

Please stick your Candidate label here

For Office Use:

Anglia Examination Syndicate (England)

Certificate in English for Overseas Candidates

Anglia International Business English – Level 4
Anglia Business English Plus

Summer 2002

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.

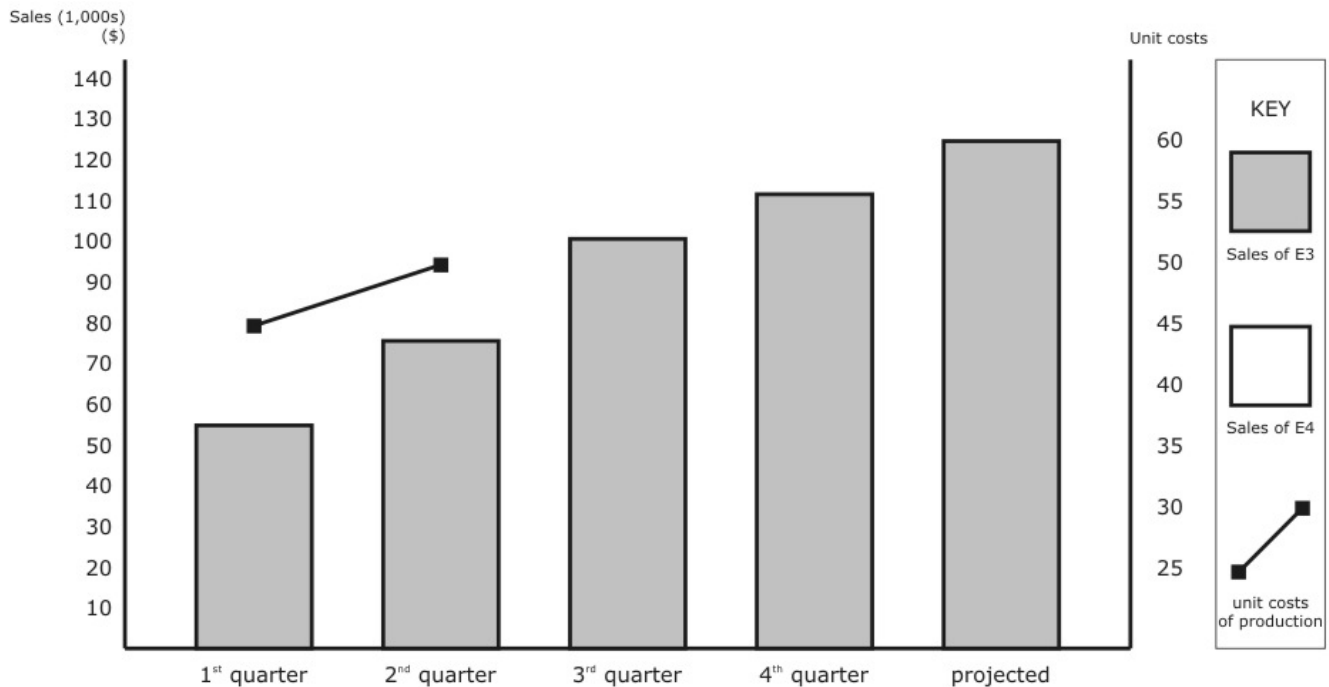
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PART 1
(15 Marks)

Listen and complete the graph below.

TITLE: Quarterly Sales of E3 and E4, together with their Combined Unit Costs of Production.



PART 2
(25 Marks)

A. You are attending a conference on the challenges and opportunities facing small and medium-sized businesses. Listen to the chairperson’s introduction and outline of the day’s programme and complete the notes below.

You will hear the information twice.

Welcome, everyone, to today’s conference.

Well, I think it’s right for me to begin by saying that the challenges and opportunities facing business have never been greater, whatever country they are based in and whatever size they are. Every business of course has its own specific areas of concern, but this conference aims to address three key issues.

Firstly, for many businesses, changes in technology are fundamentally transforming their business. For example, the technology in cars has changed so much

over the last 1) that engineers are often unable to maintain and repair cars without expensive 2) equipment. Unless a business is prepared to invest in that equipment, it will find its potential market 3)

The same is true for information technology and its impact on business information systems; for example, low cost 4) , both national and international, are available to significantly improve the effectiveness of business marketing for the company looking for 5) So the conference asks: how can businesses benefit from changes in technology rather than being overtaken by them?

Secondly, there are an increasing number of 6) for the owners of businesses. One of the most significant of these is the rising tide of regulation, whether in the area of taxation, employment law, 7) or financial procedures. The successful business owner will always manage to remain focused on the essential tasks of meeting customer demands, making profits and developing the business – but how? That is what we’re asking today.

