

Please stick your candidate label here



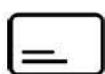
Anglia Examinations

ESOL International

Proficiency Business Level

Paper Number: Sample 3

Candidate Instructions:



Make sure you have the correct candidate label in the box above.



Time allowed – TWO and a HALF hours. (Including listening)



Answer ALL the questions.
Check the back page.



You may use correcting fluid if necessary.



Use a black or blue PEN in the spaces provided.

You must ask any questions now as you cannot speak during the exam.

INVIGILATOR: PLEASE ENSURE THAT CANDIDATES UNDERSTAND THESE INSTRUCTIONS.

For Examiner's Use Only

Part One [10]	Part Two A [10]	Part Two B [30]	Part Three [30]	Part Four [10]	Part Five [10]

Total [100]

Marker's ID

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Chichester College, Westgate Fields, Chichester, West Sussex, PO19 1SB, ENGLAND

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Write your notes here. These notes are for your own use and are not marked by the examiner.

SAMPLE

Part One (15 marks)

Listen, draw the graph and complete the information below.

Title: _____ and _____ for Sizer Vegetables Ltd (2012)

Year's Turnover per £100k



Sizer Vegetables Ltd

	Profit in £	Reason for profit margin
Carrots		
Potatoes		
Onions		
Cabbages		

Part Two - A (15 marks)

You are preparing to move your home-based business to office premises. You attend a presentation about how to find the right premises for your business. Listen to the information and complete the text below.

You will hear the information twice.

The first thing a young business needs to ^(example) assess is whether or not moving to an office will ⁽¹⁾ _____ help them grow.

Small firms in their early days can really benefit from using a virtual office. This means you gain a prestigious mailing address and can take ⁽²⁾ _____ of telephone answering services. Then, once you are ready to upgrade to a physical office, the jump doesn't seem quite as big.

Most small business owners will never have searched for office ⁽³⁾ _____ before and may find the market place daunting. There are so many different options to choose from that if you don't start the search with a clear idea ⁽⁴⁾ _____, you're almost certain to waste a lot of time exploring options which will never fulfil your needs.

Many small business owners often think their only option is to sign up to ⁽⁵⁾ _____ agreements. This can be extremely costly and inflexible. There is a wide variety of flexible office space options on the market, and some office-providers ⁽⁶⁾ _____ offering space to new start-ups and smaller firms.

When shopping for any product or service there's always the temptation to rush in and buy the first thing you find. View ⁽⁷⁾ _____ three offices before making a decision, and make those three offices a bit different in terms of their offering.

Small firms often work within limited ⁽⁸⁾ _____, which is why finding a cheap office is immediately appealing. However, it's important to realise the difference between cheap and offering value for money. An office which is cheap but stops you from working ⁽⁹⁾ _____ isn't offering you value for money.

It's easy to plan for an office to move in to right away, but consider the future. What's perfect for your six-month-old business will not be so perfect when you've ⁽¹⁰⁾ _____ three staff and you've barely got room to move. It's important to think about how flexible your office space provider can be for your businesses growth should you need it.

Part Two - B (10 marks)

Write an e-mail to other members of your work-from-home society with a summary of what you learnt from the presentation about how to find the right office premises for your business. Your summary should be no more than 100 words.

To:	
Subject:	
<div style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%) rotate(-30deg); opacity: 0.1; font-size: 100px; pointer-events: none;"> SAMPLE </div>	

Part Three (20 marks)

Your sales department has decided to look at how they handle complaints from customers. Your manager is keen to develop a complaints procedure that all employees can follow. She wants you to write a report for her exploring ways to make sure complaints are overcome correctly.

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

- Don't be dismissive of your customer's problem. Take ownership of the problem and deal with it. If you can't, make sure you know who to refer it to within the company.
- If you handle the complaint successfully, your customer is likely to prove more loyal than if nothing had gone wrong. It can actually help develop a positive working relationship.
- This could be the tip of the iceberg. People willing to complain are rare - your complaining customer may be alerting you to a problem experienced by many others who silently took their custom elsewhere. Use the complaint to your advantage. The fact that someone has complained could prove to be beneficial in the long term.
- It is important to know whether a third party should be present. This would be the case for complaints of a serious or personal nature.
- Complaints should be handled courteously, sympathetically and - above all - swiftly.
- Listen sympathetically to establish the details of the complaint.
- Make sure that your business has an established procedure for dealing with customer complaints and that it is known to all your employees.
- Record all the details together with any relevant material, such as a sales receipt or damaged goods to build up a comprehensive file on the complaint. The facts need to be clear in case they need to be referred to at a later date.
- If a complaint has been made, the customer is likely to expect some offer of rectification - whether by repair, replacement or refund. Never make any offer, or imply that an offer will be forthcoming if you are not certain that is the case. If you can offer a refund, replacement etc and that is the appropriate course of action, do so straight away.
- Appropriate follow-up action, such as a letter of apology or a phone call to make sure that the problem has been made good. Follow-up service has proven to be highly beneficial in repairing relationships and developing them further.
- If you're proud of the way you rectify problems - by offering no-questions refunds, for example - make sure your customers know about it.
- Your method of dealing with customer problems is one more way to stay ahead of your competitors.

Report:

SAMPLE

Part Four, Facts and Figures (20 marks)

You have been asked to write a report comparing the candidates for a vacant position in your company. The position is within the international software sales department and requires an immediate start. Look at the facts below and structure your report to compare and contrast them in no more than 200 words.

