



Please stick your candidate label here

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Marker's initials

Anglia ESOL International Examinations
Proficiency Business English
Level 4 Paper B 2014

CANDIDATE INSTRUCTIONS:

- Time allowed - TWO and HALF hours including listening
- Stick your candidate label in the box above.
- Answer ALL questions in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

For Examiner's Use Only					
Part One [20]	PartTwo A [10]	PartTwo B [20]	PartThree [30]	Part Four [10]	Part Five [10]

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Part One (20 marks)

You have been asked to attend a presentation about a new way of shopping called 'Click and Collect'. Listen to the presenter's script and complete the text. You may need to write more than one word in each gap. You will hear the information twice.

Click and Collect

This new way of shopping is a simple yet very counter-intuitive (1) _____. You buy something online. Then, rather than wait for the postal service, you go to the shop and collect it yourself. Delivery charges are generally cheaper than by post, or can even be (2) _____.

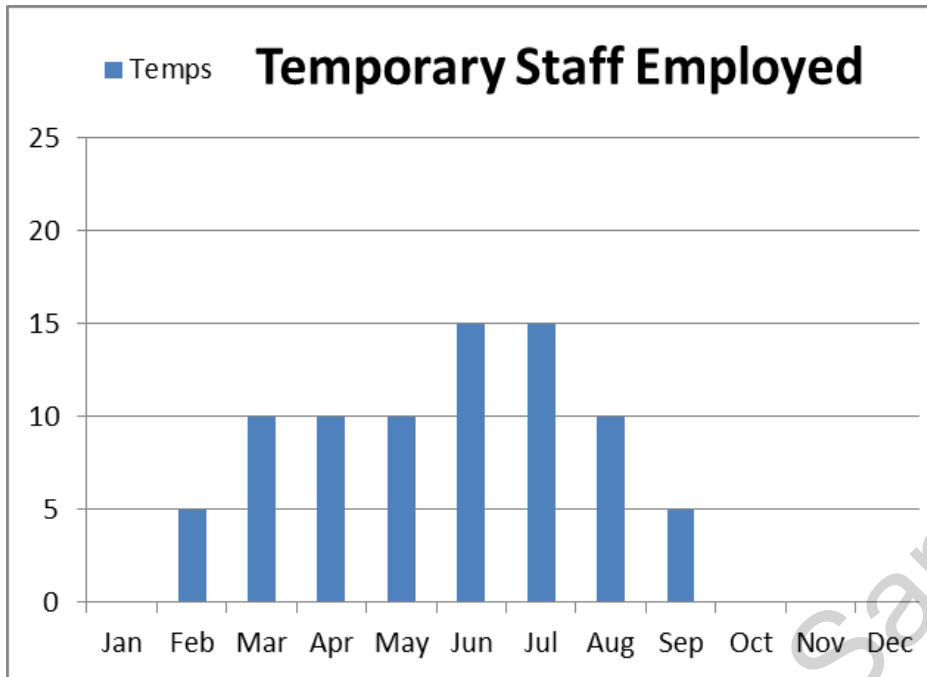
Internet shopping was meant to revolutionise how we bought things. Our homes would become the new (3) _____. Cars would be abandoned; the world would become an easier, happier place. But it didn't work out like that, mostly because the mail delivery services were not (4) _____. A report at the weekend suggested that during December last year, at least 225,000 parcels each day failed to arrive when promised.

(5) _____ as it sounds, most shoppers would actually prefer (6) _____ the cost and hassle of going into town and picking up their purchases than wait at home or visit the shop, unsure that their desired item will be in stock. Among Click and Collect's (7) _____ is the certainty that your item will actually be there. Both *John Lewis* and *Next*, the country's second biggest fashion (8) _____, have reported good Christmas business and both have hailed click and collect as the reason.

