for about credit insurance:</p> <ol style="list-style-type: none"> <li>1. Credit insurance is a safety net that protects you from financial loss because of your customer's non-payment.</li> <li>2. Credit insurance premiums will cost between 0.3 – 0.7% of annual turnover or the sum of your top customer if you decide to ensure only them.</li> <li>3. You will be paid by the insurer about thirty days after insolvency has been confirmed by the insolvency practitioner (this could be up to 4 – 5 months after invoicing).</li> <li>4. It is designed to cover a supplier of goods or a service from bad debt after an act of insolvency; so the company will have a turnover in excess of £250,000 to cover all of your customers or only your top one's.</li> </ol> <p>I hope this answer meets your request. If you need more information please do not hesitate to contact me.</p> <p>Best regards</p> <p>Andrea Constantino</p> <p><b>THIS ANSWER ACHIEVED A SCORE OF 16 OUT OF 20</b></p>	

**Part 3 (20 marks)**

Email to include:

TO: Robert Hughes ½  
 FROM: Herr Gerlach ½

- Whether an account credit facility is available 2
- Terms of the account and payment times 3
- The amount of credit available 3
- Whether references are required 2
- Benefits of having an account with them eg.  
 Fast delivery, priority service, extra discounts 3

+ 3 for accuracy

+ 3 for style appropriate for purpose

**EXAMPLE ANSWER**

To: Robert Hughes

From: Herr Gerlach

Dear Robert Hughes

I am really pleased you would like to place a substantial order with us.

You would be allowed a 45 day credit scheme and you could expect to receive £13,000 from our company as you would spend £12,500 on our products. Furthermore, we would require you to supply references.

If you opened an account with us you would be eligible for a 40% discount on our products.

If you need any more information I will be glad to help you as soon as I can.

Best regards

Andrea Constantino

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part 4 (20 marks)**

2 marks for each appropriate response. Variation from these answers is possible

**Example:**

A: Hello, Mini Travel.

B: **Hello, it's Joe from Headlines.**

A: Hi Joe, would you like to book a mini bus?

B: *Yes, for the airport, please*

A: Which airport and what date?

B: *suitable airport (e.g. Heathrow) on ..... suitable date e.g. Friday 25<sup>th</sup> September*

A: Okay, and what time do you need picking up?

B: *Suitable time e.g. 9.30 am*

A: Um, it takes two and a half hours to get there, I think you need to leave earlier.

B: *okay, how about ..... suitable earlier time e.g. 8.30*

A: Yes, that's better. How many people will be travelling?

B: *there will be..... number of people*

A: And how much luggage will there be?

B: *not too much/ light luggage*

A: Fine, so a 12 seater should be enough.

B: *Yes, that's fine. Is there tea and coffee supplied?/ will there be tea and coffee?*

A: Yes, tea and coffee can be available for an extra charge.

B: *Okay, could we have some, please.*

A: That's fine, I'll organise that. Is there anything else?

B: *No, that's everything.*

A: Ok, thanks for your call. Goodbye.

B: *Thank you, goodbye.*

Part 5 Reading and writing (20 marks)

Memo to include:

The most effective way of producing a radio advertisement:

- Make sure there is one simple message 1
- Talk as a friend, don't shout 1
- Make it realistic 1
- Use realistic sounds and good actors to make it sound visual 2
- Use amusing situations not bad jokes 2
- Use someone with the right voice, a celebrity may not be the best option, they maybe in lots of other adverts, unrecognisable and costly 2
- Refresh your message as much as possible, make as many as possible and rotate them 2
- Don't just market. Connect with the listener. 2

Structure of memo - clear progression of points 2  
 accuracy and fluency 3  
 style appropriate to the test 2

**EXAMPLE ANSWER**

MEMO	
To:	Eduardo Leggis
From:	Andrea Constantino
Date:	18 <sup>th</sup> June 2008
Subject:	Producing a radio advertisement
Hello Eduardo	
Here's the information you asked me about how to produce an effective radio advertisement:	
<ul style="list-style-type: none"> <li>- You need to ensure you have one simple message per script.</li> <li>- Listeners pay more attention to commercials that talk to them as a friend</li> <li>- Make sure you don't use unrealistic dialogue in your radio commercial</li> <li>- You may want to set your commercial in a realistic place and for amusing situations.</li> <li>- It's important to cast the right voice (not always a celebrity).</li> <li>- It would be a great idea to refresh your message as often as possible.</li> </ul>	
If you need any further information please do not hesitate to contact me.	
Regards	
Andrea	
<b>THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20</b>	

# Anglia Language Examinations Advanced Business English

## Speaking Test 2009

## Candidate's Instructions

### Procedure

The Anglia Advanced Business Speaking Test consists of three parts and should take approximately 18 minutes to complete. The test is conducted by the examiner. The examination is recorded onto a computer, cassette tape or CD. The MP3 file, tape or CD is sent to Chichester College for moderation.

After the examination, you must not return to the area where candidates yet to take the test are still waiting.

### **Part one: up to 2 minutes**

Introduce yourself to the examiner (give your name and number.)  
You will be asked questions like the following:

- Why are you taking this exam?
- Give a short description of your working day.
- What would you like to achieve in the next ten years?

### **Part two: up to 7 minutes**

This is your presentation of the business-related topic you have chosen and prepared beforehand. You may use charts and other presentation materials. You may use prompt cards, but you should not have learnt the entire presentation by heart. After a maximum of five minutes, the examiner will discuss some aspects of the presentation with you.

### **Part three: up to 9 minutes**

You are going to have a discussion with the examiner about three of the topics from the list below. The examiner will discuss each of the topics for three minutes, and then he or she will switch to another topic. The same will happen after six minutes. However, if the examiner feels you are doing particularly well on a topic, he or she may decide to allow you to continue for three more minutes.

- Can anyone become a successful businessperson or do you have to be a particular type of person?
- In hard times, should the employees of a company be prepared to take pay cuts or give up their bonuses, or should contracts always be honoured?

- Can you think of any ways in which businesses can be 'green' and help to combat climate change?
- How should a manager deal with an employee who was previously very good but now arrives late at work and does not appear to be happy or motivated?
- What works best in a company: a strict line management system or a democracy of equals?
- If a company has to make employees redundant, how should it go about choosing which ones?
- What are the advantages and disadvantages of allowing employees to work at home rather than in the office?
- What are the most important challenges facing businesses in your country today?

## OVERVIEW OF TASKS

<b>Position</b> <b>Level BOL</b>	middle management level BOL4 / second year
<b>Introduction</b> <b>(Warming-up)</b>	<ul style="list-style-type: none"> <li>• name and number</li> <li>• why take this exam?</li> <li>• how long have you studied English?</li> <li>• where do you work?</li> <li>• what are your plans for the next 10 years?</li> </ul>
<b>Presentation</b>	<p>prepared presentation: choose your own topic</p> <p>5 mins presentation + 2 mins of question-and-answer session</p> <p>PowerPoint optional</p>
<b>Debate /</b> <b>Discussion</b>	<p>discussion of 3 topics (prepared) from long list 9 mins</p> <p>if you do well, you may continue on topic, otherwise interlocutor goes on to next topic maximum duration: 6 mins per topic</p>



## NOTICE OF TOPICS FOR PREPARATION

### 2007

- prepare a 5 min presentation on a topic of your choice. You may use power point.
- discussion topic list:
  - Does the education system prepare students well for business life?
  - What could businesses do to help prevent global warming?
  - Do businesses have a responsibility for the health and welfare of their employees?
  - What personal qualities make a good manager?
  - When people say, "He/She is a brilliant businessman/businesswoman", what do you think they mean?
  - More and more people work from home now, rather than going into the office. What are the advantages and disadvantages of this, both from the employees and the employer's point of view?
  - Some businesses have a very high turnover of employees. Why might this be? On the whole, is it a good thing or a bad thing?
  - What would you do if you saw someone in your company, or your company itself as a whole, doing something dishonest, immoral or illegal?

### 2008

- prepare a 5 min presentation on a topic of your choice. You may use power point.
- discussion topic list:
  - Is it the responsibility of business and industry to train the new generation for work or is it the responsibility of the education system?
  - If a business is struggling in a difficult economic climate, what are the best ways for it to cut costs?
  - What can business do, if anything, to contribute to helping the world's problems, such as hunger, homelessness and climate change?
  - Could anyone be a manager, or only a certain kind of person?
  - What does a business need to make it succeed? Why do businesses sometimes fail?
  - Is there such a thing yet as a 'paperless office'? Do businesses rely on technology too much or perhaps not enough?
  - Should a line management system always be respected or should employees feel able to go over the heads of their superiors?
  - Is it possible to always be completely honest in business?

## 2009

- prepare a 5 min presentation on a topic of your choice. You may use power point.
- discussion topic list:
  - Can anyone become a successful businessperson or do you have to be a particular type of person?
  - In hard times, should the employees of a company be prepared to take pay cuts or give up their bonuses, or should contracts always be honoured?
  - Can you think of any ways in which businesses can be 'green' and help to combat climate change?
  - How should a manager deal with an employee who was previously very good, but now arrives late at work and does not appear to be happy or motivated?
  - What works best in a company: a strict line management system or a democracy of equals?
  - A company has to make some of its employees redundant; how should it choose which ones?
  - What are the advantages and disadvantages of allowing employees to work at home rather than in the office?
  - What are the most important challenges facing businesses in your country today?

## MARKING CRITERIA ANGLIA SPEAKING TEST 2009

## ADVANCED BUSINESS ENGLISH (LEVEL 3)

	COMMUNICATION	CONTENT	PRONUNCIATION	VOCABULARY	GRAMMAR
<b>D</b>	Candidate is fluent. Sentences are well formulated. Reactions and answers are appropriate in length and to the point. Very little hesitation.	Fully covers the subject.	Good, clear pronunciation and stress / intonation. The examiner has no difficulty understanding the candidate.	Uses good variety of appropriate words and idioms.	Few minor mistakes. Good use of tenses and sentence structure.
<b>M</b>	Candidate is relatively fluent without much hesitation. Candidate keeps the conversation going. Answers and reactions are to the point.	Covers the subject adequately.	Good pronunciation and stress / intonation. Mother tongue may be obvious, but does not interfere with the examiner's ability to understand the candidate.	Reasonable variety of words and idioms with some observable effort. There may be occasional errors.	Incidental mistakes in proper use of tenses and sentence structure.
<b>P</b>	Candidate often hesitates, but can keep conversation going with prompts.	Tends to wander from the subject matter. Needs prompting in order to keep to the subject.	Sufficient pronunciation to be understood most of the time. Some mistakes in stress and intonation. Some words are clearly mispronounced. The examiner may have to check his understanding of what the candidate has said from time to time.	Limited variety of words and idioms. Some mistakes in use and / or inappropriate use or choice of words.	Obvious mistakes in the use of tenses and sentence structure. Understandable, although occasionally difficult to follow.
<b>R</b>	Candidate is not fluent at all. Answers are often monosyllabic and often incoherent. Difficult to follow.	Needs a great deal of prompting. Cannot cover the subject matter at all.	Unsatisfactory pronunciation. Very strong mother tongue interference. Many words so unclear as to interfere with the examiner's ability to understand the candidate.	Very limited variety of words and idioms. Many instances of inappropriate use. Confusing.	Knowledge of grammar and sentence structure is clearly inadequate for the tasks. Candidate is frequently difficult to follow.

*Performance indicators*

In a typical business environment, the candidate is able to:

- deal with the exchanges of a business environment, both in a functional and a social sense, such as business and a career overview;
- articulate his / her view/s on general business-related issues;
- give presentations typical of business meetings.



Level 4

*Proficiency in Business  
English*

## *Exam Content of Level Four: Anglia Proficiency in Business English*

### **Part One**

In this section the candidates hear spoken information, for example a sales presentation, containing numbers, figures and/or statistics. They hear the information twice. On the question paper they are given a graph or table onto which they must plot the information they hear. This task tests their ability to understand the raw material in spoken form and convert it into an acceptable graphic representation.

### **Part Two**

This second listening section of the paper takes a different form. In this section, the candidates hear a speaker giving a talk or presentation at, for example, a meeting or conference. The candidates have the text of the talk in front of them, with some information missing. As the first part of their task, the candidates must complete the missing information in the text. As the second part of their task, the candidates must provide a short summary, about 50 words, as part of the talk, typically the end, or concluding remarks. This section thus tests both detailed understanding and broad understanding of the spoken input.

