



Practice Tests For BEC Higher

新派
Spike

剑桥商务英语证书 (BEC)

高级习题集

李永强 主编

BEC证书——求职直通车，职场任驰骋

新版

中国石化出版社

剑桥商务英语证书(BEC)高级习题集

Practice Tests for BEC Higher

李永强 主编

中国石化出版社

图书在版编目(CIP)数据

剑桥商务英语证书(BEC)高级习题集/李永强主编.
—北京:中国石化出版社,2003
ISBN 7-80164-372-0

I. 剑… II. 李… III. 商务-英语-习题 IV. H319.6

中国版本图书馆 CIP 数据核字(2003)第 025155 号

中国石化出版社出版发行

地址:北京市东城区安定门外大街 58 号

邮编:100011 电话:(010)84271850

<http://www.sinopec-press.com>

E-mail:press@sinopec.com.cn

徐水彩虹印刷厂排版

北京大地印刷厂印刷

新华书店北京发行所经销

*

889×1194 毫米 16 开本 10.25 印张 286 千字 印 1—8000

2003 年 8 月第 1 版 2003 年 8 月第 1 次印刷

定价:25.00 元

前 言

随着改革开放的不断深入，特别是在中国加入 WTO 之后，经济全球化的趋势使得越来越多的外资及跨国企业将进入我国，剑桥商务英语证书(BEC)考试正成为像 IELTS、GRE、TOEFL 这样受人们青睐的考试。作为国际上最有影响的商务考试之一，对欲在涉外企业及相关领域发展的人士来说，剑桥商务英语证书是一个在日益激烈的竞争中取胜的重要砝码。目前，越来越多的人迫切希望能够熟练掌握商务英语这一具有极高商业价值的语言。

剑桥商务英语证书(BEC)考试是教育部考试中心和英国剑桥大学考试委员会合作举办的权威性考试。自 2002 年起，英国剑桥大学考试委员会对 BEC 考试大纲进行了重新修订，由原来的 BEC1、BEC2、BEC3 改为 BEC Preliminary(初级)、BEC Vantage(中级)和 BEC Higher(高级)三个等级。该系列考试是一项水平考试，它根据商务工作的实际需要，从听、说、读、写四个方面对考生在商务和一般生活环境下使用英语的能力进行全面考查，对成绩及格者提供由英国剑桥大学考试委员会颁发的标准统一的成绩证书。由于该证书的权威性，已成为在所有举办该考试的一百多个国家和地区求职的“通行证”。

根据英国剑桥大学考试委员会和教育部考试中心对该项考试的要求，中国石化出版社出版了《剑桥商务英语证书(BEC)考试习题集》，这是目前最新的一套为剑桥商务英语证书考试而编写的辅导教材。该套丛书根据英国剑桥大学考试委员会 2002 年最新修订的 BEC 考试大纲而编写，以现代商务活动为素材，内容与考试联系紧密，既适合教学又适合自学，是一套不可多得的最新版本的考试辅导用书。

由于我们经验不足，学识浅薄，疏漏谬误之处在所难免，希望广大读者和同行提出宝贵的意见，以便日后对本手册作出修改，使之更趋完善。

编 者

2003 年 7 月

剑桥商务英语证书(BEC)高级习题集

编 委 会

主编 李永强

编委 李永强 罗 蓓 付 欣 丁雪明

周 涵 孟 彬 柴伯梁 陈西玉

尹一冰 周 洁 黄培辰 洪 莹

Alice 薛彩云 张宝莲 李 军

唐秀玉 胡叶平 张艳华 张 青

夏昌峰

目 录

| | |
|-------------------------------|-------|
| Practice Test 1 | (1) |
| Key to Practice Test 1 | (11) |
| Practice Test 2 | (17) |
| Key to Practice Test 2 | (27) |
| Practice Test 3 | (34) |
| Key to Practice Test 3 | (44) |
| Practice Test 4 | (50) |
| Key to Practice Test 4 | (60) |
| Practice Test 5 | (66) |
| Key to Practice Test 5 | (75) |
| Practice Test 6 | (80) |
| Key to Practice Test 6 | (89) |
| Practice Test 7 | (95) |
| Key to Practice Test 7 | (107) |
| Practice Test 8 | (112) |
| Key to Practice Test 8 | (121) |
| Practice Test 9 | (126) |
| Key to Practice Test 9 | (136) |
| Practice Test 10 | (142) |
| Key to Practice Test 10 | (152) |

