

## **B2 BUSINESS ENGLISH EXAM**

### **PART ONE: LISTENING COMPREHENSION (20 points)**

#### **I. Listen to the conversation and complete these extracts with the missing words or expressions. (10 points)**

1. We're planning .....for your new laser printer – the HG903 model.
2. That's good. Could you ..... while I get a pen?
3. Sorry, Bernard, I ..... Could you .....a little, please? I need to take some notes.
4. Let me ..... that: 200 posters, pens and pencils and 50 bags ..... it.
5. Seel-... sorry, could you ..... me, please, Bernard? I don't think I know the company.
6. 'They've placed an order for 518 of the new lasers ... .' Sorry, ..... 580 lasers?'
7. Sorry, I don't follow you. What ..... 'roll-out' ..... ?
8. But I need details about the company ... Sorry, it's ..... Could you ..... , please? I can't hear you very well.
9. Yes, ..... What did you say?
10. Sorry, I still can't hear you. I'll .....maybe the line will be better.

#### **II. Listen to the extract about Cocoa Partnership and decide whether the following statements are true or false. (10 points)**

- |  |         |
|--|---------|
| 1. The Cocoa Partnership was launched in 2006.   | 1. T/F  |
| 2. The inspiration came from research done in Canada.  | 2. T/F  |
| 3. Cocoa in Ghana accounts for 70% of the company's cocoa-bean supply.                             | 3. T/F  |
| 4. The yield from the land is about 50 %.  | 4. T/F  |
| 5. The yield obtained is a really good result.   | 5. T/F  |
| 6. The average age of a farmer in Ghana is 35.   | 6. T/F  |
| 7. The company did their research in big cities.   | 7. T/F  |
| 8. The conclusion of the research was that no help was needed in the region.                       | 8. T/F  |
| 9. The United Nations Development Programme is active in Ghana.                                    | 9. T/F  |
| 10. The Cocoa Partnership blends the social programme with the commercial programme in the region. | 10. T/F |

### **PART TWO: READING COMPREHENSION (20 points)**

#### **I. Read the text and answer the questions that follow. (10 points)**

Tech companies have long suffered from patent trolls: companies that bulk-buy cheap, unused patents from bankrupt companies, wait until someone becomes successful at doing something similar, and then launch a frivolous infringement suit that gets settled out of court. Well now the big tech companies are teaming up to fight back. Verizon, Google, Cisco, HP, Ericsson, and others have formed Allied Security Trust (AST): a venture that will buy-up patents that members might be interested in using down-the-road. (Too bad they are selling the patents instead of making them public, along the lines of projects like Open Invention Network and Patent Commons.)

The need for AST underscores how broken our intellectual property legal framework is. Rather than foster innovation, as it was designed to do (and was perhaps once effective at), it is allowing rent-seeking patent trolls to tax business and stifle innovation.

It is disgraceful how incompetent government has been at acting on intellectual property reform. But AST is an example of how businesses are addressing government's failings by using their market power to make the intellectual property environment more open and collaborative.

Government has traditionally been seen as the instrument for openness and collaboration within an otherwise competitive economy. But I think that is changing.

Companies, not governments, are increasingly leading efforts to deal with social ills: car makers are following Toyota's lead in going green, Starbucks sells more fair trade coffee than anyone else in the world, and shoe companies like Nike and Reebok are voluntarily audited by the non-profit Fair Labour Association. Legislators have tried, and failed, to act on all of these issues. But companies have made progress.

1. Are patent trolls helpful or disturbing business?
2. What are Verizon, Google, Cisco, HP, Ericsson examples of?
3. According to the author of the article, is the intellectual property legal framework effective?
4. Is government an ally to the business in protecting intellectual property?
5. Has government been successful in introducing green issues or fair trade into business?

