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UNIVERSITY OF CAMBRIDGE LOCAL EXAMINATIONS SYNDICATE
Examinations in English as a Foreign Language

BUSINESS ENGLISH CERTIFICATE 3
Test of Reading and Writing

0232/1
SAMPLE TEST
1 hour 40 minutes

Additional materials:
Answer Sheets

TIME
1 hour 40 minutes

INSTRUCTIONS TO CANDIDATES

Do not open this paper until you are told to do so.

Write your name, Centre number and candidate number in pencil on your Answer Sheets and at the top of this page.

Write all your answers in pencil on your Answer Sheets - no extra time is allowed for this.

Read the instructions for each part carefully.

Try to answer all questions.

At the end of the examination hand in both the question paper and your Answer Sheet.

INFORMATION FOR CANDIDATES

There are fifty-two questions in this question paper:
Reading Questions 1 – 50
Writing Questions 51 and 52

This question paper consists of 13 printed pages and 3 blank pages.

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READING

PART ONE

Questions 1 – 8

• Look at the sentences below and at the five advertisements for business guidebooks on the opposite page. The books explain how you can start different types of businesses.
• Which type of business does each sentence refer to?
• For each sentence 1 – 8, mark one letter A, B, C, D or E on your Answer Sheet.
• You will need to use some of these letters more than once.

Example
This work is suitable for someone who is sociable.

1 This activity is not affected by downturns in the economic situation.

2 You can make a lot of money in a very short time doing this.

3 You could develop this business from a leisure interest.

4 It is a mistake to think you can succeed in this business without specialist expertise.

5 You are advised that you need legal as well as commercial knowledge for this activity.

6 Working in this way means you will be able to charge less than others and make a profit.

7 The right personal skills are more important than specific training for this work.

8 In this business you have the opportunity to be creative and try out new ideas.
A

**Make Excellent Money**

**Planning Exciting Events**

Are you a 'can do' person who likes variety and dealing with people? Are you organised and detail-minded? If this sounds like you, then events planning may be your ideal opportunity. More and more people are too busy to plan their own events and are only too happy to call upon the services of a professional.

Conferences, parties, exhibitions, football matches...are just a few of the ideas included in this exciting guide. As an events planner you will command high fees for handling all the details on behalf of your client.

B

**How to Start and Operate a Mail Order Business**

Have you ever thought of operating a mail order business of your own from your home, in your spare time? There is no other business where you can make a profit so fast. Pick the right item to sell at the right price, advertise it in the right place and you will soon receive cash orders from all over the country.

But a word of warning. Many people try to make money in mail order and fail miserably because this business requires specific skills and knowledge.

C

**How to Run a Profitable Home Printing Business**

Join one of the most profitable businesses of all time! Home printing can survive recession and provide opportunity seekers with an excellent source of income.

There is always a huge demand, from companies and private customers alike, for small printed items such as leaflets, circulars and fliers. With this unlimited market you can offer a variety of services, choosing those which most appeal to you or which earn the greatest profits. Using your home computer, printer and small low-investment printing machine, you can undercut some of your high-street competitors and still make good money.

D

**Picture Yourself Earning a Good Income**

You don't have to be a professionally trained photographer to get paid for your pictures. You can use your pocket camera to make the most of this business opportunity.

Choose from some of the more traditional ways of earning money from photography, or contact picture libraries and agencies. There's lots of flexibility and room for experimentation when you decide to put your camera to work.

E

**Make More Than Just Bread and Butter from Sandwiches**

Most people would argue that they can make a perfectly good sandwich without expert help. But there is much more to making money from sandwiches than meets the eye and although anyone can run this business, not everyone can make it really profitable. Although you do not need any special skills or experience to prepare sandwiches, there is a wealth of practical information which is vital to help you get started. For instance, are you aware that you should register with the Environmental Health Department or that you must comply with food hygiene regulations? Find all this and more in the guide.
CONJURING UP THE INSTANT OFFICE

If you look through any business directory, you will find dozens of companies that have exploited the language of the new technology in their choice of company name. One word which is increasingly popular in the business world is the word ‘virtual’. So if you prefix whatever you do with ‘virtual’, it gives it the feel of a really up-to-date enterprise.