Practice Test 1

Reading

Part One

Questions 1 – 8

- Look at the statements below and the five introductions about factors affecting pricing on the opposite page.
- Which introduction A, B, C, D or E does each statement 1–8 refer to?
- For each statement 1–8, mark one letter A, B, C, D or E on your Answer Sheet.
- You will need to use some of these letters more than once.

1. Manufacturers often use their costs and expenses to calculate the break-even point for a new product.
2. An increase in price will usually cause the supply of a product to increase.
3. The retailer's competition comes from other retailers to sell similar items at lower prices.
4. The rule of supply indicates that a marketer would be willing to supply more of a product if the price were higher.
5. Only when products can actually be sold at a given price is there demand for them.
6. It drops when the style is well established and drops further when it becomes outdated.
7. Manufacturers find break-even analysis very helpful in figuring out what price to set to achieve profit goals.
8. If many consumers can and want to buy a certain product, the price will probably increase.

A. Demand

Demand is the amount of a product that consumers are willing and able to purchase at a given price. Only when products can actually be sold at a given price is there demand for them. As a consumer, you may want a new sports car, but you may not have the money or purchasing power to buy it. Therefore, your desire to own a sports car which you are not able to buy is not counted in the demand for sports car.

Demand and price changes interact. An increase in price will usually cause the demand for the product to decrease. When price is lowered, demand usually goes up. A change in demand will influence price in a similar way. If demand for a product increases, the price will usually increase. Of course, if the demand for a product decreases, the price often goes down. The rule of demand simply states that a marketer should be able to sell more of a good product if more consumers can and want to buy it. The rule also states that if many consumers can and want to buy a certain product, the price will probably increase.

B. Supply

Quantity of a product offered on the market at a specified price is called supply. The supply of a product includes only the amount available for sale at a certain time. If marketers hold back products while waiting for prices to go up, these products are not part of supply.

Like demand and price changes, supply and price changes interact. An increase in price will usually cause the supply of a product to increase. When price is lowered, supply usually goes down. A change in supply will have a similar influence on price. If the supply of product increases, the price will usually decrease; if the supply of product decreases, the price often goes up. The rule of supply indicates that a marketer would be willing to sell (supply) more of a product if the price were higher. The rule also allows that a marketer might want to supply less of a given

product when the price is lowered.

C. Costs and Expenses

The manufacture and distribution of a product involves many costs and expenses. These include expenditures for materials used in making the product, employees' wages, shipping charges, advertising and selling costs, and business taxes. They also include the costs of major accessory equipment and operating supplies, and costs connected with the research and development of new products. Manufacturers often use their costs and expenses to calculate the break-even point for a new product. The *break-even point* is reached when the money from the sales of a product equals the total costs and expenses involved in producing and marketing it. After the break-even point has been reached, the company may begin to make a profit.

For example, suppose a toy manufacturer is planning to produce 10,000 toy stuffed bears that will sell to stores for \$ 8 each. The cost of manufacturing and marketing each stuffed bear is \$ 5, or \$ 50,000 for 10,000 toy bears. The question now is, how many stuffed bears must be sold at \$ 8 each to get back the original cost? Dividing \$ 50,000 by the selling price of \$ 8 gives an answer of 6,250 toy bears. The sales of 6,250 toy stuffed bears would make the break-even point. Only after this point will the sale of bears begin to yield a profit.

Manufacturers find break-even analysis very helpful in figuring out what price to set to achieve profit goals.

D. Fashion and Seasonal Appeals

The marketer of fashion merchandise knows that its value to the customer is highest at the beginning of the fashion cycle. Thus, the price for fashion goods is likely to be high when a style is just appearing. It drops when the style is well established and drops further when it becomes outdated.

