FEUILI	E DE REPONSES - TEST DE NIVEAU Anglais			
Nom:	Prénom :			
SECTION ONE – READING COMPREHENSION				

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## SECTION TWO - LISTENING COMPREHENSION

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## **SECTION THREE - VOCABULARY**

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FEUILLE DE REPONSES - TEST DE NIVEAU	
Anglais	

## SECTION FOUR - GRAMMAR

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Surname (N	lom):	************
First name (	(Prénom):	

You have 1 hour to do this English level test.

## <u>Section One – questions 1 to 12:</u> Reading Comprehension

Read the instructions before each part carefully. **Completely fill** in the corresponding box on the **separate answer sheet** provided. Do **not** write on this test booklet.

# <u>Section Two – questions 13 to 22:</u> Listening Comprehension (10-15 mins)

Listen to the recorded directions for the 2 sections and choose the best response for each question.

Completely fill in the corresponding box on the separate answer sheet provided. Do not write on this test booklet.

# Section Three - questions 23 to 34: Vocabulary

Read the instructions before each part carefully. **Completely fill** in the corresponding box on the **separate answer sheet** provided. Do **not** write on this test booklet.

## Section Four - questions 35 to 80: Grammar

Read the instructions before each part carefully. **Completely fill** in the corresponding box on the **separate answer sheet** provided. Do **not** write on this test booklet.

Only one answer is possible for each question. At the end of the test, return your answer sheet **and** this test booklet. Make sure that you write your first name and surname (family name) clearly on both.

## **Section One: Reading Comprehension**

#### **Questions 1-5**

Read the article below about product life cycles and the questions on the opposite page. For each question 1-5, mark one letter (A, B, C or D) for the answer you choose.

# **Product Life Cycles and Sales Strategy**

One of the most important concepts in sales management and marketing is that of the product life cycle. This is a historical record of the life of a product, showing the stage in its life the product has reached at a particular time. By identifying the stage that a product is in or may be heading towards, companies can formulate better marketing plans.

All products have 'lives' in as much as they are created, sell with varying profitability over a period of time, and then become obsolete and are replaced or simply no longer produced. A product's sales position and profitability can be expected to fluctuate over time and so, at each successive stage in the product's cycle, it is necessary to adopt different tactics.

The two main features of the product life cycle are unit sales and unit profit. The unit sales figures usually jump on introduction, as a response to heavy advertising and promotion, as customers buy the product experimentally. This is generally followed by a levelling off while it is evaluated — the length of this period depending on the use to which the product is put. Then, unit sales rise steadily through the growth phase to the maturity

phase, when the product is widely accepted, and so on to saturation level. By this time, competitors will have entered the market with their own version and, from this point, the sales team will have to work even harder to win all additional sales.

Unfortunately, unit sales are not the complete story as it is unit profit that is the decisive factor, although this is not always recorded accurately. It is this figure that sales management has to monitor, though, to ensure an effective marketing strategy and to produce effective profits.

At launch, the product is costed accurately on the basis of production costs plus selling costs. Initially these remain fairly stable, but, when the product is proving successful, competitors will bring out their own 'copy-cat' products. With a competitor in the field, the original firm has to respond in order to maintain its market position. It can run special sales promotions, improve deliveries, make more frequent sales calls and so on. Often the extra expenditure is not accurately charged to the product and the result is that, long before unit sales are noticeably falling, the unit profit has already fallen.

## 1. 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.

## 2. What does the writer say about sales management in the second 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.

## 3. 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.

#### 4. 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.

## 5. 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.

#### **Questions 6-12**

Look at the statements (6-12) below and the comments (A-D) given by mobile phone retailers. Which section (A, B, C or D) does each statement 6 - 12 refer to? You will need to use some of these letters more than once.

- 6 the need for retail staff to stay informed about the mobile phones they are selling
- 7 the belief that the market will not sustain the present number of mobile phone retailers
- 8 the use of mobile phones no longer being restricted to a specific group of people
- 9 the relationship between charges and the number of mobile phone users
- 10 a negative view of competing mobile phone retailers
- 11 a comparison between change in the mobile phone industry and that in a different sector
- 12 the services available at mobile phone outlets that are not provided by other retailers

#### A)

Market awareness of the mobile telephone has exploded and the retailer who specializes in mobile phones is seeing growth like never before. Admittedly, some customers buy their first mobile phone in the supermarket, but for advice, add-ons and particular services they turn to the specialist. There are a large number of mobile phone retailers and I can't help but feel the market only has room for four players. Undoubtedly, customer service is the factor that differentiates operators and I think this year we will probably see rationalisation in the sector.