But what does this new term actually mean? The words ‘virtual reality’ thus came to mean ‘the illusion of reality’. Now the word ‘virtual’ is being linked with almost anything. So, for example, we have something called the ‘virtual office’. It can mean many things, but is used mainly to describe technical systems which can maintain communications with employees who are constantly on the move, whose office can be their hotel room or company car.

The latest development is the use of the virtual office to provide essential back-up facilities to the self-employed. The company then went on to incorporate ideas from communications technology into its operation. There is also a small area which can be rented by the mobile worker to make telephone calls, send and receive faxes, or plug a lap-top computer into the electricity supply.

There are now some 266 clients using this virtual office. They can make use of full secretarial back-up and facilities for sending e-mail messages. It is important for these people to be contactable wherever they are and at all times. But with this system there is no need for anyone to say they are out of the country, as calls can be routed to them through the London office wherever they happen to be.
A  A lot of business can be lost when potential customers think a business contact is abroad and therefore decide not to telephone.

B  This concept has been around in companies for quite a while.

C  This is thanks to a business which was set up to rent out temporary office space in London to anyone who needed it.

D  When they call, they hear a recorded message asking them to outline a few details and to give a presentation explaining why they would be right for the job.

E  Originally it emerged with computer simulations, which were designed to give the impression of moving within a three-dimensional landscape.

F  Business people who travel regularly between London and other countries use it as a temporary base for meeting people and taking phone calls.

G  It established a switchboard and telephone system which can take or transfer calls, messages or mail anywhere in the world.

H  Names which make use of the prefixes *techno* and *compu* are extremely popular today, just as in the past names with the prefixes *auto* and *aero* were.
PART THREE

Questions 15 – 20

• Read the following extract from a book on management and the questions on the opposite page.
• Each question has four suggested answers or ways of finishing the sentence, A, B, C and D.
• Mark one letter A, B, C or D on your Answer Sheet, for the answer you choose.

Every market activity is an investment in time, energy and money. Few companies would spend a large sum of money on, say, a purchase of capital equipment without a full investigation into why it is needed, the choices available, and the expected return on what has been spent. Yet every year the vast majority of companies invest a large amount of money in marketing actions without knowing what their financial worth to the company or likely return will be. By introducing the disciplines arising from market planning, a company should be able to ensure that the costs of marketing planning show a reasonable return and are calculated in the same way as all other business investments.

Many managers believe that the costs of marketing form an additional expense that has to be accepted in order to sell their goods. Whilst it is true that many companies use certain tools of marketing for this purpose, it is also true that the most successful companies accept marketing as an essential part of the company’s total commercial operation, for it is an essential cost in the same way as production or finance.

Companies often avoid planning marketing procedures in detail because of the effort needed to express their forward policy in a written form. Managers commonly consider that their time is too valuable to spend on anything other than urgent operational problems. In fact, the manager who spends his time on dealing with current administrative detail is almost certain to have ignored proper planning in the past. For, if properly prepared, the marketing plan will contain sufficient details of the company’s policy and operational strategy for the work to be done by an assistant. As the many alternative courses of action are programmed, the assistant takes any actions or decisions which are appropriate. Only unusual situations need be dealt with by the manager.

The first step in preparing a marketing plan is that of producing the information necessary for decision-making. Usually, a company will have within its own administration and control system the raw material necessary for the plan’s foundations. In addition, there is plenty of published information which is made available by government departments, institutions and the press.

Marketing research is yet to be fully exploited by the majority of companies. It has so far only been used by companies which have recognised that their existing information sources are inadequate. Because of the scale of operations which now confronts the typical businessman, it is essential that investment decisions are based upon relevant information, so reducing the business risk.

