

**English for Business
Placement Test**

Time allowed: 1.5 hours

QUESTION PAPER

DO NOT write on this paper

Instructions:

Please answer all questions

DO NOT use a dictionary

Write all answers on the separate answer sheet

Section 1- READING

**PLEASE MARK ALL ANSWERS ON THE SEPARATE ANSWER SHEET.
DO NOT MARK THIS PAPER**

Read the text below about finding new customers.

Choose the best sentence from the choices *on the next page* to fill in each of the gaps. For each gap 1 – 5 mark one letter on your Answer sheet. The first one has been done for you as an example.

Do not use any letter more than once.

A successful businessman was once asked the secret of his success. He replied that the most important thing was to jump at every opportunity. “But how do you know when an opportunity comes along?” came the question. He replied, “You don’t. You just keep jumping.”

This is a lesson for everyone in business trying to find new customers. The important thing is to make the most of the slightest opportunity that may come along. Concentrate on establishing an extensive network of possible new customers and make an extra effort for initial contact. **(example)** But don’t simply ask the receptionist. If you do, you will almost certainly be put through to a junior member of staff. What you should do is ask the receptionist to put you through to the Managing Director’s secretary. **(1)** But once you have it, simply thank the secretary and hang up. In a couple of days call again and ask to speak to this top person. Say, “I was speaking to the Managing Director’s secretary a couple of days ago about a business proposal, and they suggested that I spoke to you”. **(2)**

This is when you should use the rule of ‘ten to’. The person you are going to see is very busy and will not want to waste any time. It’s likely that they will think that your visit will take from the time you suggest to the next o’clock. So, don’t suggest you’ll be dropping in at two o’clock or they’ll imagine you’ll be staying until three. Instead say, “I’m in your area next Tuesday. Could you spare me ten minutes, say at nine-fifty, or if it’s more convenient for you, at ten to five?” **(3)**..... . And that’s it. Your ten-minute appointment with a new customer.

After achieving your first success of the day. It’s time to plan the rest of your time. **(4)**..... . Try to get more appointments. If your first appointment is for nine-fifty, for example, see if you can arrange another one somewhere else at end of the day, say at four-fifty, and then two more either side of lunch. **(5)**..... . You can build a whole week’s worth of potential business around this procedure.

- A They allow you to manage your appointments more successfully.
- B Since the door has been opened it should be easy to get an appointment.
- C Don't just sit back thinking that this will do for now.
- D Make sure you're not late for that first appointment
- E When you get through, say that you have a business proposal which could save the company money and ask for the name of the top person in the department.
- F This will give plenty of time mid-morning and mid-afternoon to write up brief reports on the visits already completed and to prepare for the next ones.
- G This is the way that you'll improve not only the sales visits, but also your presentation of business proposals.
- H This also has the advantage of making you sound busy, and they are almost bound to agree to such a request.
- I If you don't know who to speak to, find out by calling the company.

Section 2 – Cloze

Read the article below about a businessman who made a fortune from his hobby.

For each question 6 - 15 write *one* word in the space on your Answer Sheet.

Millionaire who just loves cars

John Pajackowski is a tall, thin, fit 54 year old(0)..... is worth an estimated £145 million thanks to his Car Trader magazines. Ever since he was old(6).....to drive, John has loved cars and has owned more(7).....a hundred over the past thirty years. It was to be his interest in cars which provided him(8).....a winning business idea.

Back in(9).....1960s, John was working in America, selling British sports cars. It was hard work but(10)..... he was there, he saw a magazine with pictures of cars for sale. The magazine was regional and anyone(11)..... advertise their cars in it for a relatively small fee. What impressed John most was that(12).....single advertisement had a picture of the car, unlike normal newspaper adverts, which just provided a written description.

