

Please stick your Candidate label here

For Office Use:

Anglia Examination Syndicate (England)

Certificate in English for Overseas Candidates

Anglia International Business English Level 4 – Paper A Anglia Business English Plus

2007

**Time allowed – Two and a half hours.
Candidates should answer ALL questions.**

**Write your answers in PEN in the spaces provided.
You may use correcting fluid if necessary.**

CHICHESTER COLLEGE, WESTGATE FIELDS, CHICHESTER, WEST SUSSEX, PO19 1SB, ENGLAND

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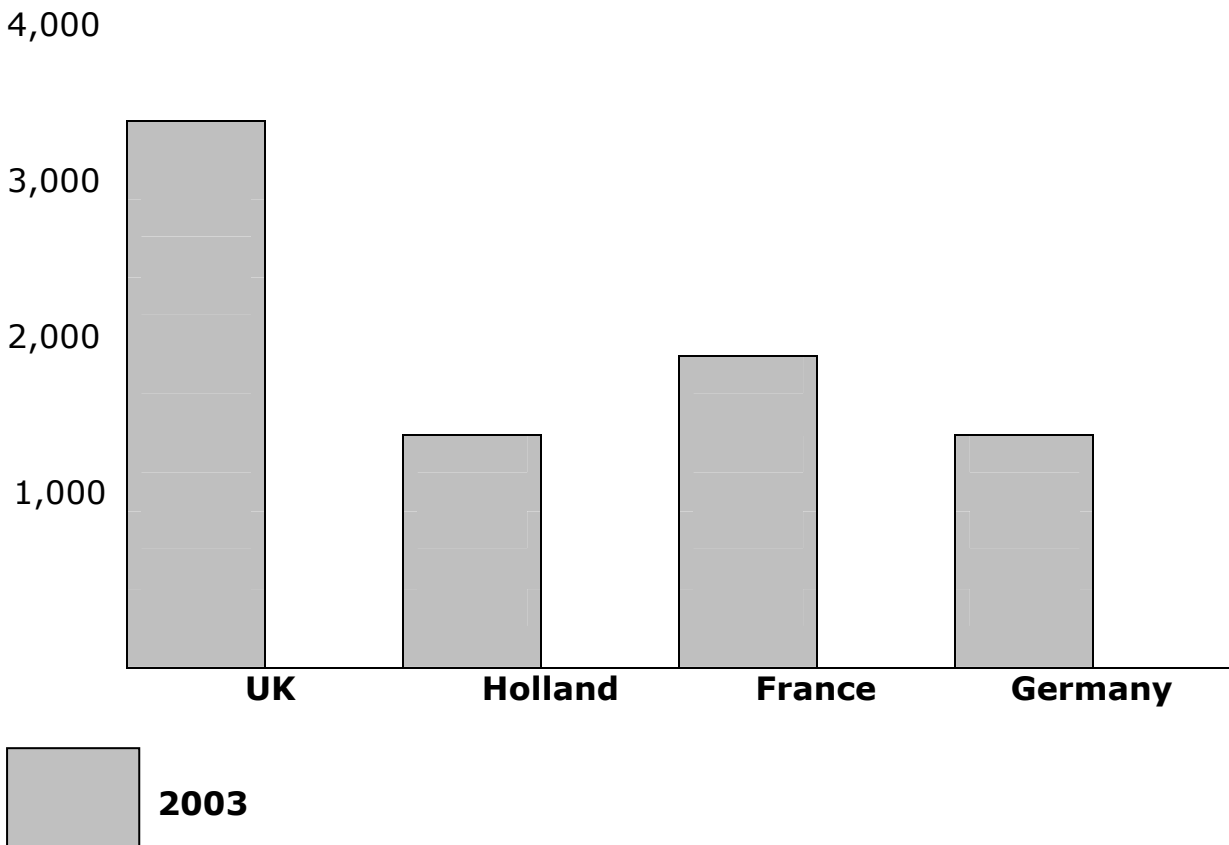
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Part One	Part Two	Part Three	Part Four	Part Five	Part Six

Part One (15 marks)

Listen, draw the graph and complete the information below. You will hear the information twice.

Title: _____

Bicycles



Country	Projected Sales 2006
UK	
Holland	
Germany	
France	

Part Two (25 marks)

Part A (15 marks)

You are looking for a venue for a conference that you are organising in London. You listen to an advertisement for a conference venue on the radio.

Listen to the information given and complete the text below.

You will hear the information twice.

With the sun becoming warmer every day, we at City Park Conference Centre are looking forward to this year's spring and summer events. As existing customers

1) _____ know, this time of year is the perfect time to take advantage of our stunning setting, surrounded by City Park's beautifully-kept flower borders and lawns. Our grounds are picturesque and tranquil and lend themselves perfectly to all sorts of 2) _____, from receptions with marquees, to barbeques and fundays. Our dedicated on-site 3) _____ offer a variety of menus to suit any type of event.