For a marketing-oriented activity to produce lasting results the entire operation has to be systematically planned. By producing basic information in written form and establishing aims for the future, the company is creating standards against which actual performance can be measured. Documentation of detailed policy actions then provides the basis for controlling the company’s operation. Future trends may be predicted through the investigation of all factors likely to influence company results.

A good marketing plan is therefore essential to a company’s successful development, but so is an effective marketing manager. He must be capable of identifying the parameters for market research and interpreting the data produced so that he can quantify the existing and potential needs of customers. Someone with an eye for style in packaging and product promotion is also a valuable asset. In an ideal world, the manager would possess all these abilities; however, they may be useless if not combined with that real love of and natural flair for the job which allow him sometimes to ignore the rational evidence and act instinctively.
15 The amount of money spent on marketing by most companies each year
   A equals the amount spent on capital equipment.
   B does not give a good return on the investment.
   C is not based on an assessment of its potential value.
   D is viewed by these companies as an important business investment.

16 Managers usually regard the costs of marketing as
   A something which increases the cost of goods.
   B helpful but not essential to a company's success.
   C less important than investment in production.
   D an unnecessary extra business cost.

17 Why are marketing plans not written down by many managers?
   A They do not have time to do it.
   B They know it would be difficult to do.
   C They spend their time on more important things.
   D They do not think it is really necessary.

18 Good marketing procedures allow a manager
   A to take different courses of action.
   B to do less work than others.
   C to avoid unforeseen problems.
   D to give more responsibility to others.

19 How should a manager begin writing a marketing plan?
   A by doing market research outside the company
   B by looking at information produced by other companies
   C by analysing procedures already used by the company
   D by finding information from many different sources

20 To be really successful, a marketing manager should have the ability to
   A produce and interpret statistics.
   B take risks based on instinct.
   C assess future product requirements.
   D ensure the product looks good.
### How to read a balance sheet

A balance sheet is not like a Profit and Loss account, which is a record of the transactions transacted in a year and the profits (or losses) produced as a result. A balance sheet can be thought of as a photograph, a moment in time (usually the last day of the company's financial year) which shows exactly what the business owns. These may be buildings, cash, stocks or debts, i.e. amounts of money owed to the business by customers.

A balance sheet may change from one year to the next if, for example, a company sells one of its factories, if it receives more money from its shareholders, if it repays some debt to the bank, or if it builds up its inventory of goods.

But whatever happens to the composition of the assets of the business, any overall change in asset value is reflected in the balance sheet. There is one further point to be made. Although the principle of a balance sheet is to have assets on one side and liabilities on the other, the fact is that - especially for public companies - shareholders want to be able to see what their investment in the company is worth.

So a tradition has developed up which has meant that 'Creditors' is actually moved to the assets side as a negative amount. Structuring the balance sheet like this is simply a matter of tradition. There is no commercial reason for presenting it in this way.
0  A business  B activity  C work  D commerce

21  A consider  B thought  C imagined  D treated

22  A to  B on  C in  D at

23  A given  B owed  C borrowed  D paid

24  A raises  B asks  C requires  D earns

25  A completed  B controlled  C perfected  D finished

26  A worth  B rate  C value  D quality

27  A fact  B point  C idea  D view

28  A stake  B part  C ownership  D slice

29  A arisen  B brought  C grown  D come

30  A importance  B emphasis  C force  D meaning
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 (31) to drive, John has loved cars and has owned more (32) a hundred over the past thirty years. It was to be his interest in cars which provided him (33) a winning business idea.

Back in (34) 1960s, John was working in America, selling British sports cars. It was hard work but (35) he saw a magazine with pictures of cars for sale. The magazine was regional and anyone (36) advertise their car in it for a relatively small fee. What impressed John most was that (37) single advertisement had a picture of the car, unlike normal newspaper adverts, which just provided a written description.

Returning to Britain, John put all of his savings into producing a magazine (38) 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 (39) as his business. He has (40) fewer than ten cars of his own, ranging from comparatively rare pre-war British cars to the very latest Italian sports cars.
PART SIX

Questions 41 – 50

• 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 **41 – 50**, 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 (✓). The exercise begins with two examples (0) and (00).