Returning to Britain, John put all his savings into producing a magazine(13)..... the one he had seen in the States. He started in the London region but was soon producing similar magazines for twelve more regions and, by 1990, for three other countries as well! In under twenty years his idea has made him into a millionaire. But cars remain John's hobby as(14).....as his business. He has(15).....fewer than ten cars of his own, ranging from comparatively rare pre-war British cars to the very latest Italian sports cars.

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Section 3 – Grammar

Choose the correct answer. Only one answer is correct

A Telephone Call

Hello Mary! I(16)..... you before now but I(17).....so hard at the office that I didn't have time. My boss(18).....on holiday tomorrow and he(19).....arrange everything before he.....(20).....If he had given me sensible instructions I could have done the work next week. But you.....(21).....the same problems with your boss. Anyway,.....(22).....two tickets for the new play at the Grand Theatre on Saturday.....(23).....and see it together?

- | | |
|--|--|
| 16 A should have rung
B must have rung
C had to ring
D ought to ring | 20 A leaves
B shall leave
C will leave
D is leaving |
| 17 A must work
B must have worked
C have had to work
D ought to work | 21 A have to have
B can have
C ought to have
D must have |
| 18 A will go
B is going
C shall go
D shall be going | 22 A they have to be given to me
B I have been given
C I am given
D they are given to me |
| 19 A wants that I
B would that I
C would like that I
D wants me to | 23 A May we go
B Do you like to go
C Shall we go
D Will we go |

Section 4 – Vocabulary

Word formation

Complete each sentence with the correct form of each word.

Write the answer on your separate Answer Sheet.

24. I'm sorry but this arrangement is totally _____ to us. (ACCEPT)
25. It's been a very _____ day on the stock market. (ACT)
26. We are _____ obliged to provide adequate security for the shipment. (CONTRACT)
27. We'll need a detailed cost _____ before giving final approval. (ANALYSE)
28. He's the sole _____ in this area, so we're forced to buy from him. (DISTRIBUTE)

Section 5 – Proofreading

In most lines of the following text, there is one unnecessary word. It is either grammatically incorrect or does not fit in with the sense of the text.

For each numbered line of the 29 – 38, find the unnecessary word and then write the word in the space on your answer sheet. Some lines are correct. Indicate these lines with a tick (✓). Two examples have been done for you (0) and (00).

Example

0	✓
00	order

The importance of qualifications

0 Young people and their parents are aware that it is increasingly necessary to
00 have good qualifications order to get a job nowadays. Going to university and
29 into further education is considered very important by both teenagers and their
30 parents. 63% of teenagers in full-time education want to go on to university or
31 further education, although this figure does decreases as young people
32 approach this big decision. Young women in particular wish to enter the higher
33 education with three times as many girls continuing to study in preference
34 to going straight to work. Although family influence is still very important in
35 helping the young in make career choices, today's careers information and
36 work experience play a major part in decisions about his employment.
37 Over 80% of young people do *not* want to follow in their parents' footsteps
38 by going onto the same jobs and 74% of parents would rather prefer their
children to choose a different career to their own. Researchers were surprised
by this result.

Section 6 – Writing

Write a letter to the Director of Studies, applying for a place on the full-time English for Business Course at ACE. Describe your business background and work experience and explain your reasons for wanting to do the course.

You should write about 120-150 words.

PLEASE WRITE YOUR ANSWER ON THE SEPERATE ANSWER SHEET

English for Business Placement Test - Answer Sheet

Time allowed: 1.5 hours

Name: _____

Class: _____ Date: _____

Course Dates: _____ No. of Weeks: _____

LCCI Exam: Yes No Campus: _____

Write all your answers on this answer sheet
Please DO NOT USE dictionaries

Office Use

Student No.: _____

Writing _____/20 Other _____/38 **Total** _____%

Speaking _____

Accepted

Rejected

Waiting List

English for Business

Placement Test - Answer Sheet

Section 1 – Reading

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Section 2 – Cloze

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Section 3 - Grammar

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Section 4 - Vocabulary

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Section 5 - Proofreading

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Total ____ /38