In seasonal merchandise, too, prices are likely to be higher at the beginning of the season than at the end. Ice skates are usually reduced in price before cold weather ends. Women's summer dresses generally cost less in late July than in May, and children's winter clothing prices usually begin to go down in January.

E. Competition

A marketer must always keep in mind competition from similar products. Burger King watches the prices of McDonald's for example. A marketer also watches out for competition from substitute products—for this reason, manufacturers of leather shoes keep an eye on the prices charged for vinyl shoes. Finally, a marketer is aware of dissimilar products or services that might be chosen in preference to other products or services, as when a bowling alley's business might be affected by a skating rink built in the same town.

The retailer's competition comes from other retailers or from discount stores seeking to sell similar items at lower prices. If retailers charge a high price for an item sold for less at a discount store, they must offer customer services usually not offered by a discount store. These services might include credit, gift wrapping, and well-informed salespeople.

Part Two

Questions 9 – 14

- Read this text taken from a business magazine.
- Choose the best sentence from the opposite page to fill each of the gaps.
- For each gap 9 – 14, mark one letter A – H on your Answer Sheet.
- Do not use any letter more than once.

A famous cliché maintains that “the business of business is business.” The business of business is not government, charity, or social welfare. Nor, the cliché implies, is it morality. (9)

To get some perspective on the question, we must look beyond our own

- A. What constitutes business varies from society to society.
- B. The regulations frequently

society. What we find is this: what is considered to be business and its business varies from society to society. In Japan, the business of large corporations is not only to produce goods but to care for the firm's employees—in effect, to guarantee them lifetime employment. Paternalism is thus part of the business of business in Japan, in a way that it is not in the United States. In the former Soviet Union, private ownership of the means of production, that is, of companies and factories, was prohibited by law. Nevertheless, there were in Russia factories, offices, stores, and goods. But business there was a state affair, not a private affair. (10) The question of what business *per se* is, and what its proper concern is, is a social question, one that must be answered in a social context.

In the United States, the mandate to business was initially rather simple. People wanted goods to be as plentiful, as good, and as cheap as possible. (11) Some businesses succeeded and grew; others failed. As problems developed, regulations were introduced by law. These laws regulated working conditions, protected children, prevented monopolistic practices, and preserved the environment. (12) The business of business was, and is, decided by the people of each society. What practices are or are not to be tolerated are not eternal givens, nor are the determinations of what is or is not acceptable to a society. To some extent, the mandate to business also sets the limits to its proper activity, and to what is not socially tolerable. The limits are not set by business or by those who run business, even though some of them act as if they were. (13) A business may ignore the moral demands of an individual, but it can hardly ignore the moral demands of a whole society, because it is both part of that society and dependent on it, even though it serves society.

There is increasing evidence that the mandate to business in the United States is changing, and that businesses are increasingly expected to weigh more than financial factors in their actions. (14) Insofar as business is a part of society, it rightfully has a voice in arriving at the social determination of what its business is.

Part Three

Questions 15 – 20

• Read the following extract from an article about advertising and the questions.

• For each question 15 – 20, mark one letter A, B, C or D on your Answer Sheet for the answer you choose.

American businesses spend about \$ 30 billion per year for advertising of all types. This large advertising industry offers a wide variety of jobs for college graduates, including such positions as advertising managers, layout specialists, artists, copywriters, account executives, media directors, and sales specialists.

The special challenge that advertising presents can be illustrated by a statement made by the president of a major advertising agency in New York. In concluding a lecture to a large group of business owners, this executive said: "We know that American businesses spent almost \$ 30 billion last year for advertising. We know that half of that amount was wasted. But, unfortunately, we don't know which half."

- represented the moral concerns of American people.
- C. Business people in the United States regard financial factors as the essence of business.
- D. But what does "the business of business is business" mean?
- E. Regulations introduced by law were usually based on moral concerns of American people.
- F. What the business of business is, in fact, is itself a moral decision, and one that is socially made and implemented.
- G. The limits imposed on business and the demands made upon business by society are frequently moral ones.
- H. Those interested in producing them were given relatively free rein under competitive conditions.