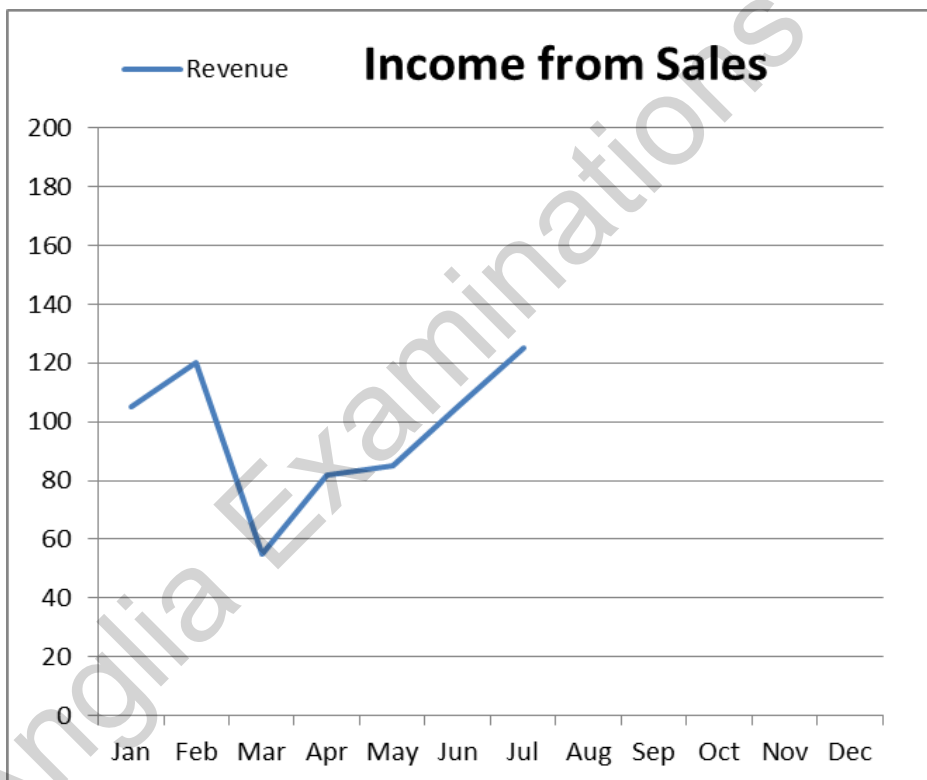
But the greatest (9) _____ has been developed by online-only shops. The biggest, *Collect Plus*, has signed up 5,000 local shops, and persuaded them to become collection points as their opening times tend to be far longer. So, being able to make your (10) _____ in the comfort of your own home and choosing where and when to pick it up, means that Click and Collect is probably here to stay.

Part Two - A (10 marks)

You will hear a telephone conversation. Listen and complete the graphs where appropriate, and also complete the information required. You will hear the conversation twice.



Number of Temps:	
October	1)
November	2)
December	3)



Sales:	
August	4)
September	5)
October	6)
November	7)
December	8)

9) Reasons for the drop in sales at the end of the summer months:

10) Reasons for fluctuations in temporary staff number:

Part Two B - (20 marks)

Analyse the completed graphs in part 2A. Write an email to your manager as if you were attaching the graphs. Give an overview of what happened over the time period shown in the graph. Draw some conclusions from the data shown on the completed graph.

To:

Subject:

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Part Three, Facts and Figures (30 marks)

Your boss wants to expand his taxi business. He has asked you to report on four sites that could be used for an office, waiting area for drivers and customers, plus safe and secure parking.

Look at the facts below and structure your report to *compare and contrast* the options, draw a conclusion and make a recommendation in about 250 words.

67 High Street, Painswick

Location: Situated on the High Street among shops and cafes, this is a retail outlet.

Ground floor space: 800 sq ft. Comprised of one open plan room with WC and kitchenette at the rear.

First floor: 1000 sq ft comprised of three separate rooms.

Condition: Minimal re-fit to suit new business. In need of decorating. All utilities / facilities in good working order.

Parking: Space for two vehicles at the rear of the property. Public car park 150 metres walk away - pay and display.

Rent pa: £15,000

2A High Street, Painswick

Location: Located on the High Street amidst other, well-known retail outlets. These premises are next door to a large pub / restaurant.

Shop space: 1,500 sq ft

Storage space: Two rooms at rear of property suitable for storage / office space. Approx: 1,000 sq ft combined.

Condition: Minimal re-fit to suit new business. All utilities / facilities in good working order.

Parking: Proprietor can park in the pub car park. Public car parks - pay and display, back onto the High Street.

Rent pa: £20,000

**Unit 7, Wick Industrial Site,
Painswick**

Location: Sited on the main route into the town centre. Other businesses on same stretch of road are light industrial. Modern, well lit area with good all round security system. CCTV installed for all units inside and outside.

Floor space: 1,000 sq ft all on ground level. Comprises open plan unit with separate WC and kitchen facilities.

Condition: Newly built. This unit is fully functioning with all utilities ready for any small business.

Parking: Spaces for 6 vehicles related to the occupying business.

Rent pa: £25,000

**The Gables,
Broad Road, Painswick**

Location: Located on the outskirts of town - 5 minute drive to town centre. Other businesses on same stretch of road are doctors' surgeries, insurance brokers, a car sales garage and some private residences.