And finally, this leads to the third key point of the conference: where to get good advice. Most businesses know the value of a good circle of contacts and trusted 8) – but how can you build these up? What other sources of reliable advice are there for businesses? This is perhaps the most important of all the issues we will address today.

The optional seminars available to delegates are as follows: 9) ; Communications; Finance; Taxation; 10) ; Information Technology; Human Resources; Software and Business Challenges.11) for any of the advertised seminars should take place in rooms 102 and 103 by 9.30 am for the morning sessions and midday for the afternoon sessions.

If you need any information during the day, Carole Browne will be on extension 3041. There are several internal phones at every session 12) Thank you and enjoy your day.

PART 3
(20 Marks)

You have been asked by the senior managers of your company to prepare a report on the security of your retailing premises. The cost of security is one of their concerns. Read the notes below and write a structured report of no more than 200 words.

- the police suggest four things:
 1. physical security i.e. good locks etc
 2. sensible procedures (staff awareness)
 3. electronic systems (good alarms and camera etc)
 4. possible night patrols
- security costs money, it doesn't generate profit
- break-ins cost money
- good security systems mean lower insurance premiums
- it doesn't have to be expensive
- some systems don't work, the alarm goes off frequently and no-one comes
- locks should be insurance-approved
- companies put off taking preventative measures because of the cost of installing security systems
- the alarms installation market is very competitive so can shop around, but make sure it's an effective one
- get advice from insurers or security firm
- should check our security status with our insurers
- hidden cameras available to survey staff (trouble if they find out)
- strong doors, door frames
- windows and sky-lights often weak points
- restrict visibility of valuable equipment from outside
- train staff to be security conscious
- police have to approve
- can hire security companies to respond to alarm, too
- CCTV used to be expensive – not now
- can also set up cheap camera/recorder/monitor for car parks etc
- could join with other companies in the same streets etc to share night patrols or have joint watch systems?
- got to keep safety regulations in mind, too, though

PART 4
(20 marks)
Facts and Figures

A. Your company wants to invest in a growth industry, and is considering the Californian almond industry. You are required to provide a structured report on the industry. Look at the facts below and use them to write a report arguing either for, or against, investing in it in no more than 250 words.

Year	Total Shipments of Almonds (Million Lb)	Price per Lb at Farm Gate
1981	280 (low)	1.5
1982	310	0.8
1983	305	0.9
1984	299	1.00
1985	399	0.75
1986	495	1.1
1987	300	2.2
1988	495	1.1
1989	510	1.2
1990	505	1.2
1991	510	1.2
1992	515	1.1
1993	530	1.3
1994	515	1.4
1995	495	1.8
1996	600	1.2
1997	450	2.5 (high)
1998	530	1.5
1999	605	1.5
2000	540	1.2
2001	670 (high)	0.6 (low)

CUSTOMER PROFILE
 Total value of almond industry in California: \$1bn

SOLD IN US - 30%
 EXPORTED -70%

EXPORT MARKET:
 1995 - Germany, Spain, Japan 46%
 2000 - Germany, Spain, Japan 40%

* * * * *

Growth areas:
 1999 -2000 India 39 m lbs (up 67%)
 1999-2000 China 25 m lbs (up 200%)

* * * * *

1999 - in US sales of almond-containing candy rose 21%
 2000 – in US sales of snack nuts rose 14%

* * * * *

New Markets -
 1999 - Poland, Czech Republic.

PRODUCTION LEVELS:*
 1998 -99 332 m lbs
 1999-2000 830 m lbs
 2000-2001 700m lbs
 *(almond trees tend to bear nuts heavily in alternate years)

AREA PLANTED WITH ALMONDS:
 Approx. 500,000 acres (possible underestimate)

YIELDS PER ACRE:
 1989-90 average 1,200 lbs
 1999-2000 average 1,730 lbs (top 4,000 lbs)

California Almond Board Five-Year Plan 1999-2003:
 average marketing growth of 175m lbs a year.

1999 EXPORTS OF ALMONDS EXCEEDED :
 WINE AND WINE PRODUCTS BY 30%
 ORANGE JUICE BY 130%

PART 5
(10 marks)
Reading Skills

Read each of the following brief news items, or sets of news items. Decide which headline from the list given below fits with each news item or set of items. Write the correct headline in the space given. You will only need ten of the fifteen headlines given.