In designing an advertising program, an individual firm or its hired advertising experts must somehow balance the necessity of advertising against the likelihood that some expenditures will be wasted. Individual advertising expenditures vary from more than \$ 200,000 for a one-minute nation-wide television commercial during the World Series or Super Bowl to the small cost of printing and distributing 100 announcements to promote a sale or service in neighborhood. All advertising has the final goal of increasing sales for the business firm, Advertising can be defined as nonpersonal commercial messages to the public designed to inform both established and potential customers. Advertising is paid for. As such, it differs from other forms of sales promotion.

Traditionally, all advertising was classified either as direct-action advertising (designed to sell a firm's products or services) or as institutional advertising (designed to promote a firm's name). Thus, the statement "Raincoats are on sale today at \$ 9.95" is an example of direct-action advertising, and the claim "Our employees subscribe to the United Fund 100 percent" is an example of institutional advertising.

Modern business practices have further divided these two types of advertising into distinct approaches. For instance, primary-demand advertising seeks to increase the total demand for certain products without distinguishing specific brands. Examples include the current advertising campaigns promoting the merits of cotton as a basic garment material and milk as a natural food. Usually, this type of advertising is sponsored by a particular trade association or marketing cooperative, not by individual retailers or manufacturers.

Another distinct type of advertising is brand advertising, which promotes the use of a particular brand among competing products. This type of advertising is used most often today. In addition, the Federal Trade Commission (FTC) has recently encouraged the use of comparative advertising, which points to the advantages of the advertiser's product over competing products. This type of advertising has become very popular for headache remedies, credit cards and even automobiles. In comparative advertising, competing products are named and shown, rather than using the old idea of comparing unnamed products X and Y.

Institutional advertising also can take a wide variety of forms. For example, when a large corporation sponsors a symphony concert or underwrites a program for educational television, it basically is using institutional advertising. Thus, the "Bell Telephone Hour" combines fine music with commercial messages, and the major oil companies and many other firms sponsor programs dealing with the arts and other subjects of public interest.

In planning an advertising program, individual manufacturers, wholesalers, or retailers can choose from a large assortment of media. Here is a list of the main advertising media:

1. Television;
2. Radio;
3. Newspapers;
4. Magazines;
5. Outdoor billboards;
6. Specialty advertising (calendars, matchbooks, telephone pads, and so on);
7. Public transportation vehicles;
8. Yellow pages of telephone directory;
9. Direct mail;
10. Internet;
11. All others (catalogs, samples, leaflets, and so on).

It obviously doesn't pay for a local, one-unit department store to advertise on national television. Likewise, it usually is not practical for a neighborhood variety store to advertise in a large metropolitan newspaper. In deciding which media to use, advertisers must consider these questions:

1. Does the advertising medium cover the market?
2. What is the cost per reader or listener in the market?

Advertising firms have been more effective in answering these questions than many business owners have been. For instance, newspapers raise their advertising rates when their circulation increases. Similarly, television advertising rates are based on audience ratings. And magazine advertising rates are also based on total circulation. All these mass media are expensive advertising methods because they reach so many people.

In considering these basic questions, we can see why Ford, General Motors, and Chrysler can afford the huge costs of national television advertising. We can also see that local department stores cannot benefit proportionately from national television advertising to justify the expense. Even so, the growth of suburban shopping centers and the establishment of branch outlets by department stores and other retailers have brought local television advertising within the range of many smaller retailers. Newspapers, too, have attempted to make advertising more attractive to small firms by offering special full-page advertisements featuring the messages of several different firms.

Since the time that television came into its prime as an advertising medium, radio advertising has made a substantial comeback in terms of numbers of listeners. Radio advertising often serves local merchants effectively—and at costs that more firms can afford. The yellow pages of the telephone directory are another effective way to promote shopping goods and special items or services for which customers prefer to check sources by telephone first. And advertising on public transportation vehicles is also effective, when it can be geared to the advertiser's market.

Direct-mail advertising has been so overdone, especially by smaller firms, that its effectiveness has been impaired. Such promotion must be well prepared or it will be tossed into the nearest wastebasket. Still, direct mail offers the advantages of being selective in coverage, relatively inexpensive, and more flexible.