#### B)

When I first started in the industry, mobile phones were retailing at a thousand pounds and were as large as box files. Now, prices are constantly being driven down and handsets are considerably more compact. There is intense competition between the network providers, and every time they lower their tariffs, more people come into the market. This will continue, and while retail dealers' profits will be affected dramatically, network providers will have to generate more revenue by offering internet provision and data services to the mobile user.

#### C)

Over a few years, prices have dropped sharply and technological advances have meant products have changed – and are changing. Successful retailers must try to keep on top of these developments and invest in the training of employees so they are able to offer impartial advice to customers. E- commerce is taking off but this won't necessarily replace traditional retail outlets. In order to stand out, you need innovative ideas on customer service. We don't believe in criticising other retailers, but there's nothing particularly exciting out there at present.

#### D)

The mobile phone business is behaving like the internet industry in take-up and the pace of innovation, and it's important not to be left behind. We must continue to innovate in delivering the product to the customer. In terms of service provision, you can draw comparisons between us and our closest rival, but clearly all the main mobile phone retailers have succeeded in taking the industry forward. Growth has accelerated rapidly and the mobile telephone has changed from simply being a business tool, to being a means of communication for everyone.

# **Section Two:** Listening Comprehension

## Questions 13 - 17

- You will hear five short recordings. Five people are talking about a problem that occurred.
- For each recording, decide what each speaker is talking about.
- Choose one letter (A H) for each recording.
- Do not use any letter more than once.
- You will hear the five recordings twice.

	A losing a business card
13	B taking the wrong equipment
14	C arriving late for a meeting
15	D forgetting an address
	E misunderstanding a message
16	F missing a presentation
17	<b>G</b> forgetting to make a phone call
	H taking the wrong documents

## **Questions 18 – 22**

- · You will hear another five recordings.
- For each recording, decide what the speaker is doing.
- Choose one letter (A H) for each recording.
- Do not use any letter more than once.
- · You will hear the five recordings twice.

	A making a complaint
18	B confirming information
19	C giving instructions
20	<b>D</b> changing an arrangement
	E requesting information
21	F making a recommendation
22	<b>G</b> giving an invitation
	H requesting advice

## **Section Three: Vocabulary**

#### Questions 23 - 34

Read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).

Mark your answers on the separate answer sheet.

#### Example:

O A calculate B depend C determine D lean

	Α	В	С	D
0				

### **Guidelines for giving Presentations**

Most presentations today (0) ...B ... on the use of some sort of technology, such as a laptop computer linked to a projector. While this technology can help to (23) ...... presentations better, it also has a (24) ...... of getting in the way. As a general rule, it is better to (25) ...... on the content of a presentation as a means of getting your audience's attention, rather than relying on sophisticated equipment.

Bear in mind that when an organisation invites bids for a contract, they may (26) ...... four or five presentations from different companies on the same day. Each of these companies will probably be using the same computer graphics (27) ...... and the same equipment. The chances are the presentations will be similar too.

That's why the content and (28) ...... of what you say are important. Think about what you want to say and how to say it as clearly as possible. As a first step, you need to (29) ...... the main points you want to get across. Audiences are easily bored and (30) ...... to remember only the most entertaining, exciting or unusual ideas.

Next create your materials, choosing the images for your presentation carefully. Remember you do not want to stop your audience from listening to you, nor do you want to (31) ..... them.

Finally, make all the necessary (32) ..... for the equipment you need. If technology is to be an important (33) ..... of your presentation, make sure you know how to use it (34) ..... and test it out beforehand.

23	A	produce	В	make	C	construct	D	build
24	A	behaviour	В	habit	c	practice	D	routine
25	Α	focus	В	define	C	target	D	direct
26	A	appoint	В	programme	C	schedule	D	catalogue
27	Α	parcels	В	packets	C	bundles	D	packages
28	A	formation	В	design	C	structure	D	system
29	Α	catalogue	В	label	C	mark	D	identify
30	Α	point	В	tend	C	lead	D	move
31	A	disorder	В	mistake	C	confuse	D	complicate
32	Α	appointments	В	procedures	C	arrangements	D	organisations
33	A	share	В	role	C	function	D	element
34	Α	precisely	В	suitably	С	properly	D	accurately

## **Section Four: Grammar**

#### Questions 35 - 80

For the incomplete sentences below, decide which answer (A, B, C or D) best fits each gap. Mark your answers on the **separate answer sheet**.