### **Part Three**

In this section, the candidates are given written information on a business topic. Any business topic may be used, from taxation to marketing, from health and safety issues to the latest management theory, from product specifications to problems of late payment. The candidates must provide a report based on the texts given, of about 200 words. The rubric of this section indicates who the target readers are, and therefore how the candidates should structure their report.

### **Part Four**

This section, which complements section three, also requires the candidates to write a written report of up to 200 words, but this time based on given sets of facts and figures. The rubric of this section indicates to the candidates the way in which their reports must be structured, for example to support a particular argument or make a particular case. These two sections together give the candidate the opportunity to show that they are in control of the language of business and can manipulate it for specific purposes.

### **Part Five**

This section tests the candidates' reading skills. The candidates read an introductory text and then a number of related articles to which they must then match suitable titles. This involves applying global reading skills to the texts. The texts may be on any business-related topic, for example newspaper articles on the funding of different projects or texts from a brochure describing different travel services.

### **Part Six**

In this final section of the top level examination, candidates are asked to complete a gap-fill test on a business-related topic. There are six gaps in a given text which the candidates must fill. The gap-fill is open, rather than multiple choice. This tests the candidates' understanding of the overall meaning of the text, and their understanding of its discourse and grammatical structure, together with their ability to find the correct vocabulary for the specific gaps.



# Proficiency in Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2007 (Level 4)

#### Instructions

- Time allowed – Two and a half hours including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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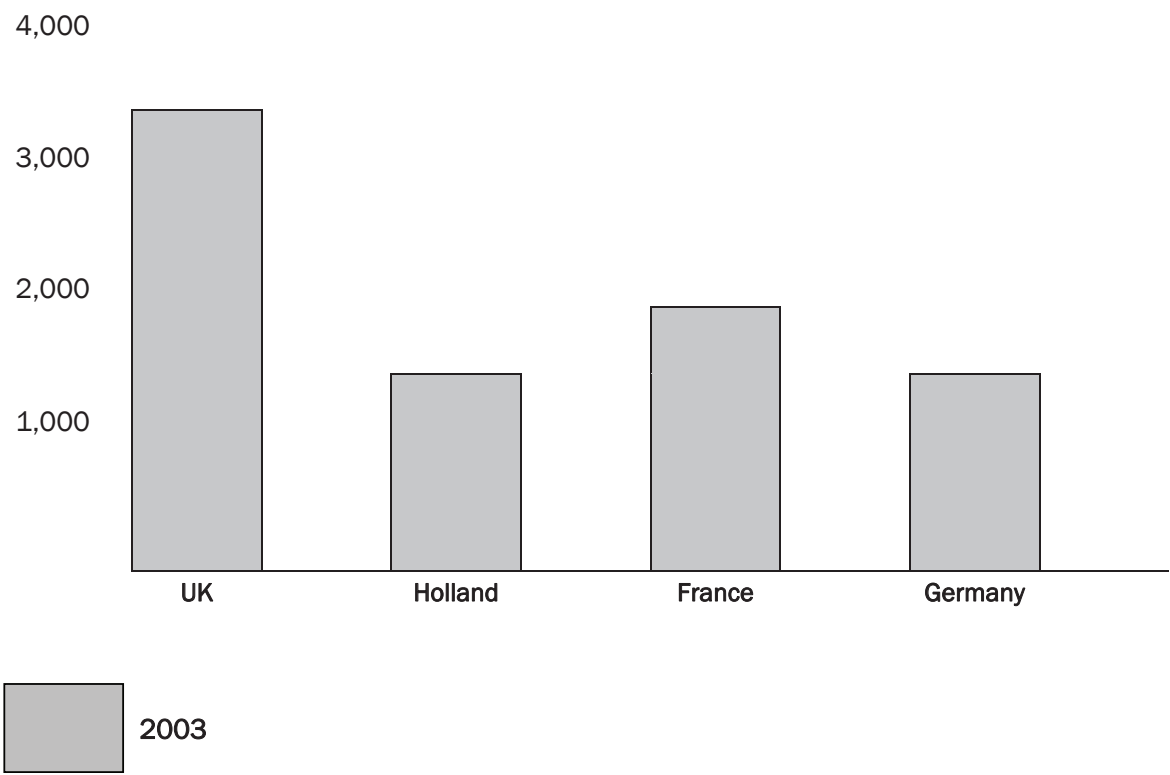
For Examiner's Use Only					
Part 1	Part 2	Part 3	Part 4	Part 5	Part 6

Part 1 (15 marks)

Listen, draw the graph and complete the information below. You will hear the information twice.

Title: \_\_\_\_\_

Bicycles



Country	Projected Sales 2006
UK	
Holland	
Germany	
France	



**Part 2 (25 marks)****Part A (15 marks)**

*You are looking for a venue for a conference that you are organising in London. You listen to an advertisement for a conference venue on the radio.*

*Listen to the information given and complete the text below.*

*You will hear the information twice.*

With the sun becoming warmer every day, we at City Park Conference Centre are looking forward to this year's spring and summer events. As existing customers

1) \_\_\_\_\_ know, this time of year is the perfect time to take advantage of our stunning setting, surrounded by City Park's beautifully-kept flower borders and lawns. Our grounds are picturesque and tranquil and lend themselves perfectly to all sorts of 2) \_\_\_\_\_, from receptions with marquees, to barbeques and fundays. Our dedicated on-site 3) \_\_\_\_\_ offer a variety of menus to suit any type of event.

As well as the 4) \_\_\_\_\_ of our updated website, 2005 has seen the completion of our second lecture theatre, The Grand Theatre. This 150-seater, tiered facility has been fitted out with state-of-the art 5) \_\_\_\_\_, air conditioning and a new lighting system. This facility is ideal for smaller conferences and lectures, where The Lecture Hall, our 6) \_\_\_\_\_-seater lecture theatre, proves to be too large.

If you would like to view our grounds and gardens, please call one of our team in our conference office. We will be happy to 7) \_\_\_\_\_ a tour for you. Alternatively, you can go to our brand new website [www.cityparkcentre.com](http://www.cityparkcentre.com) and 8) \_\_\_\_\_ virtual tours. Here you will be able to view our beautiful gardens and many more of our conference facilities without leaving your desk. You can also view 9) \_\_\_\_\_ room descriptions and other information about the centre on the website.

Our conference team are working hard to 10) \_\_\_\_\_ excellence and to ensure the smooth running and success of our client's events. If you have an event approaching and would like to discuss how City Park Conference Centre can help, please call us on 020 7456 7899 or email [conferences@cityparkcentre.com](mailto:conferences@cityparkcentre.com). We look forward to hearing from you.

**Part B (10 marks)**

*Write a memo to your colleagues who are organising the conference with you, summarising what the venue offers and how to get more information. Your summary should be no more than 100 words.*

**MEMO**

**Part 3 (20 marks)**

*The manager of your department is worried about absenteeism amongst staff in the department. She wants to find out more about how widespread the problem is and possible solutions. She has asked you to research the problem and then write a report for her. Read the notes below and write a structured report of no more than 200 words.*

- The Royal Mail have started a campaign to fight these levels of sickness by entering everyone who hasn't been sick in the last 6 months into a competition to win one of 34 new cars.
- Across Europe, companies are taking action.
- Kevin Fairbotham, the UK Royal Mail's Risk Management boss agrees: 'Absenteeism was identified by our business units as a risk that needed to be urgently tackled. '
- European workers taking time off sick are now costing tens of billions of euros a year, and it's growing.
- The EU estimates that more than 50% of absenteeism is stress-related.
- Stress is estimated to affect 40 million Europeans and cost European companies E30 billion.
- More than 950 European companies questioned by the Risk and Insurance Services Company, Marsh, identified staff absenteeism and the resulting loss in turnover as significant risks to their businesses.
- Less positively, major supermarket groups including the UK's Tesco and Asda have announced plans to cut sick pay.
- The Swiss National Bank encourages employees to manage their own health better and provides gym facilities, fruit and sparkling water in their offices.
- A 1% rise in the overall health of employees at Volkswagen led to a 1% increase in productivity and savings of E45 million.
- At any one time, 10,000 of the UK's Royal Mail's 170,000 operational staff are off work. They average 12 days sick leave a year, almost twice the national average.

## 154

## Part 4 Facts and Figures (20 marks)

You are going with some colleagues to Beijing on business, leaving from Manchester. You have been asked to look into possible flights for the round trip. Your manager wants a report on the best deals that you can find. Look at the facts and figures below and structure your report to compare and contrast them in no more than 200 words.

### KLM Royal Dutch Airlines

#### OUT Flight no. 1082

**From:** Manchester International Airport

**To:** Beijing Capital Airport

**Leaves at:** 11.06.05, 12.30

**Arrives at:** 08.35

**Total flight duration:** 13.05

**Direct flight?** No, via Amsterdam (Schiphol)

#### RETURN Flight no. 898

**From:** Beijing Capital Airport

**To:** Manchester International Airport

**Leaves at:** 18.06.05, 10.35

**Arrives at:** 16.35

**Total flight duration:** 13.00

**Direct flight?** No, via Amsterdam (Schiphol)

**Estimated price:** £2085.50 (Taxes included)

**Seat class:** Business

**Ticket shop:** Tickets available from KLM

### SAS

#### OUT Flight no. 1542

**From:** Manchester International Airport

**To:** Beijing Capital Airport

**Leaves at:** 11.06.05, 15.55

**Arrives at:** 11.50

**Total flight duration:** 12.55

**Direct flight?** No, via Copenhagen (Kastup)

#### RETURN Flight no. 996

**From:** Beijing Capital Airport

**To:** Manchester International Airport

**Leaves at:** 18.06.05, 14.45

**Arrives at:** 09.15

**Total flight duration:** 25.30

**Direct flight?** No, via Copenhagen (Kastup)

**Estimated price:** £1439.50 (Taxes included)

**Seat class:** Business

**Ticket shop:** Tickets available from  
Expedia.co.uk

### Finnair

#### OUT Flight no. 934

**From:** Manchester International Airport

**To:** Beijing Capital Airport

**Leaves at:** 11.06.05, 10.30

**Arrives at:** 06.45

**Total flight duration:** 13.15

**Direct flight?** No, 1 stop

#### RETURN Flight no. 52

**From:** Beijing Capital Airport

**To:** Manchester International Airport

**Leaves at:** 18.06.05, 10.55

**Arrives at:** 16.50

**Total flight duration:** 12.55

**Direct flight?** No, 1 stop

**Estimated price:** £1467.30 (Taxes included)

**Seat class:** Business

**Ticket shop:** Tickets available from Opodo

### Air France

#### OUT Flight no. 1669

**From:** Manchester International Airport

**To:** Beijing Capital Airport

**Leaves at:** 11.06.05, 09.10

**Arrives at:** 07.55

**Total flight duration:** 15.45

**Direct flight?** No, via Paris

#### RETURN Flight no. 125

**From:** Beijing Capital Airport

**To:** Manchester International Airport

**Leaves at:** 18.06.05, 13.15

**Arrives at:** 19.00

**Total flight duration:** 12.45

**Direct flight?** No, via Paris

**Estimated price:** £2992 (Taxes included)

**Seat class:** Business

**Ticket shop:** Tickets available from  
Expedia.co.uk

## This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the page.

Part 5 Reading Skills (10 marks)

There are ten headlines below and ten short news stories on the next page.  
In the answer grid below the headlines, match each story letter with the best headline number.

1. FIGHT FOR COMPANY INTENSIFIES
2. ENTERTAINMENT INDUSTRY ROUND-UP
3. THE INTERNET TO BECOME ESSENTIAL TOOL FOR ALL TOP BUSINESSES
4. COMPLETION OF TAKEOVER DUE SOON
5. STAFF COMPLAINTS SHRUGGED OFF BY COMPANY
6. COMPANY TO RETURN TO PUBLIC OWNERSHIP SOON
7. FIRMS' HANDOUTS STOPPED
8. PURCHASING TRENDS EXCEED EXPECTATIONS
9. NEW HIGH VEHICLES HAVE ENTRY BLOCKED
10. NEW NAME TO DRIVE OLD BRAND

WRITE YOUR ANSWERS HERE.  
Match the number of the headline to the letter of the article:

A	B	C	D	E	F	G	H	I	J

**A**

A new breed of taller supertrucks cannot get into Ireland through the 4.65m Dublin Port Tunnel. Irish transport companies accuse the government of miscalculating the height of the new tunnel.