Toby Wright

- 5 years' experience in computer sales
- Proficient in field and telephone sales
- IT degree
- International sales experience
- Fluent in Spanish
- Current wage £40, 000 per year
- 2 months notice from current

Lisa Booth

- Earning £25,000 per annum
- Previously a software engineer
- Limited international sales experience
- Proven success in local software sales
- A level French
- No notice required from current position
- 2 years' sales experience

Richard Allison

- Extensive international telesales experience
- 3 years' experience of comparative software products
- Knowledge of German and Spanish
- Current salary £32,000 per annum
- Immediate start available
- No field sales experience

Paul Morris

- Worked for main competitor for 8 years
- Experienced international sales
- No knowledge of other languages
- 1 months notice required
- Current salary £48,000
- Familiar with all our main customers
- Prefers self employed contract

Report:

SAMPLE

Part Five, Reading Skills (10 marks)

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
appropriately relevant headline number.

1. EVEN BIGGER SLICE OF THE PIE
2. VIRTUAL BLOCKBUSTERS SLOW TAKE UP
3. ECONOMY GONE COLD
4. CALLING THE WORLD
5. CONSTRUCTION QUESTIONS OVERLOOKED
6. RETIREMENT BLUES
7. HEADS DOWN ON FALLING RETURN
8. DOING THE DOUBLE DIP
9. ERASING NOT SO SLICK
10. READY MONEY FOR INFANT READY MEALS

WRITE YOUR ANSWERS HERE.

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

A	B	C	D	E	F	G	H	I	J

A.

The main fund paying out social security pensions in America will run out in 2033, three years earlier than projected, according to the trustees' annual report. The trustees also forecast that Medicare, which provides health care for the elderly, will go into the red in 2024.

B.

Britain's economy has returned to recession, as new figures showed the economy contracting for a second consecutive quarter. The main drag was construction. The chancellor reiterated the need to stick with his 'credible plan' for debt reduction.

C.

A former engineer for BP who worked on plugging the flow of oil from the stricken Macondo well in 2010 was indicted by the American government, in the first criminal charges to be laid against anyone in relation to the disaster. He is accused of deleting messages from his phone that suggested oil was gushing out at a much higher rate than BP was acknowledging at the time. How much oil actually leaked into the Gulf of Mexico remains contentious as BP's eventual fine will be based on the number of barrels spilled.

D.

Apple thrilled investors with yet another stellar quarterly earnings report. It sold 35m iPhones in the first three months of the year, almost 90% more than during the same period last year.

E.

Cable & Wireless, a British telecoms company which dates back to the 1860s, agreed to sell itself to Vodafone for £1 billion. In return, the world's third largest telecoms company will get its hands on an international. Network spanning 425,000km in length.

F.

Facebook revealed that it now has 901million users. But the social networking firm's net profit slipped in the first three months of the year to \$205m, down by 12% from the first quarter of 2011. A spokesperson agreed that such figures were disappointing, but assured shareholders that extensive work was being done to reverse the trend.

G.

Netflix's share price took a battering, after it said it expected slower growth in subscribers signing up to watch movies on its website. Netflix grew rapidly by pioneering the rental of DVDs through the post. It is now nudging customers to switch to streaming films online; markets worry that not enough are doing so.

H.

Nestle, the world's largest food company, agreed to buy Pfizer's baby food business. After a bidding war with Danone, a French rival, the Swiss company locked up the deal with a cash offer of \$11.9 billion.

I.

Wal-Mart saw \$17 billion wiped off its stock market value after an article was published in the New York Times alleging that 6 years ago the company had learned that its affiliate in Mexico was paying bribes to secure building permits, but had not investigated it fully.

J.

Standard & Poor's changed its outlook on India's sovereign debt, from stable to negative. Its slowing growth, high borrowing and large current account deficit are all causing problems with its economic status.

Part Six (10 marks)

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

There's a lot of cynicism about health and safety and ⁽¹⁾ _____ strict it is, but the bottom line is that if you fail to follow regulations, you risk having your business shut down, being fined, ⁽²⁾ _____ even given a prison sentence. So, over-the-top as you may feel health and safety is, it's well worth being on the right side of the red tape. This guide introduces you to your legal obligations as an employer.

You need to carry ⁽³⁾ _____ a risk assessment on your workplace and if you have five or more employees, you need to write your assessment ⁽⁴⁾ _____. The assessment covers things that may cause injury or harm to someone: hazards ⁽⁵⁾ _____ as steps or heights that may cause falls, hazardous substances, high noise levels, fire, moving vehicles, and ⁽⁶⁾ _____ on. You need to evaluate who could be harmed and how, and implement any additional precautions needed.

A written policy is a legal requirement if you employ five or more people. But you need to know how you're handling safety anyway, ⁽⁷⁾ _____ if that's not in writing. The policy lays out the potential workplace hazards, how you will manage them and what the employees' responsibilities are for managing risks. With five or more employees, you must put up a sign in your workplace explaining the policy or hand ⁽⁸⁾ _____ a leaflet of it to all employees.

You must provide a basic level of comfort, clean and hygienic toilets and sanitation facilities, ensure that employees ⁽⁹⁾ _____ IT and other equipment safely and meet standard fire safety standards. You need to put up no smoking signs at your premises entrance, signs marking any hazards and stick up your certificate of employers' liability insurance. You also need a first aid kit and representative to check it.

You need to record all accidents that happen in your workplace, using a computer or book. Include the person and contact details, date and time, where and how it happened and ⁽¹⁰⁾ _____ injury they sustained.