

Final test C1.2- Answer Key

LISTENING (14 MARKS)

Note to trainer: Play audio twice.

- 1 1952
- 2 Volcano
- 3 5 per cent
- 4 10 per cent (accept doubled)
- 5 rock concerts
- 6 email address, mobile phone number
- 7 4.7
- 8 \$400 billion (or: really work)
- 9 b / 10 c / 11 b / 12 c / 13 c / 14 b

LANGUAGE (26 MARKS)

- 15 is → was
- 16 high → highly
- 17 have → has [to agree with 'trading']
- 18 have → had
- 19 owing → owed
- 20 forward → back
- 21 has → had
- 22 of → on
- 23 of → for
- 24 withdrawing → withdraw
- 25 We are looking for a well-qualified professional person.
- 26 In recent months, we have seen rapidly declining sales.
- 27 He has produced consistently accurate reports.
- 28 The company has demonstrated extremely effective disaster planning (or: planning for disasters).
- 29 Lastminute.com is a highly successful online service company.
- 30 bring out / 31 break into / 32 cut off / 33 put it off / 34 look into it / 35 break them off
- 36 a / 37 a / 38 b / 39 c / 40 b

VOCABULARY (22 MARKS)

- 41 retreat / 42 independently / 43 remuneration / 44 fringe benefits / 45 rosy / 46 succinct / 47 dire / 48 uncertain / 49 old-fashioned
- 50 deal with, handle / 51 take, make / 52 achieve, reach / 53 give, provide / 54 accept, admit / 55 damage, jeopardize / 56 enter, penetrate
- 57 severance package / 58 income distribution / 59 takeover bid / 60 distribution centre / 61 retail chain / 62 auction house

SKILLS (7 MARKS)

- 63 c / 64 d / 65 h / 66 a / 67 i / 68 e / 69 b

READING (6 MARKS)

- 70 c / 71 a / 72 a / 73 c / 74 b / 75 c

SPEAKING (25 MARKS)

Note to trainer: To grade, use the guidelines on the speaking portion page of the test.

To set up the speaking portion:

- *The trainer must specify the topic for the speaking portion of the test. This topic can be explained in detail to the students at least one week prior to the test if they will need to research or prepare in some way. Please note: During the speaking portion, the students are not allowed to use any notes they took.*
- *The speaking topic should be tailored to the particular company and industry as much as possible. Ideally, it will relate directly to company specific topics covered in previous lessons (e.g. answering questions about a product, describing processes or procedures within their company, giving a presentation).*
- *This is a group speaking activity, where all participants engage together. The purpose is to grade the participants on their ability to speak in a realistic, business relevant situation. If the topic is company history, they should not each take turns telling the same story. Instead, they should work as a group to build on what was said, to disagree, to offer other opinions, to ask questions about what was said. If the topic is presentations, there need to be questions at the end.*
- *All of this should be clear well before the test day. To prepare students, make sure to set up this type of discussion round at various points during the course.*

LISTENING TRANSCRIPT - TRAINER SHOULD PLAY AUDIO TWICE

I: I understand your company is changing its name and rebranding itself. Can you tell us more about that?

JL: Yes. Our original name, Verner-Martins, comes from the fact that we were founded by Nils Verner and Henning Martins back in 1952. Within the Danish market, this name is well-known and carries with it a strong reputation. But abroad it means nothing. Now we're moving into a global market. So we want a name that's more international – in fact, an English name. So we're changing to Volcano. This name, we hope, sends a message to our clients that we're moving with the times, that we're in touch with changes in the global advertising industry.

I: In what ways is the advertising industry changing?

JL: Nowadays, there is a much greater mix of advertising media. The use of TV commercials, press and magazine advertising is starting to decline. TV commercials are no longer at the centre of every big campaign. They're still important, of course, but the internet, email and text messaging are often included in the mix. At present, the internet accounts for about 5 per cent of total spending on advertising – but this looks set to double within the next few years.

I: By internet advertising, do you mean those 'pop-up' ads that block the screen whenever you're trying to search for information?

JL: We think it's not a good idea to irritate internet users in this way. People today are very short of time. They don't respond well to ads that take up their time and attention unnecessarily. An ad has got to be relevant to people's lives.

I: How do you do that?

JL: Well, for example – a leading car manufacturer recently launched a new model. And months before the launch, they dedicated a special website to this model. The website advertised a series of rock concerts – but the date and venue of the concerts was kept secret. People had to register their email address or mobile phone number if they wanted to go. Then, at the

last minute, the concert would be announced by email or text message. It made the concerts more exclusive, more exciting. This attracted a lot of young people who then associated the image of the car with a fast-moving, music-loving lifestyle.

I: The advertising industry has picked up recently after several years in decline. Is this growth set to continue?

JL: Yes, I'm sure it is. We have seen a growth of 4.7 per cent in the last year. The total value of spending on advertising is 400 billion dollars worldwide. It's a healthy business and it's going to go on growing. But not in the same way as in the past. The use of media is changing, as I've already mentioned. But also the way we work with our clients is changing.

I: How is that?

JL: Nowadays, it's not just a question of developing a campaign. There are many ways to promote a product other than through direct advertising. Agencies have to present the client with an integrated approach. For example, we may even suggest that a company doesn't advertise its product at all – that they rely on word-of-mouth to spread the message. So they offer their products free to a number of individuals, and those people tell their friends about what a great new product it is. Their friends pass the message on to other friends, and - gradually – that product becomes well-known. Many people who are resistant to advertising will be influenced by what their friends are buying. So this is a promotional technique that can really work.