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Anglia Examination Syndicate (England)

Certificate in English for Overseas Candidates

Anglia International Business English – Level 4 – Paper A

Anglia Business English Plus

2005

Time allowed – Two and a half hours.
Candidates should answer ALL questions.

Please write your answers in PEN in the spaces provided.
You may use correcting fluid if necessary.

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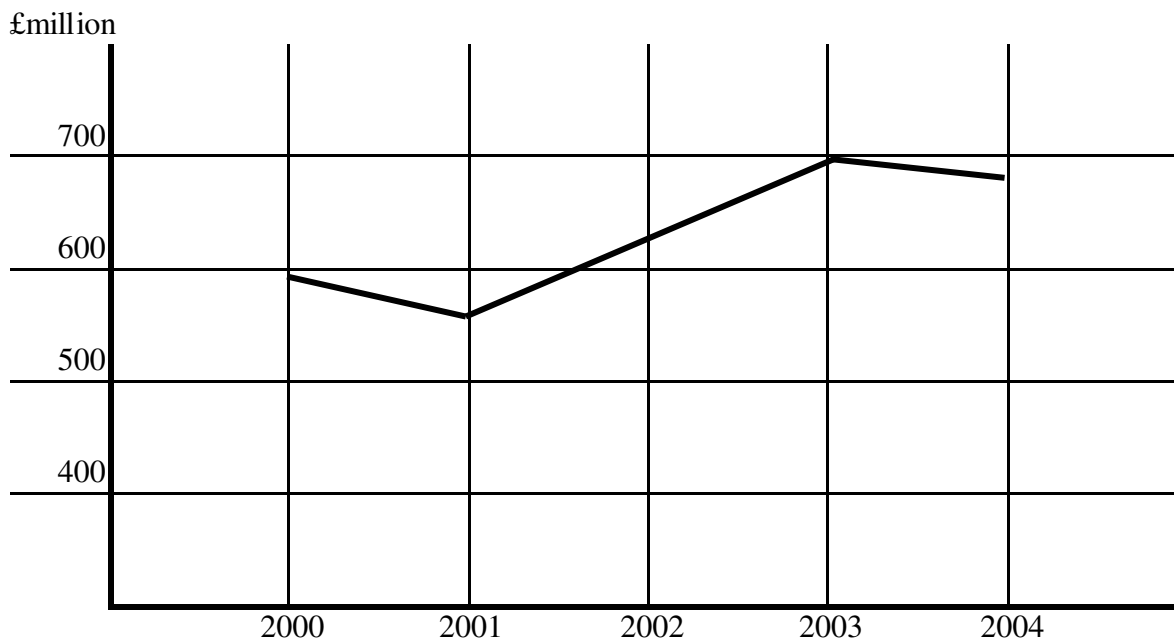
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Part One	Part Two	Part Three	Part Four	Part Five	Part Six

Part One
(15 marks)

Listen, draw the graph and complete the information below.

Title:



—————	Lindale Group
.....	Lindale Supermarkets

Lindale supermarkets	
Year	Turnover (£million)
2000	
2001	
2002	
2003	
2004	

Part Two
(25 marks)

You are updating your company's website. You attend a presentation about creating effective websites given by an IT marketing expert. Listen to the information given and complete the text below. You will hear the information twice.

Most experts agree that a common mistake businesses make with their websites is to design them from their own perspectives (1) that of the customer. This leads to the use of jargon and a surfeit of information that hinders rather than helps the sales (2)

Always avoid jargon and keep the website design as simple as possible. Follow conventions used by other successful websites, such as the positioning of menus, site maps and navigation tabs. You can often improve a site with a very simple, minor change. For example, one company managed to (3) simply by moving the *continue* button from the left-hand side of the page to the right-hand side, where users expected it to be. They sold (4) more products as a result of the change.

Another trap that website designers fall into is using too many animations and complex graphics. These are often unpopular with site users, as it can be annoying waiting for them to load. (5) pop-up advertisements for the same reason.

If you are going to have a (6) on your site, make sure that it really is helpful. Many are not. The so-called 'frequently-asked questions' listed on website help pages often don't bear much relation to the questions customers actually ask.

Designing a good, accessible website is one thing; (7) people to visit it is another. There are various ways of advertising your site, from conventional ads in newspapers and magazines to the use of sophisticated search-engine optimisation services.