Choose the best definition for the following words (as they are used in the text):

- |            |                                  |  |                                 |
|------------|----------------------------------|--|---------------------------------|
| 1. TROLL   | a) someone helpful and inspiring | b) someone causing disruption and argument | c) someone funny and supportive |
| 2. LAUNCH  | a) set going, initiate           | b) stop, disrupt                           | c) support, propagate           |
| 3. VENTURE | a) risk                          | b) capital                                 | c) business                     |
| 4. FOSTER  | a) support                       | b) fight                                   | c) provoke                      |
| 5. STIFLE  | a) initiate                      | b) breathe                                 | c) prevent from happening       |

## II. Read the text and match the paragraphs to the headings. (10 points)

## 10 Steps to Become a Millionaire

Having a million-dollar portfolio is a retirement dream for many people. Making that dream come true requires some serious effort. While success is never a sure thing, the 10 steps outlined below will go a long way toward helping you achieve your objective.

### 1. ....

Nobody plans to fail, but plenty of people fail to plan. It's a cliché, but it's true. "Plan" is the leading self-help advice from athletes, business moguls and everyday people who have achieved extraordinary goals.

### 2. ....

If you don't save, you'll never reach your goal. As obvious as this might seem, far too many people never even start to save. If your employer offers a 401(k) plan, enrolling in the plan is a great way to put your savings on autopilot. Simply sign up for the plan and contributions will be automatically taken out of your paycheck, increasing your savings and decreasing your immediate tax liability. If your employer offers to match your contributions up to a certain percentage, be sure to contribute enough to get the full match. It's like getting a guaranteed return on your investment. Finding the cash to stash may be a challenge, particularly when you're young, but don't let that stop you from pursuing future riches

### 3. ....

Studies have shown that the majority of the returns generated by an investment are dictated by the asset-allocation decision. If you are looking to grow your wealth over time, fixed-income investments aren't likely to get the job done, and inflation can take a big chunk out of your savings.

Investing in equities entails more risk, but is also statistically likely to lead to greater returns. For many of us, it's a risk we have to take if we want to see our wealth grow. Asset-allocation strategies can help you learn how to make picking the right mix of securities the core of your investing strategy.

### 4. ....

Part of long-term planning involves accepting the idea that setbacks will occur. If you are not prepared, these setbacks can put a stop to your savings efforts. While you can't avoid all of the bumps in the road, you can prepare in advance to mitigate the damage they can do.

### 5. ....

Your income should rise as time passes. You'll get raises, you'll change jobs, and maybe you'll get married and become a two-income family. Every time more cash

comes in to your pocket, you should increase the amount that you save. The key to reaching your goal as quickly as possible is to save as much as you can

**6. ....**

Vacations, car, kids and all of life's other expenses take a big chunk out of your paycheck. To maximize your savings, you need to minimize your spending. Buying a home you can afford and living a lifestyle that is below your means and not funded by credit cards are all necessities if you want to boost your savings.

**7. ....**

There's no need to obsess over every movement of the Dow. Instead, check your portfolio once a year. Rebalance your asset allocation to keep on track with your plan.

**8. ....**

Take advantage of every savings opportunity that comes your way. Make the maximum contribution to tax-deferred savings plans and then open up a taxable account too. Don't let any chance to save get away.

**9. ....**

When you reach the age of 50, you are eligible to increase contributions to tax-deferred savings plans. Take advantage of this opportunity!

**10. ....**

"Get-rich-quick" schemes are usually just that - schemes. The power of compounding takes time, so invest early, invest often and accept that the road to riches is often long and slow. With that in mind, the sooner you get started, the better your odds of achieving your goals are.

## **The Reality of Retirement**

Retirement might seem far away, but it when it arrives nobody ever complains about having too much money. Some people even question whether a million dollars is enough. That said, with lots of planning and discipline, you can reach your retirement goals and live a comfortable life after work.