**B**

Former employee, saleswoman Katrzyna Swindzinska has accused Avon Poland of setting unrealistic sales goals that were over market demand, and said that managers were falsifying orders. This prompted a series of critical articles in Poland's largest daily, Gaezeta Wyborcza, and negative reviews from Avon clients in the paper. However, a spokesperson for the company says that other salespeople in Poland have no problems, and Avon is still the market leader, with a strong position in a growing market.

**C**

Tim Maltin is long on ambition but short on cash. As the new Chief Executive of Hardy Amies, he is the latest re-inventor of a once-famous British fashion brand. Hardy Amies now commands sales of only £29m per year, but Maltin is certain he can invade Europe. He aims for Hardy Amies to strut the catwalks beside Louis Vuitton and Gucci.

**D**

After years of failed promises, e-commerce is exploding. In the next 12-15 months, analysts say, nearly every Fortune 1,000 company will use online marketplaces and e-procurement software to save billions sourcing supplies.

**E**

Armchair shoppers, bombarded with leaflets, brochures, catalogues, telephone calls and increasingly by the internet to persuade them to desert the high street, are an even bigger marketing force than previously forecast. They are spending at a rate of £67 billion a year and now account for almost 9% of total consumer spending, according to research carried out amongst 400 companies for the Direct Marketing Association.

**F**

Hogg Robinson is planning a re-launch on the stock market on the back of a resurgence in global corporate travel. David Radcliffe, Chief Executive of the corporate travel group, said he was "actively considering" an initial public offering in the next 12 months as one of a series of options.

**G**

Serge Weinberg, the suave Chief Executive of French retailer Pinault Printemps Redoute, will shortly write a cheque for up to \$2.8 billion to take full control of fashion house Gucci. Under shareholder rules, PPR must buy the 32 % of Gucci it doesn't already own on or about the 1st April.

**H**

The Inland Revenue has closed two tax avoidance loopholes that City banks were using to boost bonuses for their star bankers and brokers.

**I**

- Russia's military aircraft maker Sukhoi is financing an £8.25m English-language action movie *Mirror Wars*.
- Graham King, a 43-year-old London-born entrepreneur is taking on the big boys in Hollywood. His company, IEG, has repeatedly beaten the established studios to obtain blockbuster material, turning it into one of the most successful independent film production operations.
- American films such as *Shrek* and *Spiderman 2* helped US films account for 49% of cinema admissions in France in the first eight months of 2004.

**J**

Canadian group Brascan is expected to add a further 10p a share to its £1.6 billion bid for the Canary Wharf Property Group to attempt to thwart the recommended offer from Morgan Stanley's real estate funds. The stakes were raised last Thursday when Morgan Stanley trumped Brascan's bid within hours of it being made by adding 10p to its 265p-a-share offer.



**Part 6 (10 marks)**

Read the text below. There are 10 gaps in the text. Fill each gap with a suitable word.

**Search Engines**

Millions of internet users have been frustrated with the internet at some point. One of the reasons is the sheer volume of information available online. Billions of pages exist, 1) \_\_\_\_\_ it isn't surprising that we have all been stumped at one time or another. The internet has several specialist websites 2) \_\_\_\_\_ point you in the direction of the information you need.

3) \_\_\_\_\_ are called search engines and are specially designed to locate the web pages and sites you want in a rapid and efficient manner. There is a difference between a search engine and a directory. AltaVista is an example of a search engine. Its data 4) \_\_\_\_\_ stored electronically and controlled by software, 5) \_\_\_\_\_ a search directory such as Yahoo is a human operation controlled by individuals who collate website submissions and 6) \_\_\_\_\_ decisions on where and in what order to categorise them.

As well as 7) \_\_\_\_\_ a rich source of information, search engines are useful for research and competitor analysis. For example, someone working in the soft drinks industry could research prices of ingredients and new suppliers, or check on competitors' prices and performance. 8) \_\_\_\_\_ your business has any kind of online presence, place your site with several search engines to find new customers. It's great for brand-awareness, too.

In recent times, there has been an increase 9) \_\_\_\_\_ the number of specialist search engines. They range from country-specific engines to industry-specific engines. A good example of this shift is [www.electropages.com](http://www.electropages.com), a site dedicated 10) \_\_\_\_\_ the electronics industry.





# Proficiency in Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2008 (Level 4)

#### Instructions

- Time allowed – Two and a half hours including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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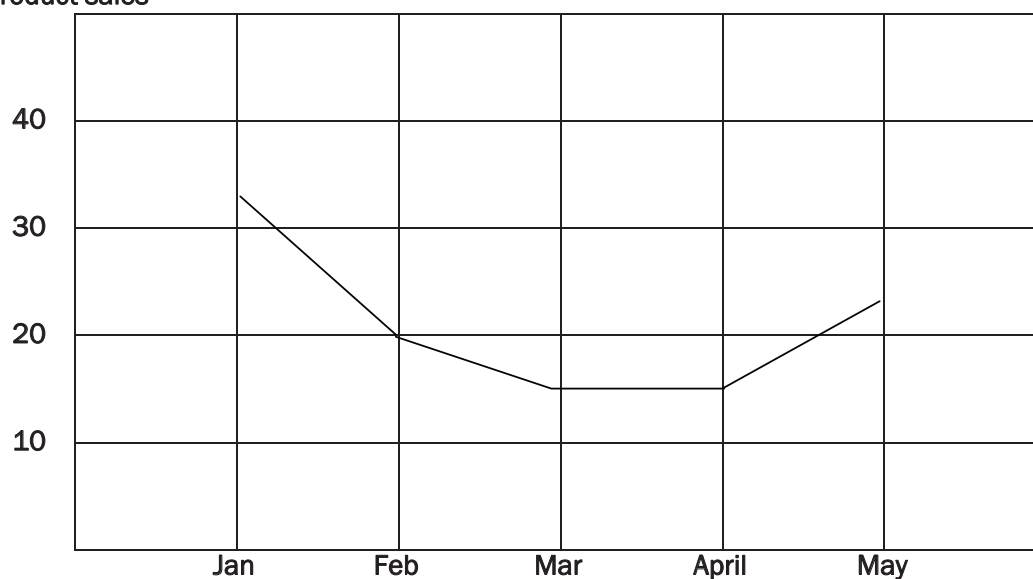
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Part 1	Part 2	Part 3	Part 4	Part 5	Part 6

**Part 1 (15 marks)**

*Listen, draw the graph and complete the information below. You will hear the information twice.*

Title: \_\_\_\_\_

Product sales



\_\_\_\_\_ Royal Sofa sales

----- Madrid Sofa sales

**Total Sofa Sales 2006**

**Month**      **Turnover** \_\_\_\_\_

January \_\_\_\_\_

February \_\_\_\_\_

March \_\_\_\_\_

April \_\_\_\_\_

May \_\_\_\_\_

**Part 2 (25 marks)****Part A (15 marks)**

*You have been asked to attend an investment review conference to find out how the company's investment shares have been performing over the past six months.*

*Listen to the information given and complete the text.*

*You will hear the information twice.*

There was a significant amount of portfolio activity during the review period. Concerns about the beverages industry, in particular fierce competition and a lack of (1) \_\_\_\_\_ (2) \_\_\_\_\_, led us to sell our shares in the French spirits manufacturer Pernod Ricard. We also sold up in Anglo-Dutch consumer goods conglomerate Unilever, preferring to buy into the (3) \_\_\_\_\_ food sector by purchasing shares in the French food producers Groupe Danone, which we bought in October. In line with our other investment strategy of identifying a factor that we believe will (4) \_\_\_\_\_ the market's perception of a company, we waited for something to change before buying Danone. While market feeling towards the French food giant has been (5) \_\_\_\_\_, the company has managed to boost earnings, encouraging us to buy.

Other changes included replacing our holding in German sportswear manufacturer Puma with a share in (6) \_\_\_\_\_ Adidas-Salomon, which we believe offers greater potential for growth. Puma's share price has more than doubled since it was introduced to the portfolio in 2003, making a significant contribution to performance. We also decided to (7) \_\_\_\_\_ (8) \_\_\_\_\_ the emerging market of the telecommunication provider Millicom International Cellular, allowing us to initiate a holding in the business. We believe Millicom, which (9) \_\_\_\_\_ (10) \_\_\_\_\_ developing markets, including Latin America, where basic telephone services are often inadequate, offers an exciting investment opportunity.

While we do not expect to see a (11) \_\_\_\_\_ improvement in European economic growth in the near future, the environment is nevertheless a stable one where ambitious companies can thrive. Companies on the continent are starting to see greater profitability thanks to restructuring and (12) \_\_\_\_\_ (13) \_\_\_\_\_. Ongoing demand from China and the US should continue to enhance the earnings growth of European businesses, as well as (14) \_\_\_\_\_ (15) \_\_\_\_\_ investment opportunities for us to place your shares.

**Part B (10 marks)**

*Write a memo to the directors of your company summarising what you learnt from the talk about the review of the company's investments. Your summary should be no more than 100 words.*

**MEMO**

**Part 3 (20 marks)**

*Your department is extremely busy. Your manager would like you to write a report exploring the alternatives of taking on more staff or using existing staff more efficiently. Read the notes below and write a structured report of no more than 200 words.*

There are a number of employment options available but since recruitment can be expensive and time consuming you should consider other ways round it too. If you go for employing more workers, you have to consider the type of worker you wish to employ, and the factors involved.

- Permanent employees can be full or part time - open-ended employment contract with company. There are obligations to them but they will be an investment.
- Fixed term contract employees - have an employment contract for a predetermined time or until a specific task is completed. Still have employer obligations but only for the duration of the contract.
- Employment agency/ temporary staff are employed by the agency and supplied to you. Your contract is with an employment agency to supply you with staff, but you still have certain legal responsibilities towards the agency worker.
- Freelancers – you have no employer responsibilities to the self-employed freelancer so if the type of work you want can be fitted into this category this could be very convenient. However, this works both ways: the freelancer has no responsibilities to you as you are not his or her employer.
- How constant the work is.
- How long the work will last.
- The number of hours of work each week.
- If the situation is a temporary one, whether it is likely to be repeated regularly or whether the situation is often repeated but *irregularly*.
- Re-organising the company structure; this might mean having some staff do tasks they haven't previously encountered, or freeing up some staff from less urgent long-term tasks to help with short term emergencies.
- Sharing work among existing employees; test the water to see how it would go down first.
- Promoting existing staff; this point and the one above could be linked.
- Asking part-time employees if they would consider full-time work; if you have confidence in your part-timers this could be the best way of recruiting.
- Offering overtime – always popular but if no-one takes the option up you are left with the difficulty.
- Adopting flexible working arrangements, e.g. allowing some staff to begin earlier / later to provide cover for a longer part of the day.

Plus need to look at issues such as:

- Need to identify whether the pressure is all year round or only at certain times of the year.
- Whether everyone really is as busy as they seem to be or just not effective.
- Whether all the work that's being done is strictly necessary or being duplicated elsewhere.

## Report



## Part 4 Facts and Figures (20 marks)

*Your company is going to advertise on line and are looking for a suitable advertising agency. You have been asked to look at some possible agencies, write a report on them. Look at the facts below and structure your report to compare and contrast them in no more than 200 words.*

### Click Consult

Click Consult offer a free consultation to demonstrate how they can bring a business increased targeted visitors specialising in the UK markets.

**Sales generated:** £4.5 million.

**Services:** consultation, research and implementation, review and management.

**Search engines:** Adwolf, Looksmart, Google and Enhance.

**Cost:** from 0.4p per click. To include daily, weekly or monthly return on investment analysis.

### Latitude

Latitude provides local and global search engine marketing services into 41 countries. Latitude has 31 of the most experienced advertising professionals.

**Sales generated:** £5 million.

**Services:** consultation, web design, search engine management, sales tracking.

**Search engines:** Google, Enhance, Looksmart, Overture and AOL.

**Cost:** from 0.5p per click. Including a monthly review of where sales traffic and sales are coming from.

### Atlas Onepoint

Atlas Onepoint offers a variety of different services related to online advertising and directory advertising. They are a worldwide service. They coordinate local and international marketing.