15. If you advertise a product, your main purpose of doing so is to _____.
A. earn more money for the advertising agency
B. promote sales of that product
C. compete with other firms that produce the same kind of product
D. introduce that producer to the public
16. In advertising, commercial messages are often delivered to the public _____.
A. personally B. impersonally C. directly D. indirectly
17. Primary-demand advertising is designed to _____.
A. sell a particular brand of product
B. promote a firm's name
C. increase sales for certain products without giving information about particular brands
D. increase the demand for important advertising
18. Primary-demand advertising is usually financed by _____.
A. a particular advertising agent
B. a particular marketing cooperative
C. individual manufacturers
D. individual retailers
19. We might safely infer that local merchants and small firms do not often use national television advertising simply because _____.
A. it does not cover the whole market
B. radio advertising can reach to a wider audience
C. they can't afford the huge costs
D. it will not bring them the profit in proportion to their advertising expense
20. What is the most effective way to advertise?
A. balancing the expense of advertising against the profit it may bring
B. using nation-wide television advertising to reach as wide a public as possible

- C. using radio advertising
- D. using newspaper and magazine advertising

Part Four

Questions 21 – 30

- Read the article below about a company.
- Choose the best word to fill each gap from A, B, C or D.
- For each question 21 – 30, mark one letter A, B, C or D on your Answer Sheet.

Miele, the German domestic appliance manufacturer, has been in the UK (21) thirty years.

The company started (22) a small office in central London, a staff of five and a turnover (23) the first 16 months of £ 53,000. Today it has a modern headquarters at Abingdon, near Oxford, employs about 200 people and has a turnover of £ 18 million. The British company, (24) the other overseas subsidiaries, is a sales operation. Abingdon is an ideal town (25) the UK headquarters. It is very central as a distribution point and only five miles north (26) the 'inland port' of Milton.

The Miele group employs 13,500 people worldwide. (27) it is still a family concern. 'There is regular contact (28) headquarters in Gütersloh, Germany', says Herr Wedekind, chief executive of the British subsidiary.

The group sells (29) products to up-market customers in shops like Harrods and advertises in publications like The Sunday Times magazine. 'We sell our products to people (30) want quality, want the best, good after-sales service and trouble-free appliances', says Herr Wedekind.

- | | | | |
|--------------|-------------|----------|---------------|
| 21. A. about | B. lasted | C. for | D. until |
| 22. A. at | B. with | C. as | D. for |
| 23. A. at | B. within | C. in | D. during |
| 24. A. as | B. compared | C. for | D. like |
| 25. A. for | B. to | C. of | D. as |
| 26. A. away | B. of | C. long | D. to |
| 27. A. But | B. And | C. As | D. Because of |
| 28. A. to | B. for | C. with | D. their |
| 29. A. its | B. them | C. their | D. the |
| 30. A. which | B. what | C. that | D. who |

Part Five

Questions 31 – 40

- Read the article below about the importance of winning the hearts and minds of foreign customers.
- For each question 31 – 40, write one word in CAPITAL LETTERS on your Answer Sheet.
- There is an example at the beginning (0) .

Example 0 A B O U T

American managers are being challenged to think globally. However, amid all the discussion (0) foreign competition, product quality, currency fluctuations (31) long-term commitment, a critical ingredient is missing: how (32) convey the right messages to the right audiences in the rapidly changing world marketplace. Many U.S. companies do not have a clue about (33) kind of corporate or brand identity will serve them best overseas. They're good (34) figuring out *where* they should be but not *what* they should be.

Many companies are sending the wrong messages— (35) disappointing results. Think of your chances if you

were to go to market in the U.S. without a clearly articulated strategy (36) corporate communications and brand identification. Achieving success (37) unfamiliar foreign markets is even more problematic.

International markets are going to be far more competitive three to five years (38) now. (39) resolving communications and identity issues at the outset, you can avoid the marketing “global glaucoma” that’s afflicted many companies and move ahead (40) a clear and confident vision.

Part Six

Questions 41 – 52

- Read the text below about interview.
- In most of the lines 41 – 52, there is one extra word. It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines, however, are correct.
- If a line is correct, write CORRECT on your Answer Sheet.
- If there is an extra word in the line, write the extra word in CAPITAL LETTERS on your Answer Sheet.

