



QUESTION BOOKLET

READ THIS BOOKLET FIRST

BUSINESS ENGLISH CERTIFICATE

Vantage

Reading

Sample Test

0352/01

PRINT VERSION OF BRAILLE PAPER

Time 1 hour plus your additional time allowance

INSTRUCTIONS TO CANDIDATES

Check your name, centre number and candidate number are on your answer sheets.

Read the instructions for each part of the paper carefully.

Answer all the questions.

Write your answers on a separate answer sheet, together with the number of each question.

INFORMATION FOR CANDIDATES

There are 45 questions in this paper.

Each question carries one mark.

Note: to help you to do this paper, the texts for Parts 1 – 4 are in a separate **TEXT** booklet.

PART ONE**Questions 1 – 7**

Read the statements below and the four comments (**A – D**) by mobile phone retailers on page **2** of the separate booklet.

Which section (**A, B, C** or **D**) of the comments on page **2** of the separate booklet does each statement **1 – 7** refer to?

For each statement **1 – 7**, write one letter (**A, B, C** or **D**) on your answer sheet.

You will need to use some of these letters more than once.

Here is an example (**0**). The answer is written in italics.

Example:

0 the extent to which mobile phones have changed in size

Answer: *B*

STATEMENTS 1 – 7

1 the need for retail staff to stay informed about the mobile phones they are selling

2 the belief that the market will not sustain the present number of mobile phone retailers

3 the use of mobile phones no longer being restricted to a specific group of people

4 the relationship between charges and the number of mobile phone users

5 a negative view of competing mobile phone retailers

6 a comparison between change in the mobile phone industry and that in a different sector

7 those services available at mobile phone outlets that are not provided by other retailers

PART TWO**Questions 8 – 12**

Read the article about a survey of businesswomen staying in hotels on page 3 of the separate booklet and answer questions 8 – 12.

Choose the best sentence from the list (A – G) below to fill each of the gaps 8 – 12 in the article.

For each gap 8 – 12, write one letter (A – G) on your answer sheet.

Do not use any letter more than once.

There is an example at the beginning, (0). The answer is written in italics.

SENTENCES A – G FOR QUESTIONS 8 – 12

- | | | | |
|----------|--|----------|--|
| A | The hotel staff assumed they should be booked into the same room. | E | Making sure that facilities in guest bedrooms cater equally for the needs of male and female guests is one such idea. |
| B | But there is clear evidence that things are slowly improving. | F | Most of the women, when questioned further, thought that the reason for this was that they were female and travelling alone. |
| C | This would enable women to make an informed choice about a hotel, and they would not be placed in the uncomfortable position of having to complain about poor service. | G | This is evident from the results of a questionnaire distributed to hotel guests by the Business Travel Association. |
| D | It is advisable for them to do this during their stay rather than waiting until they check out. | | |

PART THREE**Questions 13 – 18**

Read the article about product life cycles on page 4 of the separate booklet and answer questions 13 – 18 below.

For each question 13 – 18, write one letter (A, B, C or D) on your answer sheet for the answer you choose.

- 13** According to the text, the end of a product's life cycle is marked by
- A** a sharp rise in production costs.
 - B** the product becoming outdated.
 - C** an increase in customer complaints.
 - D** less support from sales management.
- 14** What does the writer say about sales management in the first paragraph?
- A** Companies should spend more time on their sales planning.
 - B** There are many managers who need to improve their sales performance.
 - C** Most sales managers fail to recognise which stage a product has reached.
 - D** The sales approach should change with each phase of the product life cycle.
- 15** According to the text, a greater sales effort is required for a product when
- A** it is particularly innovative.
 - B** the advertising budget has been cut.
 - C** rival companies start to produce something similar.
 - D** consumer interest switches to a new product category.
- 16** According to the text, a good marketing strategy must primarily be concerned with
- A** sales statistics.
 - B** product details.
 - C** consumer data.
 - D** profit information.
- 17** According to the text, profit levels may fail to correspond to the volume of sales because
- A** the full selling costs have not been taken into account.
 - B** the production costs were not estimated correctly.
 - C** there are unforeseen problems with distribution.
 - D** there has been a lack of economic stability.

- 18** What does the writer say about the charts that show sales progress?
- A** It is a matter of judgement where one sales phase finishes and another begins.
 - B** Managers should review policy when a sharp fall in sales is indicated.
 - C** It is difficult to see how sales charts can provide sufficient guidance to managers.
 - D** Managers should get confirmation of the data they plot on the sales charts.

PART FOUR

Questions 19 – 33

Read the article giving advice about the use of technology in presentations on page 5 of the separate booklet.

Choose the best word from the list of options (19 – 33) below, to fill each of the gaps 19 – 33 in the article.

For each gap 19 – 33, write one letter (A, B, C or D) on your answer sheet.

There is an example at the beginning, (0). The answer is written in italics.

Example:

0 A calculate B depend C determine D lean

Answer: *B*

- | | | | | | | | | |
|----|---|-----------|---|-----------|---|------------|---|-----------|
| 19 | A | produce | B | make | C | construct | D | build |
| 20 | A | behaviour | B | habit | C | practice | D | routine |
| 21 | A | method | B | law | C | rule | D | course |
| 22 | A | focus | B | define | C | target | D | direct |
| 23 | A | gaining | B | acquiring | C | collecting | D | taking |
| 24 | A | requests | B | calls | C | bids | D | commands |
| 25 | A | appoint | B | programme | C | schedule | D | catalogue |
| 26 | A | parcels | B | packets | C | bundles | D | packages |
| 27 | A | formation | B | design | C | structure | D | system |
| 28 | A | catalogue | B | label | C | mark | D | identify |

- 29 A point B tend C lead D move
- 30 A disorder B mistake C confuse D complicate
- 31 A appointments B procedures C arrangements D organisations
- 32 A share B role C function D element
- 33 A precisely B suitably C properly D accurately

PART FIVE

Questions 34 – 45

Read the article below about changes at a training company.

In most of the lines **34 – 45** there is one extra word. It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines, however, are correct.

If a line is correct, write **CORRECT** and the number of the line on your answer sheet.

If there is an extra word in the line, write **the extra word** and the number of the line on your answer sheet.

The exercise begins with two examples **(A)** and **(B)**. The answers are written in italics.

Examples:

- (A)** *so*
(B) **CORRECT**

[Read the text as one continuous passage. The bracketed number indicates where the inkprint line begins.]

Training Provision

- (A)** There is little doubt that training has become so an accepted part of business but it is
(B) equally true that companies take a much less scientific approach than they should. A
(34) recent study suggested us that, while UK organisations spend nearly £10bn a year on
(35) training, 37% of them have never evaluated that expenditure in strict terms of business
(36) impact. Yet if training activities that are run along the same lines as other business
(37) operations, in ways that maximise with opportunities, it becomes easier for training
(38) organisations to help companies meet strategic goals. One organisation showing an
(39) awareness of what this principle is CT Solutions, a training business that has its own
(40) premises in South London. The need for more training has combined it with cutbacks in
(41) office accommodation to create plenty of business for those hiring out space, particularly

(42) upper-end hotels. But while CT Solutions detected that many organisations were not
(43) satisfied with hotels because they do not always provide a good service. CT Solutions is
(44) totally dedicated to providing of space for business, mostly for training, but also for
(45) conferences and AGMs. Clearly, since the business has been grown in size, it is an
approach that works.