Good websites, with their global reach, can put a company on an equal footing with the largest multinationals, opening up (8) for little money. However, businesses with successful websites have to be in a position to cope with a sudden (9) in the number of orders. Deliver late or (10) stock too soon, and those new and potentially lucrative customers will not come back.

Part Three
(20 marks)

Your department has insufficient office staff. Your manager is considering different ways of getting office work done. She wants you to write a report for her exploring the advantages of using virtual office services.

Read the notes below and write a structured report of no more than 200 words.

- Virtual office services offer businesses the opportunity to experiment with new or short-term ventures where they'll need to increase their office resources temporarily.
- Virtual office services vary - some just provide a basic telephone answering service, others can provide a full 24-hour secretarial service with an address in one of the most prestigious locations in the world.
- You have to think carefully about the level of service you require and how much you want to pay - you can choose to have one assigned receptionist who will get to know you and your business, but that is a lot more expensive than using the standard service, where the receptionists may pronounce your company name differently and speak with varying accents.
- Virtual office services can offer you the total office experience without physically buying, leasing or renting an actual office.
- How you use a virtual office company depends on the demands of your business. You might not want to answer calls at all, or maybe you just need an answering service for when you are out of the office.
- Providers of virtual office services will answer your phone as a member of your staff, provide you with a postal address for business mail and relay your messages to you in any number of formats: telephone, email, fax or pager.
- Virtual office service providers can also take telephone orders, help bring in new business and increase sales, while costing a fraction of the price of a secretary employed solely by your company.
- Why not just use an answering machine? Research shows that people are much more likely to respond to a human voice. Many people simply put the phone down when they hear a machine, and that could be business lost forever.
- Having a human voice instead of a recorded message maintains your company's image and reassures customers that your company is legitimate, accessible and that their call means something.
- If you use a receptionist service, important calls can be patched through to a mobile, while cold callers can be discouraged if so desired.
- Enrolling the services of a virtual office company on a 'pay as you use' basis is a lot cheaper and less risky than investing in new employees and equipment, especially if the project doesn't work out.

REPORT

Part Four
(20 marks)

Facts and Figures

Your company is going to hold a conference in the City of Carlisle and needs to book a venue. You have been asked to look at some possible centres 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.

The Crown Hotel

The quiet location of the Crown Hotel provides the perfect environment for productive and enjoyable business meetings. The Crown, which dates from the 17th century, is fully equipped to meet all your requirements.

location: in the peaceful village of Wetheral, 2 miles east of Carlisle, easy access from junction 42 or 43 of M6 motorway

number of function rooms: 7

function rooms - size and details:

largest room: for up to 175 delegates,

smallest room: for up to 10 delegates

number of bedrooms: 51

further facilities: exhibition space available in all function rooms

Cumbria Institute of the Arts

The college has been completely rebuilt within the last few years and is now a modern and well-equipped conference centre.

location: attractive parkland setting, by River Eden, 1 mile from city centre.

number of function rooms: 7

function rooms - size and details:

largest room: for up to 260 delegates,

smallest room: for up to 25 delegates

number of bedrooms: 113

further facilities: disabled access, top of the range technology and audio-visual resources

Lakes Court Hotel

Lakes Court is an elegant Victorian city centre hotel. The versatility of our conference rooms enables us to provide the perfect venue tailored to individual needs.

location: city centre, adjacent to mainline railway station, 2 miles from M6 motorway

number of function rooms: 6

function rooms - size and details:

largest room: for up to 250 delegates,

smallest room: for up to 12 delegates

number of bedrooms: 70

further facilities: exhibition space available in largest 3 function rooms

Holiday Inn Carlisle

Situated within easy reach of delegates from Scotland, the North East and the South, Holiday Inn Carlisle is a chain hotel that lives up to its usual high standards.

location: next to junction 44 of the M6 motorway

number of function rooms: 10

function rooms - size and details:

largest room: for up to 120 delegates,

smallest room: for up to 6 delegates

number of bedrooms: 127

further facilities: leisure club, swimming pool, sauna, jacuzzi, steam room, gym

Part Five
(10 marks)

Reading Skills

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.