41 The *mail questionnaire* is the best way to reach individuals who would give personal
42 interviews or whose responses might be biased and distorted by the interview-
43 ers. On the other hand, mail questionnaires require simple but clearly worded ques-
44 tions, and the response rate is usually high and/or slow.

45 *Telephone interviewing* is the best method to gathering information quickly; the
46 interviewer is also able to clarify questions whether they are not understood. The re-
47 sponse rate is typically higher than in the case of mailed questionnaires. The two main
48 drawbacks are that only people who have telephones can be interviewed, and the interviews
49 have to be short and too personal.

50 *Personal interviewing* is the most versatile in the three methods. The interviewer
51 can ask more questions and can record additional observations beyond the respondent,
52 such as dress and body language. Personal interviewing is the most expensive method
and requires many administrative planning and supervision. It is also subject to inter-
viewer bias or distortion.

Listening

Part One

Questions 1 – 12

- You will hear a government officer’s monologue about drugs.
- As you listen, for questions 1 – 12, complete the notes using up to 3 words or a number.
- You will hear the recording twice.

Towards the end of (1) _____ a kilogramme of cocaine fetched about (2) _____ in New York. A hard bargainer could get it for (3) _____. The import, (4) _____ of cocaine are illegal in the United States.

(5) _____, one-kilogramme lots of cocaine hydrochloride cost about (6) _____.

In those days it was (7) _____ for bankers and bond-salesmen, who sniffed it through rolled (8) _____ bills after dinner while boasting of their good connections. Now it is sold adulterated at (9) _____ for a cheap ten-minute thrill amid murder and mayhem in America’s slums.

Even that price still (10) _____ : a gramme makes four doses, so the kilogramme bought for (11) _____ can fetch (12) _____ on the street.

Part Two

Questions 13 – 22

- You will hear five different people talking about their job.
- For each extract there are two tasks. For task one, decide what their jobs are from the list A – H. For task two, choose the responsibilities they have from the list A – H.
- You will hear the recording twice.

Task One

- For questions 13 – 17, match the extracts with the jobs, listed A – H.
- For each extract, decide what the speaker's job is.
- Write one letter A – H next to the number of the extract.

- | | |
|-----------|----------------------------------|
| 13. _____ | A computer consultant |
| 14. _____ | B part-time telecommuter |
| 15. _____ | C marketing manager |
| 16. _____ | D secretary |
| 17. _____ | E accountant |
| | F full-time telecommuter at home |
| | G boss |
| | H assistant |

Task Two

- For questions 18 – 22, match the extracts with the responsibilities, listed A – H.
- For each extract, choose the outcome each speaker describes.
- Write one letter A – H next to the number of the extract.

- | | |
|-----------|--|
| 18. _____ | A help my boss deal with business |
| 19. _____ | B get information at home and work at home |
| 20. _____ | C operate the whole company |
| 21. _____ | D telecommute with clients |
| 22. _____ | E make investment for company |
| | F do with invoices |
| | G type reports that boss dictates |
| | H visit customers with the sales representatives |

Part Three

Questions 23 – 30

- You will hear a dialogue between a correspondent and Bill Bass.
- For each question 23 – 30, mark one letter A, B or C for the correct answer.
- You will hear the recording twice.

23. What has business realized?
- A. The success of on-line shopping is being driven by just prices.
 - B. The success of on-line shopping is being driven by more than just prices.
 - C. The success of on-line shopping is being driven by the other factor.
24. What does William Gabor think of the mall around the Web?
- A. Prices are important.
 - B. Service is nothing.
 - C. Service is very important.
25. Which kind of website is Lands End?
- A. food B. entertainment C. tailor
26. Which one of the following sentences is not mentioned in the dialogue?
- A. Lands End delivers a virtual model.
 - B. In Lands End, you could chat with the other customers.
 - C. You could try on clothes online.
27. In Web-shopping's early days, many expected the competition would be over _____ .
- A. price B. service C. quality
28. What is merchants are learning the best deal about?
- A. how much the customers pay
 - B. what the customers get for the money
 - C. the quality of the commodity
29. With the arrival of the electric economy, there has been a fundamental power shift from _____ .
- A. the seller to the buyer
 - B. the price to the service
 - C. the buyer to the seller
30. The Web gives new meaning to the idea of _____ .
- A. shopping online B. shopping around C. off-line shopping