<table>
<thead>
<tr>
<th>Examples</th>
<th>0</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>00 order</td>
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</table>

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
41 into further education is considered very important by both teenagers and their
42 parents. 63% of teenagers in full-time education want to go on to university or
43 further education, although this figure does decreases as young people
44 approach this big decision. Young women in particular wish to enter the higher
45 education with three times as many girls continuing to studying in preference
46 to going straight to work. Although family influence is still very important in
47 helping the young in make career choices, today’s careers information and
48 work experience play a major part in decisions about his employment.
49 Over 80% of young people do **not** want to follow in their parents’ footsteps
50 by going into 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.
PART ONE

Question 51

The graphs below show the changing share prices of two private companies which went public and issued shares on the stock exchange. Both companies were eventually bought back by their previous owners.

Using the information from the graphs, write a short report describing the general movement of the share prices and comparing the performance of the two companies between the issue date and the buy-back date.

Write about 100 words on your Answer Sheet.
PART TWO

Question 52

- Your company has a new managing director who has asked all employees to write a report describing their job. These reports will be used to help train new employees.

- Write the report, describing the main responsibilities and duties of your job, and explaining what skills and qualifications are required. Include any useful information which you think new employees should know about this kind of job.

- Write **200 – 250** words on your Answer Sheet.
ANSWER KEY – READING

PART ONE
1 C  2 B  3 D  4 B  5 E  6 C  7 A  8 D

PART TWO
9 E  10 B  11 C  12 G  13 F  14 A

PART THREE
15 C  16 A  17 B  18 D  19 C  20 B

PART FOUR
21 B  22 C  23 B  24 A  25 D
26 C  27 B  28 A  29 C  30 B

PART FIVE
31 enough  32 than  33 with  34 the  35 while / when
36 could  37 every  38 like  39 well / much  40 no

PART SIX
41 ✓  42 ✓  43 does  44 the  45 to
46 ✓  47 in  48 his  49 ✓  50 rather
WRITING

Candidates' writing is assessed for both the accuracy and appropriacy of the language used, and for the degree of success the candidate has in fulfilling the task given. In assessing the language, the examiners look at the following aspects:

- grammatical accuracy
- range and appropriacy of vocabulary
- appropriate tone
- organisation of information
- spelling

The following answers were not written by candidates, and are not intended to reflect the level of language which would be expected of candidates.

PART ONE – QUESTION 51
Sample answer

The issue price of shares in Scorpio was $6 in late 1986. The price then rose but fell dramatically at the end of 1987. Prices recovered slightly in 1988 but were still below the issue price. They fell again and recovered to reach the issue price in late 1988 when the company was bought back.

The issue price of shares in the West End Group was just over $5 in January 1986. Despite a couple of falls, the price rose steadily throughout the late 1980s and never fell below the issue price. The buy-back in mid-1990 was over double the issue price.

PART TWO – QUESTION 52
Sample answer

As Market Research Manager, I provide information to our national and international management teams about how our products are selling. This information is collected by a team of quality auditors, who cover twelve areas nationally. I produce journey plans for them, to ensure that they cover the maximum number of retail outlets in a particular area; they check the number of our products present in the shop and in stock, the stock rotation procedures, the sell-by dates and the way in which the product is being displayed. All this information is then collated in our department, and weekly statistics produced by computer to track the progress of each product. This may sound very routine, but I have to ensure that the auditors are doing their work accurately by checking up on them when they are on the road, and by looking at the information they provide, so you have to develop an instinct about people, their working methods and reliability.

In addition to knowledge of the retail sector and the problems of selling fast-moving consumer goods, a mathematical or statistical background allied to knowledge of how to exploit computer software is vital in collecting and interpreting data. Most Marketing degrees will include the necessary subjects.