HEADINGS:

**Have Patience / Max Out Your Options / Watch Your Spending / Catch-Up Contributions / Get Aggressive / Set the Goal / Start Saving / Save More / Prepare for Rainy Days / Monitor Your Portfolio**

**PART THREE: GRAMMAR AND VOCABULARY (20 points).**

- I. Fill each of the blanks in the following passage. Use only one word in each space. (10 points)**

**Is a messy office bad for your career?**

Some say a messy cubicle makes a bad impression. Others say bosses only care whether you get your work done. Who is right? People often don't realize that piles of paper, boxes in corners, and stacks of stuff behind the office door can affect one's upward mobility. Appearances are important.

Why? Your office is a reflection (1) ..... your capabilities. Even though a messy desk isn't a sign of a character flaw, it does tend to give your managers and colleagues the impression that the job is too much (2)... .....you to handle, you can't make decisions, you are not doing the job, or all (3)... ..... the above. Okay, then. Time to tidy up. Here's how to get started:

Store the information and materials you use most often (4)..... easy reach – perhaps in your right-hand desk drawer.

Put things (5)..... as soon as you stop working on them. If you're working on something and get interrupted, try posting a sticky note on the page, jot your thoughts on it, and then file it. That will help you pick up your train of thought more quickly when you get back to it again.

Keep a to-do list close (6) ..... hand, preferably sorted by category (Do, Call, Write, etc.). Update it at the end of each day.

Set (7)..... a filing system. Many people feel more secure when all their active projects are (8)..... sight, but that doesn't mean everything has to be strewn across your desk. If any projects are visible, they should only be the four or five that need your immediate attention (9)... ..... any given day, stacked in a vertical file. Put them away as you go. Your day is complete when all the files are off your desk. Noting each project on your to-do list, keeps everything within view and alleviates 'out-of-sight, out-of-mind' anxiety.

Plan your day. A short daily session to review each day's accomplishments, and a weekly plan to track your goals a week or two ahead (10) ..... time, are a must. Planning helps to prevent many of the fires that cause our days to spin out of control. If you do it carefully, it will also eliminate most of the paper from your desk.

- II. For questions 1-5, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. (10 points)**

1. A phone call was the first we heard about them withdrawing from the contract.

**pulling**

The first we heard about.....  of the contract was a phone call.

2. Please do those photocopies whenever you have the time.

**happen**

Please do those photocopies if.....  the time.

3. You should have spoken to the manager sooner.

**spoken**

If.....  to the manager sooner.

4. Don't waste your time asking Bryan to draw up the contract.

**worth**

It's .....  to draw up the contract.

5. The company management are investigating allegations of their worker brutality.

**into**

Allegations of the worker brutality.....

the company management.

6. Immediately after Richard arrived at the office, the phone rang.

**sooner**

No.....  at the office than the phone rang.

7. If that secretary hadn't arrived, we would have been completely lost.

**for**

Had it ..... , we would have got completely lost.

8. They'll have to cancel the meeting if the venue doesn't change.

**mean**

Not changing the venue of the meeting.....

cancellation.

9. If Robert is having so many problems as junior assistant, maybe some tutorial would help him.

**from**

Maybe Phil would.....  tutorial if he's having so many problems as junior assistant.

10. This case stands a very good chance of being closed by the court.

highly

It's.....  will be closed by the court.

#### PART FOUR: WRITING

Choose **ONE** of the tasks :

**1) Write a formal email** to the company manager and complain about bad service and arrogant attitude of the office staff. Write 150 - 200 words.

Say:

- when the incident happened
- what was the purpose of your visit
- what you expect as compensation

**2) Write a report** about the opinions of your district's inhabitants concerning the need to build an outdoor gym. Write 150 - 200 words.

- briefly characterize the area under survey
- give details about those who were questioned (age, hobbies, preferences for outdoor activities)
- inform about benefits of established outdoor gym for the local community

#### PART FIVE: SPEAKING

Task to be discussed in pairs:

Foreign Business Trip

Your company is attending a trade fair in a foreign country for the first time.

You have been asked to help with the preparations for the trip.

Discuss the situation together and decide:

- What travel and accommodation arrangements you will need to make before the trip
- Which kinds of business customs in the foreign country it would be useful to know about, and how to find out about these before the trip.