**Sales generated:** £3.75 million.

**Services:** reduce online marketing expenses, total advertising management, treats marketing as an investment.

**Search engines:** AOL, MSN, Google, Looksmart.

**Cost:** from 0.45p per click. £100 consultation fees covering directory and online marketing.

### Online solutions

Online Solutions have gold, silver and bronze packages, which relate to the global coverage of marketing. Established for 15 years they are well renowned in the industry. Specialising in the larger corporate companies.

**Sales generated:** £6.25 million.

**Services:** web design, consultation, keyword selection, campaign reporting and customer traffic analysis.

**Search engines:** Google, Adwords, Enhance MSN, AOL, Overture.

**Cost:** from 0.6p per click. Consultation fees start from £200 for bronze plan.

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**Part 5 Reading Skills (10 marks)**

There are ten headlines below and ten short news stories on the next page.  
In the answer grid below the headlines, match each story letter with the best headline number.

1. DEFLATED EXPECTATIONS
2. NEW LEADER IN THE PIPELINE
3. SEWING UP TRADE IN THE FAR EAST
4. BOXING CLEVER
5. WEB COMPANY ON THE MARKET
6. A WINNING HAND
7. NO LIGHT AT THE END OF THE TRACK
8. REVERSE GEAR FOR EXPANSION PLANS
9. NO MORE TABLES-FOR-ONE
10. CALLED TO ACCOUNT

**WRITE YOUR ANSWERS HERE.**

Match the number of the headline to the letter of the article:

A	B	C	D	E	F	G	H	I	J

**A**

Daimler Chrysler boosted its cash reserves by some \$900m with the sale of its 10.5% stake in South Korea's Hyundai Motors, a relic of the car giant's ambitious plans to expand globally.

**B**

Parmalat launched lawsuits seeking \$10 billion in damages against Deloitte & Touché and Grant Thornton, two auditing firms that for years oversaw the accounts of the bankrupt Italian dairy product firm. It accuses them of improper auditing that allowed huge sums to be 'stolen, squandered or wasted' by former managers.

**C**

Consumer prices in America fell in July by 0.1%, the first decrease this year, after fuel prices dropped compared with the previous month. Inflation over the past year hit 3% down from 3.3% in June, strengthening hopes that the Federal Reserve will not push up interest rates as much as had been thought.

**D**

Russian based Unibox producers have been rewarded for their range of innovative products which are being sold all over the world.

**E**

The price of oil surged to \$47 a barrel this week after continued unrest in the Middle East exacerbated concerns about supplies and official figures in America showed a fall in crude stocks. But Hugo Chavez won a referendum confirming his tenure as Venezuela's president by a wide margin, which could end oil strikes organised by opposition leaders.

**F**

The UK textile machinery sector hopes to secure orders in China after being showcased at the recent Shanghaitex exhibition. A dedicated pavilion, organised by the British Textile Machinery Association, highlighted UK developments in machinery and components for a wide range of textile processes.

BTMA chairman Steve Combes said: 'Chinese textile companies are increasingly focusing on quality, in both manufacturing and finished products, to enable them to participate fully in international markets.'

**G**

A new online service for business travellers has been launched. The website, devised by Nomad Business Club, allows members to meet and network, wherever they travel. 45% of business travellers have felt lonely while away from home.

**H**

A European supplier of electronic 'smart' cards has won a Queen's Award for international trade.

Nitecrest manufacturer products including phone, loyalty, discount, internet and scratch cards. Over the last 3 years exports have increased by 200%.

**I**

DoubleClick, an internet marketing company, revealed that it would be advertising itself for sale. The company advises companies on internet marketing campaigns but faces fierce competition that has squeezed its profit margins, despite hefty increases in online advertising.

**J**

Eurotunnel, the operator of the tunnel that links Britain and France, reported a net loss in 2005 of £570m. In 2004 the company made a loss of £1.3billion. Eurotunnel also gave a warning that unless it could reschedule £6.4 billion in debt it would run out of money in 2007.

**Part 6 (10 marks)**

Read the text below. There are 10 gaps in the text. Fill each gap with a suitable word.

**How to set a price**

There are four ways you can increase your profits. You can (example) cut your costs, you can sell more, you can change your product mix or you can <sup>(1)</sup> \_\_\_\_\_ your prices. Clearly your aim should be to <sup>(2)</sup> \_\_\_\_\_ your prices initially at the level which gives you your highest profits possible. Needless to say, as with everything else to do with a business it is easier <sup>(3)</sup> \_\_\_\_\_ than done. There is no clear cut or agreed method of establishing a price for a product.

Some people use the level of costs as a way of fixing price. This may seem a straightforward calculation, but it <sup>(4)</sup> \_\_\_\_\_ drawbacks. For example, if the costs are very low, it doesn't automatically mean that the prices should be low too. And even working <sup>(5)</sup> \_\_\_\_\_ the cost can be fraught with possible errors.

Other people argue that the correct price is found by simply testing what the market can <sup>(6)</sup> \_\_\_\_\_. But there are no quick and simple calculations which can tell you what this should be. Instead, you have to establish the price by looking at the market you are in and the particular part of it the product appeals <sup>(7)</sup> \_\_\_\_\_.

There are also different strategies that can <sup>(8)</sup> \_\_\_\_\_ adopted depending on whether the product is a new or an old one. Often over-riding all your plans can be the effect which your competitors' pricing policy has on your own.

It is probably more realistic to think in terms of a range of prices. The lowest price you should consider setting will be fixed by the cost. You should not go <sup>(9)</sup> \_\_\_\_\_ this price. There are a couple of exceptions, of course, when temporarily it may make sense. The highest price is the most you can sell at, without sales disappearing altogether. Between the two will be the price which will give the highest possible sales with the best possible <sup>(10)</sup> \_\_\_\_\_ margin.





# Proficiency in Business English

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For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper B – 2008 (Level 4)

#### Instructions

- Time allowed – Two and a half hours including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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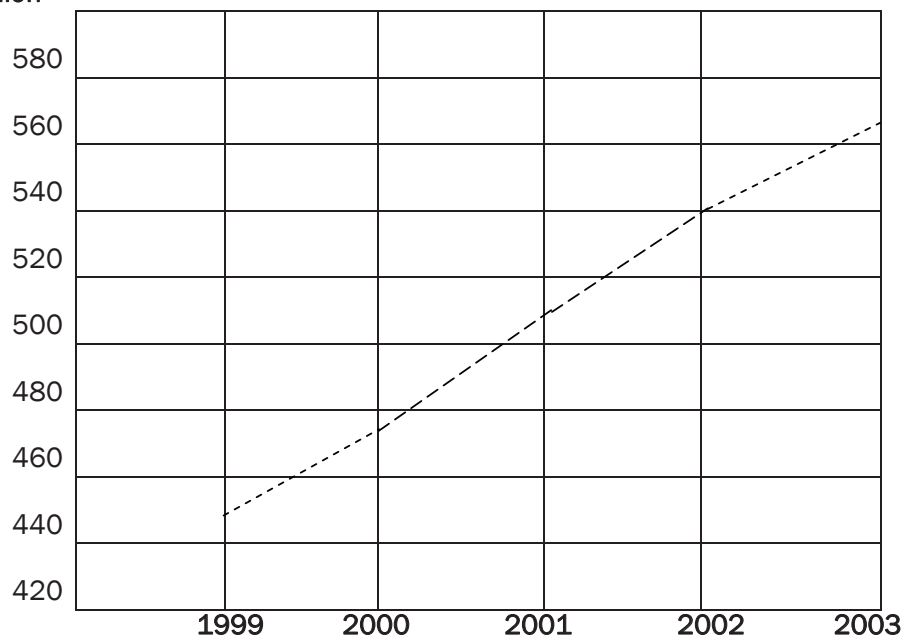
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Part 1	Part 2	Part 3	Part 4	Part 5	Part 6

**Part 1 (15 marks)**

*Listen, draw the graph and complete the information below. You will hear the information twice.*

Title: \_\_\_\_\_

£million



-----takeaway or delivery

\_\_\_\_\_eat-in

**Value of total pizza outlet market**

**Year** \_\_\_\_\_ **£million** \_\_\_\_\_

1999 \_\_\_\_\_

2000 \_\_\_\_\_

2001 \_\_\_\_\_

2002 \_\_\_\_\_

2003 \_\_\_\_\_



**Part 2 (25 marks)****Part A (15 marks)**

*You are a trainee manager.*

*You attend a presentation on a training course about upward management.*

*Listen to the information given and complete the text.*

*You will hear the information twice.*

Creating good working relationships with those at higher levels of the company hierarchy is essential for your success in management. At work, you are constantly in competition for (1) \_\_\_\_\_ - financial and human - and for attention. You have to make sure you will be at the top of the list for those things that are crucial for success, such as an extra budget for a new (2) \_\_\_\_\_, or information about developments within the company.

The secret of good relationships, professional and personal, is clear mutual communication. This requires the right words, music and dance - in other words, the right content, the right tone and the right (3) \_\_\_\_\_. (4) \_\_\_\_\_. What constitutes 'right' is your task to find out. Understanding what makes your bosses tick is a (5) \_\_\_\_\_ (6) \_\_\_\_\_, of enhanced communication so do some research.

The first step is to observe closely how your bosses relate to others at your level and below. Are there some people with whom they seem to have the sort of (7) \_\_\_\_\_ (8) \_\_\_\_\_ relationship you need to establish? If so, what are the characteristics of the relationship? How often do they meet? Do they have one-to-one time, not just contact at management meetings? Are there things your (9) \_\_\_\_\_ do that seem to be particularly valued by senior management? Even if these things don't seem to be important to you, you may do well to copy the (10) \_\_\_\_\_ (11) \_\_\_\_\_ of others if you want to be appreciated as much or more than others at your level.

Getting to know your bosses as people will help, either in (12) \_\_\_\_\_ their trust in you, or, at the very least in helping you understand how to work with them successfully so that they will not block your progress.

What is good upward management? You know you have achieved it when you have established a match between your (13) \_\_\_\_\_ and those of your line manager; when you have established mutual trust and support, a symbiosis through which you further each other's professional and (14) \_\_\_\_\_. (15) \_\_\_\_\_.

**Part B (10 marks)**

*Write a memo to the other members of your department summarising what you learnt from the course about upward management. Your summary should be no more than 100 words.*

**MEMO**

**Part 3 (20 marks)**

*Members of your department use mobile phones extensively for their work. Your manager is keen to reduce the costs of mobile phone use in the department. She wants you to write a report for her, exploring ways of keeping the costs down. Read the notes below and write a structured report of no more than 200 words.*

- Check which calls are allowed in the *inclusive minutes*. Not all companies have the same rules - some services don't include calls to certain numbers within the inclusive calls - this could include calls to your voicemail retrieval service and calls to other networks.
- To select the right business tariff, estimate the number of calls you make a month.
- If all of the calls you make are inclusive, and you have some inclusive minutes left over each month, you should look at finding a tariff offering fewer inclusive minutes because it will be a lower tariff.
- Many business people use their personal mobile phones for business. Personal phone tariffs are not suited to business needs.
- If you are using more minutes than the number allowed as inclusive on your tariff deal, switch to another tariff that offers more minutes for your money - this is likely to be a higher tariff.
- Sharing inclusive minutes can help even out your phone use. For example, if you spend longer on the phone this month you may not incur extra charges because someone else in your business may have spent less time on the phone than normal, because they've been ill or on holiday for example.
- Not only could a personal mobile phone tariff be more expensive, you could also be losing out on all the added business features that could save you money.
- The other benefits of being all on the same network are that you'll have one bill for all your company's phones and you may be able to share inclusive minutes between employees.
- Most business tariffs give you *inclusive minutes* which means the cost of a certain amount of call minutes are included in the monthly tariff.
- Make sure your team is all on the same network. Calls within the same network are always cheaper than calls to other networks.
- It's possible to add extra phones to a deal and share the inclusive minutes across phones.
- Features that are common in business tariffs are: free voicemail retrieval, free warranty and 24-hour phone replacement, free dedicated Business Support, calls to other phone networks can be included in your monthly inclusive minutes.