For this job, you must be organized and pay attention to detail; but you also need the creativity and imagination to understand what motivates consumers to buy your products. Make the wrong marketing decisions now, and the company will not be successful in the future.
UNIVERSITY OF CAMBRIDGE LOCAL EXAMINATIONS SYNDICATE
Examinations in English as a Foreign Language

BUSINESS ENGLISH CERTIFICATE 3

Test of Listening

0232/2

SAMPLE TEST

Approx. 40 minutes

(including 10 minutes transfer time)

Additional materials:
Answer Sheets

TIME
Approx. 40 minutes (including 10 minutes transfer time)

INSTRUCTIONS TO CANDIDATES

Do not open this paper until you are told to do so.

Write your name, Centre number and candidate number in pencil on your Answer Sheet and at the top of this page.
Write all your answers on this question paper.
At the end of the test you will have 10 minutes to copy your answers onto your Answer Sheet.
Write all your answers in pencil.
Listen to the instructions for each part carefully.
Try to answer all questions.
At the end of the examination hand in both the question paper and your Answer Sheet.

INFORMATION FOR CANDIDATES

Instructions are given on the tape.
You will hear everything twice.
There are thirty questions in this question paper.

This question paper consists of 5 printed pages and 3 blank pages.
**PART ONE**

**Questions 1 – 12**

- You will hear the General Manager of Amaldex Ltd. giving his office staff instructions about a business conference they are organising tomorrow.
- As you listen, for questions 1 – 12, complete the notes using up to three words or a number.
- You will hear the recording twice.

---

**AMALDEX LIMITED**

Briefing notes for staff on Park Hotel Conference

**Arrangements for staff**

1. Staff can park in the car park located ......................................... .
2. Staff coming by train should catch the minibus at Elstree station not later than ............................................ .
3. The right minibuses to take are ................................................. .
4. All staff must wear ...................................................................... .

**Conference timetable**

5. Amaldex staff will welcome late arrivals until ......................... .
6. John Green’s lecture, Selling in the Year 2000, takes place in the ............................................. at 10 o’clock.
7. Mary Dougall’s lecture, ....................................... , takes place in the Regency Room at 10 o’clock.
8. Malcolm Jones’s lecture, Using the Internet in Business, takes place in the ............................................. at 10 o’clock.

**Information for delegates**

9. Morning coffee will be served from ............................................ .
10. Delegates who want a quick lunch should go to ......................... .
11. People with ......................... can only eat in the International Restaurant.
12. Delegates can get seminar notes or a ........................................ .
PART TWO

Questions 13 – 22

• You will hear five different people from a clothes factory talking about a visit to another factory.
• For each extract there are two tasks. For Task One, choose the person who is speaking from the list A – H. For Task Two, choose the opinion that person expresses from the list I – P.
• You will hear the recording twice.

TASK ONE – PERSON
• For questions 13 – 17, match the extracts with the people, listed A – H.
• For each extract, choose the person who is speaking.
• Write one letter A – H next to the number of the extract.

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>13</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>a marketing assistant</td>
</tr>
<tr>
<td>14</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>a computer programmer</td>
</tr>
<tr>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>a personnel officer</td>
</tr>
<tr>
<td>16</td>
<td>D</td>
</tr>
<tr>
<td></td>
<td>a machine operator</td>
</tr>
<tr>
<td>17</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>a clothes factory manager</td>
</tr>
<tr>
<td></td>
<td>F</td>
</tr>
<tr>
<td></td>
<td>a finance director</td>
</tr>
<tr>
<td></td>
<td>G</td>
</tr>
<tr>
<td></td>
<td>a designer</td>
</tr>
<tr>
<td></td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>a secretary</td>
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TASK TWO - OPINION
• For questions 18 – 22, match the extracts with what the people say, listed I – P.
• For each extract, choose the opinion expressed.
• Write one letter I – P next to the number of the extract.