Internal space: This former house comprises one large reception room split into three smaller rooms. There is also a fully fitted kitchen and a bathroom on the ground floor, with three further rooms on the first floor that could be used for office space or storage.

Condition: The Gables has recently been used as a dentist's surgery and as such is in a good state of repair with all utilities fully functioning.

Parking: Within the grounds there is space for up to 6 vehicles. Exterior lighting and CCTV are already installed.

Rent pa: £24,000

Part Four, Reading Skills (10 marks)

There are ten headlines below and ten short news stories on the next page. Match each story letter to the best headline number.

1. INFLATION KEPT LOW DUE TO HIGH SUPPLY OF CRUDE.
2. ALL-ROUND PRICE REDUCTION IN CONSUMER GOODS.
3. MORE COMPLAINTS ABOUT SHORT-TERM PAY RELATED LOANS.
4. GOVERNMENT INFLATION TARGET THWARTED BY OIL PRICES.
5. INTEREST-FREE DEALS NOT AS GOOD AS THEY SOUND.
6. LONG-TERM LOW INTEREST RATE CONTINUES.
7. BAD PRESS FORCES INTEREST RATE RESTRICTIONS.
8. COST OF LIVING DOWN DUE TO DECREASE IN FUEL PRICES.
9. MORE OIL COULD LEAD TO WAR ON PRICES.
10. RISING INTEREST RATES INDICATE RECOVERY IN THE ECONOMY.

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 rate of inflation fell last month to 3% due to cheaper crude oil prices. This figure still falls short of the government's target of 2.3%. It is hoped that increased reserves of crude found in some parts of the world will see further drops over the coming months.

C.
The price of crude oil coming out of South America fell sharply yesterday to \$28 a barrel. A spokesman for the Venezuelan oil company TRU-Oil said that more reserves of untapped oil than had been expected have been confirmed by exploratory drilling. This could give way to a price war between the major players in the oil industry, which may result in the restriction of supply from some quarters.

E.
There has been a significant number of complaints about adverts concerning the interest rates applied to payday loans. Adverts often imply that the APR (annual percentage rate) is irrelevant to a short-term loan and this can encourage consumers to disregard exactly how much interest they will have to pay.

G.
Interest rates could rise before the next election. The Governor of the Bank of England said that higher rates would be a 'welcome sign' that the economy was recovering.

I.
Shop prices overall were 1.7% lower in March than a year earlier, driven down by falls in most non-food categories, but most notably a 12.8% drop in the cost of clothing and footwear and a 4.4% fall in the price of electrical goods. Food inflation also slowed significantly to 0.8%.

B.
The relaxation in supply of crude oil has brought about a reduction in the price at the pumps for petrol and car diesel. This in turn has had an effect on inflation, and the average annual rate has fallen to below 2%. This is the lowest average annual rate since 1999.

D.
This week one of the largest payday loan companies revealed that it's capping its average annual rate of interest to 76%. This comes after negative advertising and comment from the banking sector and the government.

F.
Many large furniture stores are again offering interest free deals on purchases in an effort to boost sales. There are however, hidden pitfalls to such deals and consumers have been warned to read the small print before signing up to buy now, pay later goods.

H.
Consumer prices in the USA fell in October 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 August, strengthening hopes that the Federal reserve will not put up interest rates as much as had been thought.

J.
Interest rates were fixed again today by the Bank of England at 0.5%. This is the 56th month in succession that interest rates have remained at this all-time low. The Governor of the bank says that interest rates will not go up until the level of unemployment is below one million for at least three consecutive months.

Part Five (10 marks)

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

Business Process Management

Business Process Management (BPM) is a management approach focused (1) _____ aligning all aspects of an organisation with the wants and needs of clients. It promotes business effectiveness and efficiency (2) _____ striving for innovation, flexibility and integration with technology. BPM attempts to improve processes continuously.

Business processes are critical to any organisation (3) _____ they generate revenue and often represent a significant proportion of costs. BPM considers processes to be a strategic asset of an organisation (4) _____ must be understood, managed and improved in (5) _____ to deliver value added products and services to clients.

(6) _____ the initial focus of BPM was (7) _____ the automation of mechanistic business processes, it has since been extended to integrate human-driven processes. For example, when individual steps in the business process require human intuition or judgement to be performed, these steps are assigned (8) _____ appropriate members of staff within the organisation.

More advanced forms of BPM can be seen in the complex interaction (9) _____ human workers in performing a group task. In this case, many people and systems interact in structured, ad-hoc and sometimes completely dynamic ways to complete one or many transactions. Business Process Management can be used to understand organisations through expanded views that would (10) _____ otherwise be available.

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