Report

## Part 4 Facts and Figures (20 marks)

*Your office needs a new photocopier.*

*You have been asked to research possible models and write a report on them.*

*Look at the facts below and structure your report to compare and contrast them in no more than 200 words.*

### **Canon FC-100 black and white copier**

Convenient, easy-to-use copier for either office or home. Provides continuous high quality copies, thanks to Canon's unique All-in-One cartridge system which includes all the core copying elements (toner, drum, cleaner unit)- makes your copier virtually maintenance-free - simply switch cartridges, no mess, and your copier is as good as new. No warm-up time. Automatic switch-off when not in use saves power.

**Colour of copies:** black and white

**Best resolution (copy quality):** *not given*

**Maximum copies per minute:** 4

**Maximum sheet capacity:** 1

**No automatic document feeder**

**Maximum paper / media size:** 210x297 mm

**Paper / media types:** plain paper, OHP film, coloured paper, postcard sizes

**Size of copier:**

depth: 43.89 cm height: 11.5 cm

width: 35.89 cm weight: 8.2 kg

**Price:** £175.00

### **Canon PC-1270 black and white copier**

Designed specifically for use in the small office area. With built-in laser copier unit. Collates documents. Has integrated fax modem, which transmits a standard page in about 6 seconds. Has Canon All-in-One cartridge system.

**Colour of copies:** black and white

**Best resolution (copy quality):** 600dpi

**Maximum copies per minute:** 12

**Maximum sheet capacity:** 350

**Automatic document feeder**

**Maximum paper / media size:** 210x297 mm

**Paper / media types:** plain paper, OHP film, coloured paper, card

**Size of copier:**

depth: 44.65 cm height: 34.1 cm

width: 47.83 cm weight: 22.6 kg

**Price:** £632.00

### **Sharp AL black and white copier**

High quality laser printing. Zoom functions with reduction-enlargement from 25%-400%. Front loading paper tray.

**Colour of copies:** black and white

**Best resolution (copy quality):** 600dpi

**Maximum copies per minute:** 12

**Maximum sheet capacity:** 250

**Automatic document feeder**

**Maximum paper / media size:** 210x297 mm

**Paper / media types:** A4, A5, A6 paper

**Size of copier:**

depth: 46.25 cm height: 29.57 cm

width: 51.79 cm weight: 15.97 kg

**Price:** £380.00

### **Canon PC-D320 Grayscale copier**

Clear and intuitive control panel makes this model easy to operate. Flatbed design makes book and magazine copying simple. Grayscale colour gives perfect range of tones for fine text, detailed diagrams and even photos. Has Canon All-in-One cartridge system.

**Colour of copies:** grayscale

**Best resolution (copy quality):** 1200dpi

**Maximum copies per minute:** 14

**Maximum sheet capacity:** 250

**No automatic document feeder**

**Maximum paper / media size:** 210x297 mm

**Paper / media types:** plain paper, OHP film, coloured paper, envelopes

**Size of copier:**

depth: 44.6 cm height: 34.7 cm

width: 44.4 cm weight: 14.5 kg

**Price:** £334.49

## 180

Part 5 Reading Skills (10 marks)

There are ten headlines below and ten short news stories on the next page.  
In the answer grid below the headlines, match each story letter with the best headline number.

1. DE-MERGER PLAN ANNOUNCED
2. LEARN TO SELL MORE
3. GREAT CHANCE TO GET TO GRIPS WITH BUSINESS REGULATIONS
4. FIND A BACKER FOR YOUR BUSINESS
5. BIGGER LINE-UP FOR HOSPITALITY SHOW
6. SELLING ON YOUR COMPANY SUCCESSFULLY
7. WINE, DINE AND ....UPDATE YOUR CONTACTS
8. TOGETHERNESS PACT FOR CHALKFACE AND WORKPLACE
9. TRAVELLING SHOWS SPREAD THE COMPANY MESSAGE
10. BUSINESS LEADERS TO MOTIVATE NEW ENTREPRENEURS

WRITE YOUR ANSWERS HERE.  
Match the number of the headline to the letter of the article:

A	B	C	D	E	F	G	H	I	J

**A**

The Hotel and Restaurant exhibition will be held at Olympia from April 1-3 and the organisers say that bookings are coming in fast. The show, now in its sixth year, will have more exhibitors than ever before, including all the major food and equipment suppliers for the industry.

**B**

From January 1 next year, Anodis will operate as a separate, self-sufficient business, though still 100% owned by Aldis Noaks. Aldis Noaks shareholders will be given a direct share in the spun-off company

**C**

Action to inform employees about what is happening at Hendersons has already started. Roadshow presentations have been staged at many sites during December and the communication effort will build up rapidly at the beginning of next year.

**D**

Networking with Style, which is an opportunity for both new and established entrepreneurs to mix business with pleasure at large social networking evenings, has its next event on 25th April at 6.30pm at the Samsi Japanese Restaurant, Whitworth Street, Manchester.

**E**

Bolton Business School is teaming up with the Education Business Partnership (EBP) to provide organised work experience placements for staff and students. The mission of EBP is to inspire business and education to work together for the workforce of tomorrow. Professor Alan Kitson has been invited to join the board of EBP and believes that the link offers valuable experience and a fantastic chance for staff members to update skills and knowledge which they can feed back into their teaching for the benefit of the students.

**F**

Bringing together one of the largest collections of Government agencies, departments and public sector bodies, this event aims to give small and medium-sized businesses the opportunity to learn about their legal obligations and recent developments. The event includes a tax drop-in centre where you can obtain one-to-one advice on your specific circumstances.

**G**

Small firms looking for funding will have a unique opportunity to showcase their innovative ideas to an audience of advisors and potential business partners during a 5 minute pitch at this event. During the 'Ideas Factory' entrepreneurs give a pitch to potential investors. Charles Allen, new ITV chief executive will also speak at the event, which promises to provide plenty of investment opportunities.

**H**

This event features a panel of figures from the business world, including Sahar Hashemi and Tom Waterstone, who will attempt to inspire budding entrepreneurs. Organisers hope the event will inspire the five counties of the East Midlands to become a leading region in European enterprise by 2010.

**I**

This event gives visitors new ideas and solutions for incentive schemes, business gifts, sales promotions and much more. A host of leading companies will exhibit, while 30-minute seminars will give budding entrepreneurs tips on motivation and promotional work. To be held at Earls Court, London.

**J**

Starting and running a business can be exhilarating, but if you have had enough, for whatever reason, you will need to find a good buyer for your firm so that you are not left badly out of pocket when you walk out of the door. This half-day seminar looks at how to find a buyer, valuations and how to prepare your business for a new owner. You will also learn exit strategies and timing.



**Part 6 (10 marks)**

Read the text below. There are 10 gaps in the text. Fill each gap with a suitable word.

**Writing a Recruitment Advertisement**

First of all, you have to think about the job profile. You need to be precise about what you want in (example) \_\_\_\_\_ **order** \_\_\_\_\_ to get it. If you don't define the vacant position and the person required very accurately, you will attract the <sup>(1)</sup> \_\_\_\_\_ people for the job. It also helps you to have a clear idea of the kind of person you need and the actual work involved <sup>(2)</sup> \_\_\_\_\_ the role. When listing skill requirements, only mention those actually related to the vacant position. Similarly, when stating prior experience requirements, think about how <sup>(3)</sup> \_\_\_\_\_ is strictly necessary for the candidate to do the job well. Of course you want your new employee to <sup>(4)</sup> \_\_\_\_\_ an office whizz and highly trained in all things, but consider the competencies they actually need for the position.

Once you have a profile, you can draw up a recruitment advertisement. This should be as clear and as brief as <sup>(5)</sup> \_\_\_\_\_. List the job requirements, the criteria for applicants, the salary package, and the contract length. Remember, in addition, to describe your organisation and give the job location. State the application procedure, too: tell applicant <sup>(6)</sup> \_\_\_\_\_ you want them to apply in writing, phone, or <sup>(7)</sup> \_\_\_\_\_ in an application form.

Where you advertise will depend <sup>(8)</sup> \_\_\_\_\_ the type of position offered. Surveys show that specialist and trade publications work best for managerial and professional posts. Meanwhile, advertisements for skilled workers give best results <sup>(9)</sup> \_\_\_\_\_ placed in the local press. The internet <sup>(10)</sup> \_\_\_\_\_ a recruitment tool is becoming more and more popular - one third of employees use it for this purpose.

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 4

### ANGLIA PROFICIENCY IN BUSINESS ENGLISH

## PAPER A 07

### LISTENING SCRIPT

#### PART 1

Listen, draw the graph and complete the information. You will hear the information twice.

- A: Hi Jack. Can you help me with some figures? I'm preparing a report about the export of our bicycles within Europe. I'd like the sales figures, please.
- B: OK, Helen. I've got a chart here for the last two years' figures. It's called *2003 and 2004 Export Sales*.
- A: OK. Can you give me the figures for 2004, please?
- B: Sure. Starting with the United Kingdom, we sold 3,700 bikes in 2004.
- A: OK. And what's the next country you've got figures for?
- B: It's Germany. There, we had a good year, selling 1,400 bicycles in 2004.
- A: Right, I've got that.
- B: Next, it's France, and their sales were actually down, to 1,500, in 2004.
- A: Oh, OK. Thanks. The last one is Holland isn't it? I think we did better there in 2004 didn't we?
- B: Yes, a bit, the figures were up to 1,700 for the year.
- A: 1,600 did you say?
- B: No, 1,700. *(pause)* Is that all you need, or would you like the projected sales figures for 2006? I've got a table here which shows those.
- A: Oh, yes, please. Could you give me projected sales for the same countries, please?
- B: OK. So in the United Kingdom, sales are projected to rise a little to 1800.
- A: Right. What about in Germany? I know that competition there is getting very strong.
- B: Yes, just a small increase in sales is forecast, to 1450 for the year.
- A: OK.
- B: And then in France, they predict that sales will cease to fall, evening out at 1550 and keeping steady for the next couple of years.
- A: Good, and what do they expect the situation to be in Holland?
- B: Holland... well it looks like they're expecting a healthy increase there, with 2,100 sales being forecast.
- A: Ok, that's great. Thanks a lot for your help, Jack.
- B: You're welcome. Bye.
- A: Bye.

**PART 2**

You are looking for a venue for a conference that you are organising in London. You listen to an advertisement for a conference venue on the radio.

Listen to the information given and complete the text below.  
You will hear the information twice.

With the sun becoming warmer every day, we at City Park Conference Centre are looking forward to this year's spring and summer events. As existing customers already know, this time of year is the perfect time to take advantage of our stunning setting, surrounded by City Park's beautifully-kept flower borders and lawns. Our grounds are picturesque and tranquil and lend themselves perfectly to all sorts of outdoor events, from receptions with marquees, to barbeques and fundays. Our dedicated on-site catering team offer a variety of menus to suit any type of event.

As well as the launch of our updated website, 2005 has seen the completion of our second lecture theatre, The Grand Theatre. This 150-seater, tiered facility has been fitted out with state-of-the-art AV equipment, air conditioning and a new lighting system. This facility is ideal for smaller conferences and lectures, where The Lecture Hall, our 370-seater lecture theatre, proves to be too large.

If you would like to view our grounds and gardens, please call one of the team in our conference office. We will be happy to arrange a tour for you. Alternatively, you can go to our brand new website *www.cityparkcentre.com* and click on *virtual tours*. Here you will be able to view our beautiful gardens and many more of our conference facilities without leaving your desk. You can also view current prices, room descriptions and other information about the centre on the website.

Our conference team are working hard to deliver excellence and to ensure the smooth running and success of our client's events. If you have an event approaching and would like to discuss how City Park Conference Centre can help, please call us on 020 7456 7899 or email *conferences@cityparkcentre.com*. We look forward to hearing from you.

That is the end of the listening part of the test.