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>18</td>
<td>I</td>
</tr>
<tr>
<td></td>
<td>thinks new technology has some problems</td>
</tr>
<tr>
<td>19</td>
<td>J</td>
</tr>
<tr>
<td></td>
<td>feels all staff have learnt something useful</td>
</tr>
<tr>
<td>20</td>
<td>K</td>
</tr>
<tr>
<td></td>
<td>thinks working conditions in this factory are good</td>
</tr>
<tr>
<td>21</td>
<td>L</td>
</tr>
<tr>
<td></td>
<td>is unhappy in their present job</td>
</tr>
<tr>
<td>22</td>
<td>M</td>
</tr>
<tr>
<td></td>
<td>thinks this company has efficient production methods</td>
</tr>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td></td>
<td>thinks too much money has been spent on computers</td>
</tr>
<tr>
<td></td>
<td>O</td>
</tr>
<tr>
<td></td>
<td>says too many people went on the visit</td>
</tr>
<tr>
<td></td>
<td>P</td>
</tr>
<tr>
<td></td>
<td>is worried about losing their job</td>
</tr>
</tbody>
</table>
PART THREE

Questions 23 – 30

• You will hear a radio presenter interviewing a businessman called Simon James.
• For each question 23 – 30, mark one letter A, B or C for the correct answer.
• You will hear the recording twice.

23 Simon went into banking to

A fulfil an ambition.
B please his mother.
C follow family tradition.

24 Simon believes he has become successful through

A placing trust in his clients.
B listening to advice from other people.
C convincing banks about his ideas.

25 When Simon suddenly became famous he felt

A worried that ordinary people would envy his lifestyle.
B threatened by reporters finding out about his acquisitions.
C disturbed by the constant attention from the press.

26 Which positive aspect of being famous does Simon mention?

A receiving praise from other people
B reading nice things about himself in the papers
C gaining publicity for his business

27 How does the interviewer feel about Simon’s latest venture?

A She is puzzled by its purpose.
B She is doubtful about its chances of success.
C She is impressed by its scope.

28 Simon is confident about his new bank’s venture because

A no other bank is involved in this field.
B he was able to set it up from the beginning.
C he has taken on a skilled workforce.

29 What factor influenced Simon’s decision to go into emerging markets abroad?

A the long term predictions for growth in this sector
B the stability of the current world stock market
C his experience of working abroad

30 Simon refuses to discuss

A his private life.
B his religious beliefs.
C his work for the poor.

That is the end of the Listening Test. You now have 10 minutes to transfer your answers to your Answer Sheet.
TAPESCRIP OF SAMPLE LISTENING TEST

PART ONE

M1 [Fade up - background chat]...........Right, now, I want to make absolutely sure everyone is clear about the Park Hotel conference tomorrow...... First of all, please arrive in plenty of time. Car users, you can park at the hotel but you must use the right car park or you might get towed away! There are two car parks. The parking spaces at the front of the hotel are for residents only, so drive past the main entrance and look for the car park, which is signposted. It’s behind the hotel. Train users can get a minibus from Elstree station every fifteen minutes. However, you might be a bit pushed for time if you get the 9 o'clock one so get there by 8:45 at the latest. There are several hotels providing a minibus service so don’t get the wrong one. Ours are painted red; the green ones go to the Garden Hotel, so be careful. All of you should wear your blue Amaldeax suits....... and your identity badges. The only members of staff who can choose what to wear are John, Mary and Malcolm...... but I still want you three to wear identity badges. Okay?

Right..... we start at 9.30 in the Park Room; delegates register and have coffee. The seminars start at 10 o'clock sharp; any delegates arriving late will be dealt with by staff in the reception area and directed to the appropriate place. Simon........ you can do that for an hour or so. Let’s see. We’ll ask the hotel staff to take over from you at 11.30.

Right.. so at 10 o’clock everyone is in the Park Room, and John, you’ll take your group for the ‘Selling in the Year 2000’ seminar to the Royal Room. Then......Mary Dougall - you’ll be in the Regency Room to do ..er........ now the title isn’t ‘Marketing Techniques’ any more but ...... ‘Successful Marketing’, so note that change. Finally, after the rest of us have left the Park Room, Malcolm Jones will stay where he is for ‘Using the Internet in Business’. All with me so far?

Coffee is available between a quarter past eleven and midday in the lounge, so choose when to break.