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

Write your answers here:

A	B	C	D	E	F	G	H	I	J

1 | NEW BRAND FOR CHILDREN AIMS TO IMPROVE THEIR HEALTH

2 | BRAND EXPANDS ITS RANGE

3 | SEARCH FOR NEW ADVERTISING AGENT ENDS

4 | COMPANY ANNOUNCES NEW ADVERTISEMENTS

5 | COMPANY SEEKS TO REPLACE ADVERTISING AGENTS

6 | DIRECTOR RESIGNS AFTER REVIEW

7 | NEW ROLE FOR NEW NAME AT MULTINATIONAL

8 | STAFF PROMOTIONS FOLLOW MANAGEMENT SHAKE UP

9 | NEW IMAGE FOR OLD BRAND

10 | COMPANY BUYS SYSTEM TO MAKE SALES CAMPAIGNS FOCUSED

A

Cake manufacturer Mansion Bakers is understood to be talking to advertising agencies about reviewing its £1.5 million account for its Copperleaf brand. The account is currently held by Franz Hudsons.

B

Accountancy giant Ernst & Young has appointed Eddie Bowman to the newly-created role of global marketing director. Bowman was formerly marketing director for Arthur Anderson, the disgraced accountancy group. His role was axed after Arthur Andersen's UK operations were taken over by Deloitte and Touche in June 2002.

C

Kidsports, a new physical activity brand for children, hopes to cash in on attacking childhood obesity and ill health. Kidsports has teamed up with Lego and Crayola to create the new brand, which will target children aged 3-11 years old. The brand identity, logo and interiors for Kidsports have been developed by retail design consultant Beswick Design.

D

Ladley's has appointed JJR to its £3.5 million ad account following a five-way pitch which included most of the big London advertising agencies.

E

John Lewis's latest TV ad campaign, created by Burkitt DDB, breaks on March 15th. The 40-and 30-second ads feature a series of spring images accompanied by an appropriate title - for instance- sun bursting through trees with the suggestion *New blinds?* They end with the line 'John Lewis spring is here.'

F

Mazda Motor Corporation European sales director, Nigel Brackenbury, has taken another step to the top. He has been given the role of General Manager of global marketing at its Hiroshima headquarters after a re-structuring of its marketing operations. He will have overall responsibility for Mazda's marketing throughout the world. He will report to Stephen Odell, who has been given the enhanced role of Senior Managing Executive Officer in charge of sales, marketing and customer service.

G The EMAP Performance group Marketing Director is understood to have left the company without a job to go to, and Brands Director Russell Jones is thought to be considering his future at the company too, following a restructure of the radio division. The review is thought to have been prompted by concerns over the performance of some radio stations and also over their marketing programmes.

H Nestle Waters is extending its foothold in the children's market with the launch of two new flavoured mineral water products called Lemon Wave and Strawberry Wave. The products, expected to be branded under the Buxton Mineral Water banner, will be in the 250ml packaging size and feature sports caps.

I Jacksons Stores has clinched a deal with software provider Prologic which will help improve the way it targets consumers with promotions. The group has installed Poswatch software across its 106 stores as part of its ongoing range review. Brand Development Manager Mike Igoe said the new system enabled much faster analysis of data from individual stores which would lead to quicker decisions about product mix, layout and merchandising.

J A leading meat producer is hoping to appeal more to women in a bid to boost one of its longest established brands. Grampian Country Foods has conducted a review of its Halls pork brand which has sales of around £19 million a year. The review identified that the packaging had become dated and was in need of a facelift. The future brand will look fresh and vibrant and appealing to women who buy over 75% of meat.

Part Six
(10 marks)

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

Pricing your Products

Many small and new businesses run into trouble when fixing their prices. If you price too high (1) too low, there are risks that your company could put itself at a disadvantage. So what is the best approach?

(2) to Professor John Mullins of the London Business School, 'Businesses commonly price too low. They think they (3) to compete with existing products by being cheaper. Typically, they do not have lower costs than their competitors, and so it is not economically viable for them to compete (4) price. A much better way is to enter markets with a superior product and service (5) is priced accordingly. But people are nervous (6) doing that.'

Mullins singles out two key pricing strategies for new businesses to consider. They are *penetration pricing* and *skimming*. Penetration pricing is when a company enters a marketplace with a deliberately cheap product in (7) to gain market share rapidly. The downside is that (8) is hard to convince consumers that the price should later become higher. New consumer magazines use this tactic and highlight the fact that the low price is an introductory offer for a limited period to prepare their readership for an eventual price hike. Skimming refers (9) the strategy of pricing new products deliberately high so there is scope to lower them (10) competitors enter the market place.