## Proficiency in Business English Level 4 – Paper A 07

### Key and mark scheme

#### PART 1 (15 marks)

4 marks - Title: 2003 and 2004 Export Sales

The chart should have bars to these points:

1 mark - UK - 3,700

1 mark - Germany - 1,400

1 mark - France - 1,500

1 mark - Holland - 1,700

3 marks for presentation of chart

1 mark for each figure in Projected Sales 2006 column

COUNTRY	PROJECTED SALES 2006
UK	1800
Holland	2100
Germany	1450
France	1550

#### Part 2 (25 marks)

##### A 15 marks (one for each word)

1. already
2. outdoor events
3. catering team
4. launch
5. AV equipment
6. 370
7. arrange
8. click on
9. current prices
10. deliver

**B 10 marks**

For full marks, summary **should** include:

What the conference centre can offer clients:

- 2 marks - outdoor events: barbeques etc.
- 2 marks - beautiful grounds
- 2 marks - modern lecture theatre or older larger lecture theatre

How to contact them and get more info:

- 2 marks - website - for info and virtual tour
- 2 marks - call office to arrange a real tour

**EXAMPLE ANSWER****MEMO*****City Park Conference Centre***

*The City Park Conference Centre has facilities to accommodate up to 150 or 370 people for a conference. It is situated in a beautiful, tranquil area, offering possibilities for having barbeques and other outdoor activities.*

*The conference accommodation consists of a newly built Grand Theatre, with AV and lighting equipment and the bigger lecture hall.*

*We could check on the facilities beforehand as the centre can arrange a tour. It is also possible to get some additional information online with a virtual tour.*

*If our plans are becoming more concrete we can contact the centre by telephone (020 7456 7099) or email ([conferences@cityparkcentre.com](mailto:conferences@cityparkcentre.com)).*

*Regards*

*R. S. Schurmanns*

**THIS ANSWER ACHIEVED A SCORE OF 9 OUT OF 10**

**Part 3 20 marks**

For full marks, candidates must re-order the information to structure it.

Suggested model answer:

Introduction

outline the problem:

- figures in Europe
- Marsh research - absenteeism risk to businesses
- much absenteeism related to stress

Main part

- example of the Royal Mail - the extent of the problem and what they are doing about it
- examples of what other European companies are doing to combat absenteeism: VW, Swiss Nat. Bank, Asda, Tesco

Conclusion

serious problem, needs to be addressed

**EXAMPLE ANSWER**

Report: ***ABSENTEEISM***

*Absenteeism is a widespread problem in Europe, posing significant risks for companies by a loss in turnover. European workers taking time off sick are costing tens of billions of Euros a year. Stress is an important factor in this. Over 50% of the absenteeism is stress related, affecting 40 million Europeans and costing €30 billion. As a result of these figures, companies across Europe are taking action.*

*The UK's Royal Mail, coping with average sickness figures of twice the national average agrees to the problem and is taking action by entering everyone who has not been sick for the last six months in a competition to win a car.*

*The Swiss National Bank uses another way to fight absenteeism. They encourage their employees to have a healthy lifestyle by offering gym facilities, fruit and sparkling water in their offices.*

*However, some companies do not take positive action. Major supermarket groups with the UK's Tesco and Asda among them have announced plans to cut sick pay.*

*Luckily Volkswagen has shown that raising employees' health pays off by an increasing productivity and savings.*

*I therefore recommend fighting absenteeism in a positive way.*

**THIS ANSWER ACHIEVED A SCORE OF 19 OUT OF 20**

**Part 4 20 marks**

Usual writing criteria apply plus:

for full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as price, length of flight, times of arrivals and departures

Recitation of the features of each flight without any other ordering should get no more than 12 marks maximum

**EXAMPLE ANSWER**

Report: ***BEIJING BUSINESS TRIP***

*For our business trip to Beijing I have compared flights offered by KLM Royal Dutch Airlines, SAS, Finnair and Air France. All airlines make one stop on their way to China. Also the flights to Beijing take approximately the same time. SAS's flight back to Manchester however takes well over 25 hours. I would therefore not recommend flying with SAS.*

*The costs of the remaining three options vary enormously with the Air France tickets costing twice the amount of the Finnair tickets. I think it is best to choose from KLM and Finnair.*

*Both airlines are equal in the package they offer and both offer business class seats like SAS and Air France. I would suggest flying Finnair as we can save £600 a ticket with them.*

*We could use the £600 savings for tourist trips whilst in Beijing.*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part 5 (10 marks – 1 mark for each correct answer)**

- A. 9
- B. 5
- C. 10
- D. 3
- E. 8
- F. 6
- G. 4
- H. 7
- I. 2
- J. 1

**Part 6 (10 marks – 1 mark for each correct answer)**

- 1. so / therefore
- 2. which / to / that
- 3. These / They
- 4. is
- 5. whereas
- 6. make / take
- 7. being / holding/ having
- 8. If
- 9. in
- 10. to



## ANGLIA INTERNATIONAL BUSINESS LEVEL 4

### ANGLIA PROFICIENCY IN BUSINESS ENGLISH

## PAPER A 08

### *LISTENING SCRIPT*

#### Part One

- A. Thanks for coming over, Dave. We need to look at the sales figures for the two new sofa ranges, Royal and Madrid, for the first part of this year. The meeting will want to know whether we recommend moving forward with this home furnishing strategy or not.
- B. I agree. I got Jenny to print out the graph for us and we just need to complete it to put it into the information pack for the meeting. I've just called it Sales Comparison: Royal and Madrid Sofas 2006.
- A. Fine. Right, so in January we sold 32 Royal sofas as opposed to 35 of the Madrid.
- B. Okay. I see the Royal sales went down in February to 20.
- A. Yes. The Madrid sales went down, too, to 25. There's always a bit of a slump then, though in March the Royal didn't pick up. It continued to fall. We sold only 15 in that month and it flatlined in April with only 15 going then, too.
- B. Yes, whereas my figures show that we sold 30 of the Madrid in March and 40 in April. Which is great, actually. It really took off. Hang on, I've got the May figure here, too. Right, yes, we sold 45 in May. That's not bad, you know.
- A. No, but it might not be enough. The Royal didn't really pick up though, did it. We sold – what – 22 of those in May?
- B. Mm. We'll have to shift a lot in the second half of the year or we'll be left with stock we'll have to discount at Christmas. What about the total turnover of all our sofas, not just the new lines – have you got the figures for that so that I can slot them in under the graph?
- A. Sure. In January it was £103,870.
- B. Ok. February?
- A. It was down to £71,910.
- B. Right. March?
- A. OK. That was almost the same, £74, 500.

- B. Yes. When you look at it, that figure is depressed purely because of the poor sales of the Royal, you know.
- A. Mm. In April it was £87,890
- B. Still not as high as January. What about May?
- A. That was £107,066. Finally topping January.
- B. Well we got there – but I don't know if it will convince the meeting.
- C. No.

## Part Two

You have been asked to attend an investment review conference to find out how the company's investment shares have been performing over the past six months.

Listen to the information given and complete the text.

You will hear the information twice.

There was a significant amount of portfolio activity during the review period. Concerns about the beverages industry, in particular fierce competition and a lack of pricing power, led us to sell our shares in the French spirits manufacturer Pernod Ricard. We also sold up in Anglo-Dutch consumer goods conglomerate Unilever, preferring to buy into the undervalued food sector by purchasing shares in the French food producers Groupe Danone, which we bought in October. In line with our other investment strategy of identifying a factor that we believe will increase the market's perception of a company, we waited for something to change before buying Danone. While market feeling towards the French food giant has been negative, the company has managed to boost earnings, encouraging us to buy.

Other changes included replacing our holding in German sportswear manufacturer Puma with a share in rival Adidas-Salomon, which we believe offers greater potential for growth. Puma's share price has more than doubled since it was introduced to the portfolio in 2003, making a significant contribution to performance. We also decided to invest in the emerging market of the telecommunication provider Millicom International Cellular, allowing us to initiate a holding in the business. We believe Millicom, which specializes in developing markets, including Latin America, where basic telephone services are often inadequate, offers an exciting investment opportunity.

While we do not expect to see a substantial improvement in European economic growth in the near future, the environment is nevertheless a stable one where ambitious companies can thrive. Companies on the continent are starting to see greater profitability thanks to restructuring and cost cutting. Ongoing demand from China and the US should continue to enhance the earnings growth of European businesses, as well as offer abundant investment opportunities for us to place your shares.

That is the end of the listening part of the test.

## Proficiency in Business English Level 4 – Paper A 08

### Key and mark scheme

#### Part One (15 marks)

**3 marks** Title: Sales Comparison: Royal and Madrid Sofas 2006

The graph should be plotted around these points:

**1 mark** Jan 35

**1 mark** Feb 25

**1 mark** Mar 30

**1 mark** Apr 40

**1 mark** May 45

**+ 2 marks** marks for presentation of graph

#### Sofa turnover

**1 mark** Jan £103,870

**1 mark** Feb £71,910

**1 mark** Mar £74,500

**1 mark** Apr £87,890

**1 mark** May £107,066

#### Part Two A (15 marks)

One mark per word

- |          |                |                |
|----------|----------------|----------------|
| 1 / 2.   | <b>2 marks</b> | pricing power  |
| 3.       | <b>1 mark</b>  | undervalued    |
| 4.       | <b>1 mark</b>  | increase       |
| 5.       | <b>1 mark</b>  | negative       |
| 6.       | <b>1 mark</b>  | rival          |
| 7 / 8.   | <b>2 marks</b> | invest in      |
| 9 / 10.  | <b>2 marks</b> | specializes in |
| 11.      | <b>1 mark</b>  | substantial    |
| 12 / 13. | <b>2 marks</b> | cost cutting   |
| 14 / 15. | <b>2 marks</b> | offer abundant |

#### Part Two B (10 marks)

For full marks, summary should include:

- sold Pernod shares, Anglo Dutch shares, Puma shares
- bought Danone, Adidas-Salomon and Millicom shares
- European economic growth is good because of great profitability, restructuring and cost cutting
- Chinese and US needs will enhance earnings in Europe, which will give investment opportunities for their shares.

## EXAMPLE ANSWER

## MEMO

*Company's Investment Shares in the Past Six Months*

*I have attended a conference about how the company's investment shares have been performing over the past six months and here are the main issues:*

- *Because of the significant amount of portfolio activity in the review period about the beverages industry, we had to sell our shares in the French spirits manufacturer Pernod Ricard and in Anglo-Dutch consumer goods conglomerate Unilever as well. We also purchased shares in the French food producers Groupe Danone and the company managed to boost earnings.*
- *Other changes were (i) replacing our holding in German sportswear manufacturer Puma with a share in Adidas-Solomon and investing in the emerging market of the telecommunications provider Millicom International Cellular.*
- *On the other hand, companies on the continent are starting to see greater profitability thanks to restructuring and cost cutting and China and the US should continue to enhance the earnings growth of European business for helping us to place your shares.*

*I hope you find this information useful.*

*Ana Martinez*

**THIS ANSWER ACHIEVED A SCORE OF 9 OUT OF 10**

**Part Three (20 marks)**

For full marks, candidates must restructure the information to make a coherent text

**Introduction**

Would it be better to take on new staff or to try different possibilities with the existing staff?

What the decision depends on? E.g. consistency of work, length of work, number of hours each week

**Main part**

Compare the different types of employment.

The different possibilities within the company

**Conclusion**

A summary, with an opinion on the different options

**EXAMPLE ANSWER**

Report: ***EMPLOYMENT OPTIONS AVAILABLE***

***Introduction***

*The aim of this report is to consider the employment options available for getting an efficient work and it will also describe the advantages and disadvantages of each alternative.*

***Advantages***

*Recruitment can be expensive. For this reason you have to consider another option such as the permanent employees can be full or part time and this is going to depend on how constant the work is and you have to re-organise your company structure as well as promoting existing staff by offering them an open-ended contract. You can have fixed term contract employees too, it depends on how long the work will last or you can choose to have an Employment Agency, which is going to supply you with temporary staff, but it depends on if the situation is a temporary one or irregularly and it also depends on the number of hours of work each week. You can also promote existing staff or adopt flexible working arrangements.*

***Disadvantages***

*If you choose the freelancers option, they will have no responsibilities to you. If you choose to offer overtime and on-one takes the option, you will be left wit the difficulty: If you choose to recruit more staff you will have to consider all the factors involved because it can be very expensive.*

***Recommendation***

*I would like to recommend you to identify if the pressure is all year round or not; if everyone really is busy and if all the work that's being done is strictly necessary and in the light of the results adopt the best alternative.*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part Four (20 marks)**

Usual writing criteria apply plus:

For full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as sales generated, differences in services, number of search engines.