1 o’clock means lunch. For a self-service lunch, delegates can use the Park Restaurant. There are two counters, so nobody need waste time in queues. The alternative is the International Restaurant. The menu includes a vegetarian choice...... Simon, you will take the people with special diets, including the vegetarians we know about, to the International Restaurant yourself. The vegetarians could go to the Park Restaurant, but the others in the group with special food requirements must stay with you, as their food is being prepared individually. Er...tell delegates they’ll get notes from all seminars, or if they prefer they can order the video version.

[Fade] Any questions?
PART TWO

M1
It was difficult to know exactly who to take on the visit. Everyone wanted to go and there was a limit of 20 people. We thought all departments should be represented, as well as the shop floor, so the factory manager asked me to get each section to nominate someone. I myself went in order to assess the implications of this new technology for staffing and also to decide how it would affect our training needs. It was a real learning experience for everyone and I’m going to organise a seminar for the staff who couldn’t go.

F1
They had the latest in computer equipment. I thought we were pretty up to date until I saw what they had. Our machines help you draw a new garment, and we can choose our colours and textile types so we can see what the finished product looks like. I normally draw a dress on to the screen and see what it will look like, but I can’t link everything together for the pattern and production stages. This has to be done by other people. It was amazing to see the whole process from beginning to end. Everything can be done so much more quickly and easily with computers. The quality of what you produce is high, too.

M2
I couldn’t believe the stuff they had there. Computer Aided Design is what it’s all about these days. The designers think it’s great because you can design a shirt or a pair of trousers on the computer and see what it will look like using different colours and materials. But the problem for people like me starts when they programme the computer to do everything. What’s left for me to do if the computer can do everything on the production line on its own? I’ll be on the scrapheap because they won’t need me anymore!

M3
It was nice to see things running efficiently from beginning to end for once. Mind you, it isn’t always like that. People forget that new technology isn’t always simple to operate and there can be difficulties. I’ve got to get the stuff into the warehouse to meet my customers’ deadlines. It’s all very well having a fully-automated production line, but if something goes wrong or is missed at the beginning ... well .... you can produce quite a lot before it’s noticed. Computers haven’t solved all our problems and they’ve brought us some new ones.

F2
A day out in a coach makes a change, I think, and it was nice to see another factory different from ours. I just couldn’t believe how much quieter it was there. You can hear our machines everywhere, even in the office. If you’re trying to concentrate on something like a long report or a difficult letter, it’s terrible. The boss is so fussy about little mistakes, although it’s easy enough to correct them these days. We were all impressed. It made our old place look a bit old-fashioned, although I like working here because it’s so friendly and when you pass through the factory people will always say hello and stop to chat.
I'd like to welcome as my guest tonight, the banker Simon James.

Hello.

Now, you've had a long and varied career in banking, Simon. How did it all start?

Well, my mother expected me to go into the Army like my father and brothers had before me. But I had other plans; the truth is that I always wanted to get into business and make some money so I just worked hard to make sure I achieved it. You have to use your eyes and ears if you want to succeed, so I always allowed myself to be guided by those with greater experience. And I suppose I'm good at being able to persuade my clients to trust in me.

But it was really just, what, ten years ago, that you found fame, wasn't it? When you became Britain's highest-paid man through your business dealings in Japan. How did you feel about being suddenly thrust into the public eye like that?

Well, it was all a bit annoying, really. In fact, I was very irritated. I found it very difficult to persuade all the reporters who interviewed me endlessly that I was just an ordinary fellow like them.

Hmm, but I have to say you succeeded. The early articles didn't actually mention your strings of racehorses or the yacht you own!

(laugh) No, that's true, and the up side was that all the headlines created a lot of interest. Some nice people rang up, and it had the advantage of giving the business a higher profile.

That's rather an understatement! Since then you've left that company and have launched a bank specialising in emerging markets. Now that would be a brave venture at any time, but particularly now, when so many established investment banks have been taken over by overseas financial groups. Do you really think this was a wise decision?