Writing

Part One

Question 1

- *Over the last six months you have noticed that the time off due to sickness taken by the staff in your department has gone up.*
- *This together with comments about excessive workloads leads you to plan a series of workshops.*
- *Write a short report of 120 – 140 words.*

Part Two

Answer one of the questions 2, 3, or 4 below.

Question 2

- *You have found that computers make work simple.*
- *Write a report about “computing, leaping the language barrier”.*
- *Write 200 – 250 words on the separate answer paper provided.*

Question 3

- *Your company is about to enter business in China.*

- *You have discussed the problem and conclude the steps of entering business in China .*
- *Write a proposal , explaining each step you should pay attention to .*
- *Write 200 – 250 words on the separate answer paper provided .*

Question 4

- *You receive a complaint about your purchasing delay from Ms Lucia Donato , one of your old customers .*
- *Write a letter to her and explain the reason .*
- *Write 200 – 250 words on the separate answer paper provided .*

Speaking

Task 1

- What kind of sports are you and your friends interested in?
- What kind of music do you enjoy most?
- How do you usually spend your holidays?

Task 2

You will go abroad with your partner for a new product presentation.

- What should you do before you leave?
- What kind of information should you provide?

Task 3

- **Colleague Relationship:** how important is colleague relationship for your work?
- **Customer Relationship:** how important is customer relationship for your work?
- **Family Relationship:** how important is family relationship for your work?

Key to Practice Test 1

Reading

1.C 2.B 3.E 4.B 5.A 6.D 7.C 8.A
9.D 10.A 11.H 12.B 13.G 14.F
15.B 16.B 17.C 18.B 19. D 20.A
21.C 22.B 23.C 24.D 25.A 26.B 27.A 28.C 29.A 30.D
31.AND 32.TO 33.WHAT 34.AT 35.WITH 36.FOR 37.IN 38.FROM 39.BY 40.WITH
41.NOT 42.OR 43.AND 44.LOW 45.FOR 46.IF 47.CORRECT 48.WITH 49.TOO 50.OF
51.ABOUT 52.MORE

Listening

1.1998 2. \$ 12,000 3. \$ 8,000 4.sale and possession 5.Back in 1980 6. \$ 60,000 7.a foolish fashion
8. \$ 100 9. \$ 10 or less 10.brings huge profits 11. \$ 12,000 12. \$ 40,000
13.D 14.C 15.A 16.B 17.F 18.G 19.H 20.D 21.E 22.B
23.B 24.C 25.C 26.B 27.A 28.B 29.A 30.B

Writing

Part One

Question 1

Time And Self Management Techniques to Organize Time

It is common place to talk of 'time passing' or even 'flying' and we frequently say we do not know 'where it has gone' as though it is something over which the individual has no control whatsoever. We all have exactly the same amount of time available to us, yet in that time some people seem to achieve everything they want and some hardly anything. Working longer hours may occasionally meet a specific heavy workload and taking work home may overcome a particular bottleneck, but these merely help to solve immediate short term problems. If you 'cope' with your job in this way, something is certainly wrong. It is also likely that you are not performing as well as you might and that the strain is affecting your health.

In today's business world emphasis is put on the results we achieve and we are often measured in terms of our own performance by being given objectives to obtain, deadlines to meet and targets to hit. Many of us are in the position of having to deal with multiple tasks and activities in order to achieve these objectives but, with the current economic climate, these targets are often bigger, time scales shorter and objectives difficult to achieve. All of these pressures can cause stress and bewilderment in us as we struggle with the question of "What shall I do now?" In spite of pressures and a heavy workload, it is important to recognize that you do have at least some choice over what you do, when you do it and how much time is devoted to each task. Good time management is being realistic about the amount of time available and utilizing the time in the best way. To do this successfully requires us to identify