- Recitation of the features of each centre one by one without any other ordering should get no more than 10 marks maximum

**EXAMPLE ANSWER**

Report: ***AGENCIES TO ADVERTISE ONLINE.***

*Introduction*

*The purpose of this report is to consider the different agencies available to advertise online and compare and contrast them.*

*Because of its low sales generated, only £3.75 million Atlas One point has been excluded from this report.*

*Sales Generated*

*It is a fact that Online Solutions has the highest sales generated, £6.25 million, whereas Latitude and Click Consult generate between £4.5 million and £5 million.*

*Search Engines*

*It is necessary to say that Online Solutions has six search engines, all of them very famous, while Latitude and Click Consult has only four or five search engines.*

*Costs*

*The cost on Online Solutions is from 0.6p per click and its consultation fees start from £200 fro bronze plan, whereas Latitude has a cost from 0.5p per click although it includes a monthly review of where sales traffic and sales are coming from.*

*Conclusion*

*I would like to recommend you Online Solutions in light of the result of this report and because it has been established for 15 years in the market.*

**THIS ANSWER ACHIEVED A SCORE OF 18 OUT OF 20**

**Part Five (10 marks)**

One mark per answer

A	B	C	D	E	F	G	H	I	J
8	10	1	4	2	3	9	6	5	7

**Part Six (10 marks)**

One mark per answer

1. increase / raise
2. set / place
3. said
4. has
5. out
6. bear / take
7. to
8. be
9. below (accept under)
10. profit

## ANGLIA INTERNATIONAL BUSINESS ENGLISH LEVEL 4

### ANGLIA PROFICIENCY IN BUSINESS ENGLISH

## PAPER B 08

### LISTENING SCRIPT

#### Part One

- A: Hi. John. Did you download that information for me about pizza markets?
- B: I did, Anne. Do you want it?
- A: Yes, but I want to put it on a graph. Could you read out the figures, please?
- B: OK. I've got it here. The title is *Pizza markets - Eat-in versus takeaway and delivery*.
- A: Right. **(pause)** Thanks. Now, can you tell me the values for 1999 - 2003? I want the figures for the eat-in market, please.
- B: Yes. So in 1999, the figures for eat-in were slightly higher than for takeaway / delivery - the eat-in market was worth £470 million.
- A: Right. Does it continue like that in 2000?
- B: Yes, it rises to £500 million. However, the eat-in pizza expansion slows in 2001, converging more with the takeaway/delivery market. There was a rise to £510 million for eat-in pizzas.
- A: OK. And on to 2002. What happens then?
- B: Again, the two markets are very close, with eat-in at £540 million.
- A: OK. And lastly 2003?
- B: Oh, well a bit of a gap opens up here - you've got eat-in pizzas falling behind takeaways. It's still a growing market, but it only reached £560 million that year.
- A: OK, that's fine.
- B: Did you want any other information on that?
- A: Is there anything about the total pizza outlet market?
- B: Yes, I've got figures for the value of the total pizza outlet market, 1999-2003.
- A: Great. Can you tell me them, please?
- B: Yes. In 1999, the total market was worth £21,116 million.
- A: OK.
- B: Then in 2000, it grew to £22,105 million in total.



- A: Right. In 2001?
- B: Er, 22, no, sorry, £23,044 million, expanding steadily. And again in 2002, the same sort of increase, with the market value up to 24, 173, that's million pounds of course.
- A: Yes.
- B: And in 2003, the market was worth £25,379 million in total.
- A: OK, John, thanks very much.

## Part Two

You are a trainee manager. You attend a presentation on a training course about upward management.

Listen to the information given and complete the text.

You will hear the information twice.

Creating good working relationships with those at higher levels of the company hierarchy is essential for your success in management. At work, you are constantly in competition for resources - financial and human - and for attention. You have to make sure you will be at the top of the list for those things that are crucial for success, such as an extra budget for a new initiative, or information about developments within the company.

The secret of good relationships, professional and personal, is clear mutual communication. This requires the right words, music and dance - in other words, the right content, the right tone and the right body language. What constitutes 'right' is your task to find out. Understanding what makes your bosses tick is a key ingredient of enhanced communication, so do some research.

The first step is to observe closely how your bosses relate to others at your level and below. Are there some people with whom they seem to have the sort of effective working relationship you need to establish? If so, what are the characteristics of the relationship? How often do they meet? Do they have one-to-one time, not just contact at management meetings? Are there things your peers do that seem to be particularly valued by senior management? Even if these things don't seem to be important to you, you may do well to copy the successful strategies of others if you want to be appreciated as much or more than others at your level.

Getting to know your bosses as people will help, either in increasing their trust in you, or, at the very least in helping you understand how to work with them successfully so that they will not block your progress.

What is good upward management? You know you have achieved it when you have established a match between your expectations and those of your line manager; when you have established mutual trust and support, a symbiosis through which you further each other's professional and personal ambitions.

That is the end of the listening part of the test.

## Proficiency in Business English Level 4 – Paper B 08

### Key and mark scheme

#### Part One (15 marks)

**3 marks** Title: Pizza markets: Eat-in versus takeaway and delivery

The graph should be plotted around these points:

<b>1 mark</b>	1999	£470 million
<b>1 mark</b>	2000	£500 million
<b>1 mark</b>	2001	£510 million
<b>1 mark</b>	2002	£540 million
<b>1 mark</b>	2003	£560 million
<b>+ 2 marks</b> for presentation of graph		

#### Supermarket turnover (£m)

<b>1 mark</b>	1999	£21,116
<b>1 mark</b>	2000	£22,105
<b>1 mark</b>	2001	£23,044
<b>1 mark</b>	2002	£24,173
<b>1 mark</b>	2003	£25,379

#### Part Two A (15 marks)

- |           |                |                         |
|-----------|----------------|-------------------------|
| 1.        | <b>1 mark</b>  | resources               |
| 2.        | <b>1 mark</b>  | initiative              |
| 3. / 4.   | <b>2 marks</b> | body / language         |
| 5. / 6.   | <b>2 marks</b> | key / ingredient        |
| 7. / 8.   | <b>2 marks</b> | effective / working     |
| 9.        | <b>1 mark</b>  | peers                   |
| 10. / 11. | <b>2 marks</b> | successful / strategies |
| 12.       | <b>1 mark</b>  | increasing              |
| 13.       | <b>1 mark</b>  | expectations            |
| 14. / 15. | <b>2 marks</b> | personal / ambitions    |

#### Part Two B (10 marks)

For full marks, summary **should** include:

Successful managers *manage upwards* by creating good relationships with their bosses.

How?

- communicate with bosses
- understand bosses
- copy others who have good relationships with the bosses
- get to know your bosses as people
- Good upward management is creating a relationship of mutual trust and support with bosses

## EXAMPLE ANSWER

## MEMO

To: All

From: Sidsel

*Hello all,*

*Here is the information from the training course regarding upward management.*

*1. Good working relationship:*

- *Mutual communication*
  - *Right tone*
  - *Right body language*
  - *Pay attention to your boss requirements*
- *Constantly in competition*
  - *Make sure to be in the top*

*2. Observing:*

- *The boss relations to your colleagues*
  - *Is it an effective working relationship? You should be part of it as well.*
  - *Values by senior staff may be useful*
  - *Knowing your bosses will increase their trust in you*

*3. Good upward management:*

- *Match your expectations with the managers*
- *Mutual trust and support*

*I hope you find this information useful.*

*Regards*

*Sidsel*

**THIS ANSWER ACHIEVED A SCORE OF 7 OUT OF 10**

**Part Three (20 marks)**

For full marks, candidates **must** re-order the information to structure it.

Suggested model answer:

Introduction

Importance of using business tariffs- saves money and more features for business

Main part

save money by:

- working out your monthly call time, then finding suitable tariff which includes right amount of *inclusive minutes*:
- putting all in the department on same phone network
- sharing inclusive minutes between phones
- check what kind of calls your phone company includes in inclusive minutes
- get a tariff that includes some free features like free calls to voicemail, free warranty & phone replacement etc.

Conclusion

staff members should all have a business phone tariff and all should be on same network and share 'inclusive minutes'

**EXAMPLE ANSWER**

Report: ***REDUCING THE COST OF MOBILE PHONES***

*Introduction:*

*The aim of this report is to evaluate the costs of mobile phones and find a solution to decrease them.*

*Tariffs:*

*The inclusions of tariffs are often free voice-mail, free warranty, free business support and 24-hour phone replacement. In addition, tariffs can include minutes which are a monthly included amount of call minutes. It should be considered to check which calls that are included. Sometimes all calls are included, but companies do not always use the amount of calls which are available. Therefore it is important to check the different tariffs before choosing a specific one.*

*Advice for selecting the best tariff:*

*Firstly, estimate the monthly number of calls. Evaluate the offers of minutes for a special amount of money.*

*Inclusive minutes:*

*It would be a perfect solution to share the inclusive minutes in one network. It depends how much each employee spends on minutes, so in the end the money is properly used. It is the cheapest solution to have the same network. Furthermore, the company avoid that the staff use their personal phones.*

*Conclusion:*

*To sum up, the company should consider the profits of each tariff and sharing the network to decrease the mobile costs.*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

### Part Four (20 marks)

Usual writing criteria apply plus:

For full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as **price, speed, quality, special features, size of copier**. Recitation of the features of each copier one by one without any other ordering should get no more than 12 marks maximum

### EXAMPLE ANSWER

Report: **PHOTOCOPIERS**

#### Introduction

*The aim of this report is to compare and contrast four different photocopy machines and find the best solution.*

#### Colour

*All copy machines are black and white except Canon PC-D320 greyscale copies that copies in greyscale.*

#### Maximum Copies per minute

*The best solution for many copies in a limited amount of time would be the PC-D320 with 14 copies per minute whereas the Canon FC-100 only prints 4 pages per minute.*

#### Sheet Capacity

*Canon PC-1270 is capable of having 350 sheets which is the biggest amount. However, the Sharp AL and Canon PC-D320 has space for 250 pages.*

#### Size

*Canon FC-100 is the smallest copier whereas the Sharp AL takes up a lot of space.*

#### Price

*The cheapest copier is the Canon FC-100 which is £175. The most reasonable price would be the Canon PC-D320 which is £334.49.*

#### Conclusion

*In conclusion, I would recommend selecting the Canon PC-D320 greyscale copier. The quality is good and it contains a capacity of 250 sheets. Furthermore it is the fastest.*

**THIS ANSWER ACHIEVED A SCORE OF 16 OUT OF 20**

**Part Five (1 mark each)**

A	B	C	D	E	F	G	H	I	J
5	1	9	7	8	3	4	10	2	6

**Part Six (10 marks)**

One mark per answer

1. wrong
2. in
3. much
4. be
5. possible
6. whether / if
7. fill
8. on
9. when / if
10. as

# Anglia Language Examinations Proficiency in Business English

## Speaking Test 2009

## Candidate's Instructions

### Procedure

The Anglia Proficiency Business English Speaking Test consists of three parts and should take approximately 18 minutes to complete. The test is conducted by the examiner. The examination is recorded onto a computer, cassette tape or CD. The MP3 file, tape or CD is sent to Chichester College for moderation.

After the examination, you must not return to the area where candidates yet to take the test are still waiting.

### **Part one:** up to 2 minutes

Introduce yourself to the examiner (give your name and number).

You will answer questions like the following:

- Would you please tell me something about yourself and why you are taking this examination?
- What is your current position at your work placement company (or other company you work for)?
- Could you give me an overview (past, present and future) of your career at your work placement company?
- What are the most important things you have learnt during your work placement?

### **Part two:** up to 7 minutes

You are to give a 5-7 minute presentation about one of the following topics:

- your business plan
- your export marketing plan
- your promotion campaign
- a SWOT analysis you have prepared

At the end of the presentation, the examiner will ask you a number of questions about your presentation.

**Part three: up to 9 minutes**

Your examiner will ask you to respond to three questions or statements (approximately three minutes per question or subject). You should be able to respond sensibly to the questions and prompts.