MAIL STRIKE TALKS	CONFERENCE PLANNED
OPTICIANS' FEES FALL IN COMPETITIVE CLIMATE	HIGH ANXIETY
MONEY-MAKING BUSINESS MAY GO COMMERCIAL	START-UP HELP FOR WORKERS
TODAY'S MARKET DIARY	RECRUITMENT SCHEME IS PRAISED
GLOOMY OUTLOOK	NEW DESIGN FOR BRITISH BANK NOTES
NEW RUNWAY FOR AIRPORT IN 2007	EYE SECURITY
SALES RISE	BANKS THWART FRAUDSTERS WITH NUMBERS
UNIONS WIN ABOVE INFLATION PAY INCREASE	

1. _____

Britain is to move to the French system of using pin numbers when paying for goods by credit and debit card, the banking industry confirmed yesterday. By 2005 all customers will type their four-digit pin into a keypad instead of signing receipts in a move to stem card fraud. This is estimated to have cost more than \$400m last year - up sharply on the 2000 figure of £293.

2. _____

The task of providing Britain with a billion crisp banknotes every year from one of the country's highest security plants could be handed over to the private sector, it was revealed yesterday. The Bank of England said it was considering giving a commercial firm the contract to run its Debden works, amid concern that the factory is operating well below full capacity and could take on extra work under private management.

3. _____

If you have an aversion to flying, then Virtual Aviation is running sessions at London Heathrow and Gatwick in a simulator with a pilot available to try to cure you. A one-hour session for up to three people costs £585.

4. _____

The leaders of 145,000 postal workers will decide tomorrow whether to stop work as part of a campaign to win a 5 per cent pay rise. The executive of the Communication Workers' Union is to meet after an overwhelming vote in favour of taking action. Talks between the union and the Royal mail will continue, however, under the aegis of the conciliation service Acas.

5. _____

Alan Johnson, minister for competitiveness at the DTI, has commended the approach taken by Northern Irish engineering firms who have joined forces to promote their engineering career opportunities. Over the past few months, leading manufacturing companies in Northern Ireland have been making a combined effort to bring more high tech engineers to the province. Known as Bluer Sky Greener Grass the initiative promotes the province's excellent career prospects in leading engineering, linked with its inviting climate and stunning landscape.

6. _____

- Alan Greenspan, chairman of the US Federal Reserve, addresses the Economic Club of New York.
- There are market and public holidays in Austria, Belgium, Denmark, Finland, France, Germany, Norway, Sweden and Switzerland.
- Initial jobless claims for the week ended may 19 are estimated at 380,000, the same as for the previous week.

7. _____

The Chronical recorded an ABC circulation figure for January 2002 of 411,386. This represents a 3.59% increase, month on month, against a quality market increase of 0.04%. Sustained growth is further demonstrated by our August to January figure of 416,066 - this 4.65% yearly increase ensures our six month figure is at its highest since 1993.

8. _____

City stockbroker Charles Stanley said the uncertain economic climate meant it was "extremely difficult" to forecast the outcome for the second half of the year. Pre-tax profits for the half-year would be around £4 million - £1 million below market expectations and £3.2 million below last year's level.

9. _____

Heathrow is to use pioneering iris recognition technology to speed through arrivals. Instead of being held up by passport officials, up to 2000 frequent visitors to the UK will take part in a five-month trial of the technology, which relies on the fact that every person has a unique iris pattern

10. _____

A forum for providers and acquirers of technology is planned for May 23rd by the Engineering Council and UK universities. The Patent office will launch a new service at the event in Leeds. The Innovation Exchange will allow businesses and investors with an interest in new technologies to look at developments coming out of universities and spin-out companies. Delegates will include venture capitalists, technology-based industry representatives, intellectual property specialists and representatives of university innovation companies.

PART 6
(10 Marks)

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

The right to work in the EU country of one's choice

In principle, EU citizens now **1** the right to work in any EU country that they wish to work in. There are limitations, but working in other EU countries is now significantly easier **2** it was even a decade ago. The changes that have been introduced since 1986 (and the Single European Act) should have the effect of increasing the potential job market for both the unemployed and for those **3** simply wish to change their jobs. The people most likely to benefit, however, will be those with a working **4** of several European languages.

Job seekers have an automatic right to reside **5**. three months in another EU country, as **6** as they are self-sufficient. If a person **7** a job, he or she will then have automatic entitlement to a residence permit, assuming that the correct application procedure has been followed. People may of course have already agreed a job **8** their new employers before they arrive. In both cases they will generally have to **9**. the authorities in the local area their passports and proof of employment before they will be **10**. residence permits. The permits will be renewable every five years.