35. I haven't got ..... D. some money. A. no money. B. money. C. any money. 36. He goes to work..... C. with taxi. D. in taxi. B. on taxi. A. by taxi. 37. We haven't got .... mineral water. B. little C. many D, much A. a lot 38. A. What's the weather? B. How's the weather like? D. How the weather is? C. What's the weather like? 39. Mark .... to London tomorrow. A. will fly B. goes to fly C. is flying D. will to fly 40. I have class .... Mondays. C. at D. by A. on B. in 41. He .... breakfast yesterday. C. didn't have D. didn't have got A. hadn't B. no had 42. I have to go to the bank ..... some money. C. to getting D. for to get A. for getting B. to get 43. The room was empty. There ..... there. A. wasn't nobody B. was anybody C. was nobody D. was somebody 44. We can't get there by 3:00 pm. There is ..... time. D. too few A. few B. too little C. no enough 45. He arrived ..... Heathrow airport on Friday morning.

C. on

D. by

B. at

A. in

46. I haven't seen	my mother a yea	r.	
A. since	В	C. for	D. during
47. He's looking fo	rward that film.		
A. to see	B. seeing	C. see	D. to seeing
48. He works at th	e theatre, ?		•
A. doesn't he?	B. does he?	C. isn't he?	D. didn't he?
49. Simon in M	adrid since 1982.		
A. lives	B. is living	C. does live	D. has lived
50. Has Mr. Brown	arrived ?		
A. already	B. still	C. now	D. yet
51. If I won the lot	tery, I a house in t	he country.	
A. would buy	B. have bought	C. will buy	D. would have bought
52. Peter is Jan	e to do it at this very	moment.	
A. telling	B. saying	C. saying to	D. telling to
53. Have you sent t	hat fax to Mr. Smyth	? Yes, I've don	e that.
A. still	B. already	C. yet	D. now
54. " have you b	een waiting?		
A. How long	B. What time	C. How far	D. When
55. They weren't su	rprised and nor		
A. I weren't	B. wasn't l	C. I was	D. was I
56. I invited Mary o	ut for a meal, but unf	ortunately she di	nner.
A. had already got		B. had already had	
C. has already had		D. already had	
57. This is the cat	l saw.		
A. whom	В	C. what	D. who

A. How far	B. How long	C. How much	D. How many time			
59. I working at night nowadays.						
A. used to	B. used	C. am used to D. would				
60. I have to catch the 5:00am train tomorrow, so I go to bed late.						
A. needn't	B. haven't to	C. have to	D. mustn't			
61. She go to the dentist's yesterday.						
A. must	B. had to	C. ought to	D. should have			
62. That's the of my worries, it'll never happen.						
A. fewer	B. less	C. last	D. least			
63. I wouldn't mind	tonight.					
A. to go out	B. go out	C. going out	D. to going out			
64. The man in t	he corner is my boss.					
A. whose	B. sitting	C. is sitting	D. sits			
65. "Those cases loo	k heavy carry on	e for you?" "That's ve	ery nice of you"			
A. Will I	B. Do I	C. Shall I	D. Would I			
66. Don't forget	those letters.					
A. to post	B. posting	C. to posting	D. post			
67. Where have you put my keys? I clearly remember them on the table last night.						
A. to leave	B. left	C. did leave	D. leaving			
68. You look tired. You go to bed.						
A. need	B. have	C. should have to	D. ought to			
69. That was a great match. I'll never forget Rivaldo score that goal.						
A. see	B. to see	C. seeing	D. to seeing			

58. .... is it from Barcelona to Madrid?

70. I thought you	*****					
A. will come to the	party.	B. were coming to	B. were coming to the party.			
C. come to the party.		D. have come to ti	D. have come to the party.			
71. They last n	ight, but I'm not sure.					
A. may come	B. might come	C. should come	D. may have come			
72. We better	hurry up or we'll be la	ite.				
A. would	B. should	C. had	D. ought			
73. If I you, I'd	take the risk.					
A. am	B. have been	C. were	D. would be			
74. I wish I a ca	r, I'm tired of catchin	g the bus.				
A. have	B. would have	C. had	D. had had			
75.						
A. That's a brown, a	attractive, leather coat	B. That's a b	prown, leather coat, attractive.			
C. That's an attracti	ve, leather, brown coa	at. D. That's an	attractive, brown, leather coat.			
76. If you'd come to	o the theatre last nigh	t, you the play.				
A. would enjoy	B. had enjoyed	C. would have enjo	yed D. will enjoy			
77. He wrote the programme , he didn't need anybody's help.						
A. by his own	B. on his own	C. on himself	D. by his ownership			
78. This is the best t	tea I've tasted.					
A. never	B. already	C. ever	D. still			
79. This beer tastes	********					
A. lovely.	B. badly.	C. well .	D. normally.			
80. My cousin born on the 2nd of September 1994.						
A. is	B. has been	C. was	D. had			