**OVERVIEW OF TASKS**

<b>Position Level BOL</b>	senior management level BOL4 / selected students
<b>Introduction (Warming-up)</b>	<ul style="list-style-type: none"> <li>• name and number</li> <li>• current position at work placement company</li> <li>• career overview: past, present and future</li> <li>• most important thing/s you have learnt</li> </ul>
<b>Presentation</b>	prepared presentation 5-7 min: about a  business plan export marketing plan promotion campaign swot analysis  PowerPoint preferred
<b>Debate / Discussion</b>	You respond to various prompts from interlocutor; topics unseen

**NOTICE OF TOPICS FOR PREPARATION**

- prepare a 5 – 7 min presentation on one of the following topics:
  - your business plan
  - your export marketing plan
  - your promotion campaign
  - a SWOT analysis you have prepared (power point is preferred)

At this level the discussion topics are unseen.



## MARKING CRITERIA ANGLIA SPEAKING TEST 2009

## BUSINESS ENGLISH PROFICIENCY (LEVEL 4)

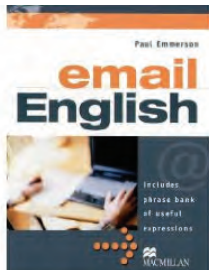
	COMMUNICATION	CONTENT	PRONUNCIATION	VOCABULARY	GRAMMAR
<b>D</b>	Candidate is fluent. Sentences are well formulated. Reactions and answers are appropriate in length and to the point. Very little hesitation.	Fully covers the subject.	Good, clear pronunciation and stress / intonation. The examiner has no difficulty understanding the candidate.	Uses good variety of appropriate words and idioms.	Few minor mistakes. Good use of tenses and sentence structure.
<b>M</b>	Candidate is relatively fluent without much hesitation. Candidate keeps the conversation going. Answers and reactions are to the point.	Covers the subject adequately.	Good pronunciation and stress / intonation. Mother tongue may be obvious, but does not interfere with the examiner's ability to understand the candidate.	Reasonable variety of words and idioms with some observable effort. There may be occasional errors.	Incidental mistakes in proper use of tenses and sentence structure.
<b>P</b>	Candidate often hesitates, but can keep conversation going with prompts.	Tends to wander from the subject matter. Needs prompting in order to keep to the subject.	Sufficient pronunciation to be understood most of the time. Some mistakes in stress and intonation. Some words are clearly mispronounced. The examiner may have to check his / her understanding of what the candidate has said from time to time.	Limited variety of words and idioms. Some mistakes in use and / or inappropriate use or choice of words.	Obvious mistakes in the use of tenses and sentence structure. Understandable, although occasionally difficult to follow.
<b>R</b>	Candidate is not fluent at all. Answers are often monosyllabic and often incoherent. Difficult to follow.	Needs a great deal of prompting. Cannot cover the subject matter at all.	Unsatisfactory pronunciation. Very strong mother tongue interference. Many words so unclear as to interfere with the examiner's ability to understand the candidate.	Very limited variety of words and idioms. Many instances of inappropriate use. Confusing.	Knowledge of grammar and sentence structure is clearly inadequate for the tasks. Candidate is frequently difficult to follow.

*Performance indicators*

In a typical business environment, the candidate is able to:

- prepare and give presentations typical of business meetings and accurately convert information into an acceptable graphic representation;
- control the language of business appropriately for specific purposes;
- articulate his / her view and elaborate on general and abstract business-related issues.

## APPENDIX 1 – Recommended Book List



'email English' by Paul Emmerson  
Publisher: Macmillan  
ISBN 1 405 01294 3



'New Business Matters' by Mark Powell, Ron Martinez  
& Rosi Jillet  
Publisher: Chris Wenger  
ISBN 0 7593 9856 9

**APPENDIX 2 – Speaking Test Assessment Sheet****Anglia Examination Syndicate (England)****INTERNATIONAL BUSINESS  
ENGLISH  
SPEAKING TEST 2009****ASSESSMENT SHEET**

Please stick your candidate label here

Final Total:

Please Tick Below:

Practical Business (Level 1)

☐

Advanced Business (Level 3)

☐

Intermediate Business (Level 2)

☐

Proficiency Business (Level 4)

☐**Refer****1-4****Pass****5-6****Merit****7-8****Distinction****9-10**

Communication

☐☐☐☐

Content

☐☐☐☐

Pronunciation

☐☐☐☐

Range of Vocabulary

☐☐☐☐

Grammatical Accuracy

☐☐☐☐**REMARKS:**

EXAMINER: \_\_\_\_\_

FINAL TOTAL: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

## APPENDIX 3 – LIST OF STRUCTURES TESTED FROM ELEMENTARY TO ADVANCED LEVEL AND ABOVE IN THE GENERAL ENGLISH EXAMINATIONS

### *Grammar and Structures List for the Elementary Level General English Examination.*

Grammar and Structures	What are they used for?	Some examples
<b>VERBS</b>		
Future simple – will 1 <sup>st</sup> conditional – with 'if' clause present and result clause will/won't	talking about future plans talking about future plans which have conditions on them	What <b>will</b> you <b>do</b> when you are older? If it <b>rains</b> , we <b>won't go</b> to the park.
Future of intention 'be going to'	talking about future intentions	I'm <b>going to see</b> a film this evening.
Past continuous - when, while	talking about past activities which were interrupted	I <b>was having</b> my breakfast when the postman knocked. While I <b>was studying</b> , he played loud music.
Used to	talking about long past habits and states	My father <b>used to work</b> in an office. My sister <b>used to have</b> long hair.
Modals –should, must	expressing obligation and advice	You <b>must study</b> hard if you want to go to university. You <b>mustn't worry</b> about it. You <b>should</b> always <b>lock</b> your car.
I would rather + non finite verb I had better + non finite verb	expressing preference and advice	I <b>would rather eat</b> fish than meat. You <b>had better take</b> an umbrella or you'll get wet.
Infinitive of purpose	talking about the purpose of doing something	Jane went to America <b>to learn</b> English
<b>QUESTION TAGS</b>		
Isn't he? Aren't you? Do you? Etc	asking for confirmation of a negative or positive statement or inviting an answer to a question	You are coming to my party, <b>aren't you?</b> You haven't seen my car keys, <b>have you?</b>
<b>RELATIVE PRONOUNS</b>		
Which, who, that	identifying people and objects	This is the best cake <b>that</b> I have ever eaten. Jack is the one <b>who</b> is sitting at the back of the class.
<b>REFLEXIVE PRONOUNS</b>		
Myself, himself, herself, etc.	Identify people and objects	He hurt <b>himself</b> .
<b>ADVERBS</b>		
Adverbs of frequency, e.g. Never, sometimes; adverbs of manner, e.g. quietly, slowly; adverbs of time, e.g. today, now; adverbs of degree, e.g. a lot, a little	Describing how often, how, when and to what extent people do something	I have <b>never</b> flown in a plane. <b>At the moment</b> , the children are playing in the park. The children walked home <b>slowly</b> .
The contrast of too/enough	talking about the extent of something	The student isn't trying hard <b>enough</b> , he never does his homework. The student is trying <b>too</b> hard, he will make himself ill.
<b>PREPOSITIONS</b>		
Prepositions as used in some very common phrasal verbs and prepositional phrases.		You must <b>put on</b> a hat if you go out in the sun. I am very <b>fond of</b> my pets.

**Grammar and Structures List for the Pre-Intermediate Level General English Examination.**

Grammar and Structures	What are they used for?	Some examples
<b>VERBS</b>		
The passive voice	talking about a process, omitting the active subject	The best computer games <b>are made</b> in Japan. The new church <b>was built</b> last year.
The second conditional - if / past tense + would /non finite verb	talking about hypothetical situations musing	<b>If I worked</b> harder, I <b>would get</b> higher marks. <b>If I won</b> some money, I <b>would buy</b> a new car.
Present perfect continuous	Expressing unfinished or recently completed actions	How long have you <b>been living</b> in London?
The gerund after certain verbs		I enjoy <b>learning</b> English. I hate <b>eating</b> spaghetti.
Non finite verbs in particular phrases: e.g. make someone do something, let someone do something	expressing persuasion and permission	Mary's parents <b>let</b> her <b>drive</b> their car. My father <b>made</b> me <b>do</b> my homework.
<b>ADVERBS</b>		
for and since	expressing time periods from a point in the past, relating them to the present	I have lived in this house <b>for</b> five years. I haven't swum in the sea <b>since</b> last summer.
more adverbs of frequency, manner, time or degree	describing how often, when, how, and how much people do something	I'm <b>still</b> here. He's <b>already</b> finished. That bird <b>rarely</b> visits Britain. We <b>hardly</b> knew him.
<b>CONCURRENCE</b>		
Neither do I/so do I	expressing concurrence with a positive or a negative statement expressing concurrence within a positive or negative statement	I don't like playing computer games. <b>Neither do I.</b> I like eating chocolate. <b>So do I.</b> I don't like cabbage and <b>neither does</b> my sister. Jane loves chocolate and <b>so do</b> her friends.

**Grammar and Structures List for the Intermediate Level General English Examination.**

Grammar and Structures	What are they used for?	Some examples
<b>VERBS</b>		
Reported speech	repeating messages passing on information telling stories, jokes checking facts	"What is the height of the Empire State Building?" He <b>wanted to know what</b> the height of the Empire State Building <b>was</b> . "Did you phone your parents?" said Jane. Jane <b>asked us if we had phoned</b> our parents
The third conditional - if/past perfect tense + would have/non finite verb	expressing regret musing describing a past that never was talking through the consequences of our actions	They <b>would have gone</b> to the concert <b>if</b> they <b>had had</b> tickets. <b>If he had known</b> , he <b>would have finished</b> earlier.
The gerund - After certain prepositions in certain idiomatic expressions		<b>After leaving</b> work, he went to the gym. It's <b>no use talking</b> to him. Is it <b>worth doing</b> ?
To have something done	expressing the fact that the speaker commissioned an activity	John <b>had</b> his house <b>painted</b> .
<b>CONJUNCTIONS</b>		
Conjunctions of reason and purpose, cause and result, concession	talking about why people do things, the purpose of something, its cause, expressing surprise	She goes to the gym <b>in order to</b> keep fit. There is a lack of water <b>as a result of the hot weather</b> . <b>Despite/in spite of</b> his wealth, he wasn't happy.
As connectives – and, but, nevertheless, or, however	expressing connections in a sentence, text or argument	

**Grammar and Structures List for the Advanced Level General English Examination.**

Grammar and Structures	What are they used for?	Some examples
<b>INVERSION</b>		
the inversion of subject and verb after certain negative adverbial introductions, e.g. never, rarely, hardly ever, not only, little, seldom	creating emphasis, varying style and idiom	<b>Never have I</b> seen such a terrible film. <b>Little did he know</b> he would one day be prime minister. <b>Not only was it</b> raining, it was also cold.
<b>VERBS FOLLOWED BY THE PAST TENSE</b>		
I wish, it's about time, it's high time	expressing hypothesis, regret, decision making and the need for decision making	I <b>wish I had</b> £1million. <b>It's high time</b> we <b>did</b> some work. <b>It's about time</b> he <b>bought</b> a new car.
<b>DEDUCTION</b>		
Using modal verbs followed by the non-finite and perfect non-finite verb using will	expressing hypotheses and deductions in varying degrees of certainty	Jane <b>will be</b> in bed at this time of night. They <b>should have heard</b> the telephone. They <b>must have gone out</b> . He <b>can't have finished</b> his homework. If he had, he <b>would have put</b> it on my desk by now. John <b>might be sitting</b> in the theatre already.
<b>THE INFINITIVE</b>		
after certain verbs after certain adjectives after question words the perfect infinitive		I <b>hope to hear</b> from you shortly. We <b>can't afford to give</b> you a pay rise. I <b>want you to do</b> something for me. It's very <b>difficult to explain</b> . Tell me <b>where to go/ how to get there/ what to say</b> . I'd love <b>to have met</b> him. He doesn't <b>seem to have done</b> it.

## APPENDIX 4 – Tracks listings for the listening sections on accompanying CD

PRACTICE EXAM	TRACK NUMBER
Level One: Paper B 06	1
Level One: Paper A 07	2
Level One: Paper A 08	3
Level Two: Paper B 07	4
Level Two: Paper A 08	5
Level Two: Paper B 08	6
Level Three: Paper B 07	7
Level Three: Paper A 08	8
Level Three: Paper B 08	9
Level Four: Paper A 07	10
Level Four: Paper A 08	11
Level Four: Paper B 08	12