Well, it is ambitious. We intend to operate in securities, capital markets, corporate finance and asset management. But you have to remember that for a lot of banks, emerging markets are an additional activity. For us they are our main commitment, so we will be devoting all our energy to making it work. The most wonderful thing of all, and the key to success, is having the rare opportunity of starting off with a vision for the future and a blank sheet of paper. So far I've recruited twenty-five people here in London and fifty in New York.

It sounds exciting.

It is. You see we'll be covering South East Asia and Latin America and I think our timing is absolutely right. At the moment emerging markets form about thirteen per cent of the world's stock market capitalization. It is forecast to grow to fifty per cent by the year two thousand and fifteen, so we see tremendous potential. Of course it will be volatile, but in the long term it is onwards and upwards.

Talking of future plans, on a more personal note, I believe you have recently set up the James Charitable Foundation, raising money to help homeless children, and that the new lady in your life is taking a keen interest in this?

Yes, well (laughing) I never discuss my relationships in public, but I am happy to publicize the James Foundation. I've always felt a deep moral and spiritual duty to help the less fortunate, especially children, and I am now able to do
something practical about this. Of course I'd like to encourage other business people to support the Foundation.

**F1** Well, we wish you luck in all your ventures. And thank you, Simon James.
PART ONE
1 behind the hotel
2 08:45 / eight forty-five, _ / a quarter to 9 / nine
3 (the) red (ones / minibuses)
4 identity badges
5 11.30 / eleven thirty, half past 11 / eleven
6 Royal Room
7 Successful Marketing
8 Park Room
9 11.15 / eleven fifteen _ / a quarter past 11 / eleven (to 12.00)
10 (the) Park Restaurant
11 special diets (special food requirements)
12 video (version)

PART TWO
13 C 14 G 15 D 16 E 17 H
18 J 19 M 20 P 21 I 22 K

PART THREE
23 A 24 B 25 C 26 C 27 B 28 B 29 A 30 A
THE SPEAKING TEST

The BEC3 Speaking Test lasts for fourteen minutes. Two candidates at a time are tested by two examiners. Sometimes it may be necessary for three candidates to be tested together, but this happens only when it is impossible to pair everyone.

In every test one examiner acts as interlocutor, and the other as assessor; this means that the interlocutor conducts the test and makes a global assessment, while the assessor is free to make a more detailed assessment. They make their assessments independently of each other, but the final score is arrived at by combining the two. Candidates are assessed according to their performance on a number of criteria such as the range and accuracy of their use of grammar and vocabulary, pronunciation and how well they communicate with each other.

The BEC3 Speaking Test consists of three parts. In the first part of the test, the interlocutor addresses each candidate in turn and asks questions about, for example, where they live or what they do in their free time. In Part Two, the candidates do a shared discussion task, interacting with one another rather than with the interlocutor. In Part Three each candidate is given a set of three topics. The candidate chooses one topic and speaks about it for one minute. Before they speak they have a chance to prepare by making notes. At the end of the talk the candidate who has been listening has the chance to ask one or two questions.

SAMPLE TASKS – PART TWO

For two candidates:

PRODUCT/SERVICE LAUNCH

Your company is about to launch a new product or service. Some potential clients for this product or service will soon be visiting you at your workplace.

Discuss and decide together:

- what kinds of information the potential clients will need to receive about the product or service
- what is the most effective way of informing them about the product or service during their visit
INTERNATIONAL TRADE SHOW

Your company has won an international competition to be represented at a trade show abroad. You have been given the job of organising the company’s stand.

Discuss, and decide together:

- which aspects of the company you should focus on
- which features of the country should be emphasized
- which kinds of people and equipment will be needed on the stand

SAMPLE TASK – PART THREE

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<th>A</th>
<th>Travel: how to prepare for a business trip abroad</th>
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<td>B</td>
<td>Management: the importance of offering incentives to staff</td>
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<tr>
<td>C</td>
<td>Finance: how to decide whether to borrow money to finance a new product</td>
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