As well as the 4) _____ of our updated website, 2005 has seen the completion of our second lecture theatre, The Grand Theatre. This 150-seater, tiered facility has been fitted out with state-of-the art 5) _____, air conditioning and a new lighting system. This facility is ideal for smaller conferences and lectures, where The Lecture Hall, our 6) _____-seater lecture theatre, proves to be too large.

If you would like to view our grounds and gardens, please call one of our team in our conference office. We will be happy to 7) _____ a tour for you.

Alternatively, you can go to our brand new website *www.cityparkcentre.com* and

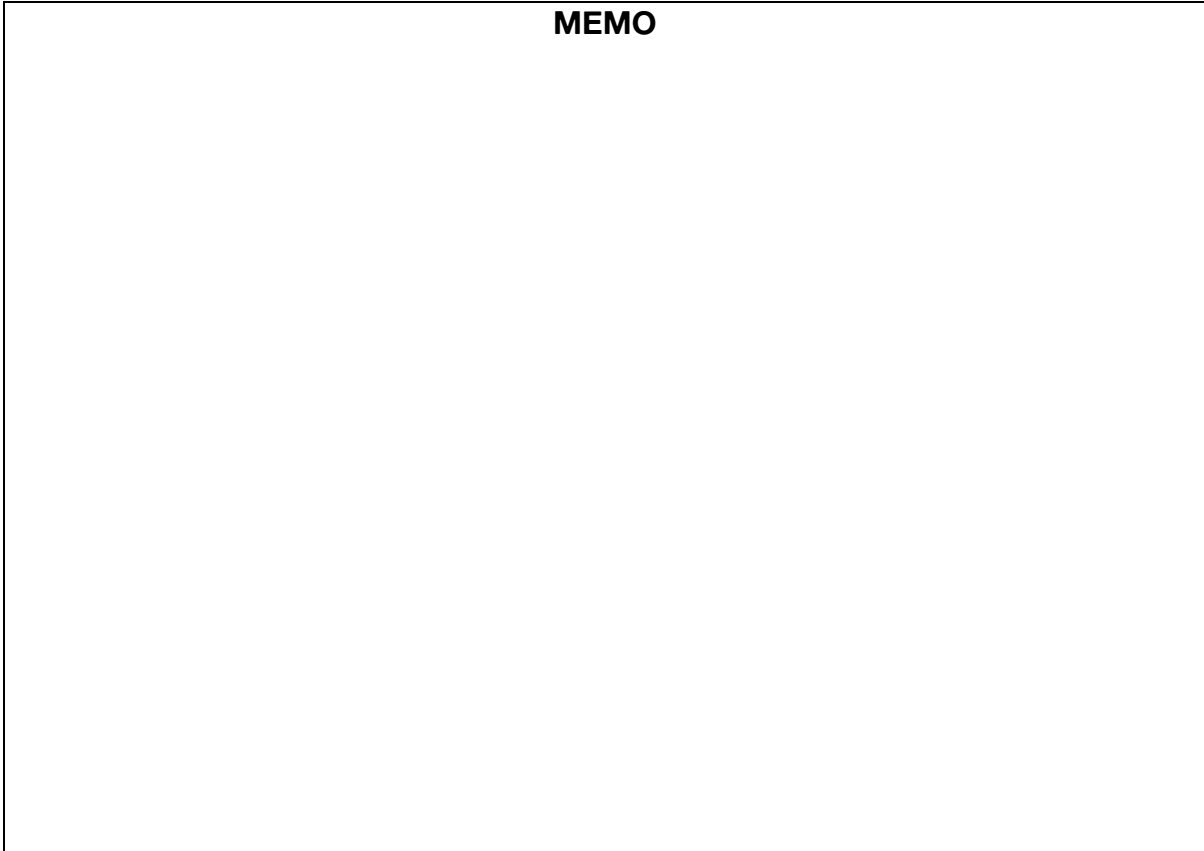
8) _____ *virtual tours*. Here you will be able to view our beautiful gardens and many more of our conference facilities without leaving your desk. You can also view 9) _____ room descriptions and other information about the centre on the website.

Our conference team are working hard to 10) _____ excellence and to ensure the smooth running and success of our client's events. If you have an event approaching and would like to discuss how City Park Conference Centre can help, please call us on 020 7456 7899 or email *conferences@cityparkcentre.com*. We look forward to hearing from you.

Part B (10 marks)

Write a memo to your colleagues who are organising the conference with you, summarising what the venue offers and how to get more information. Your summary should be no more than 100 words.

MEMO



Part Three (20 marks)

The manager of your department is worried about absenteeism amongst staff in the department. She wants to find out more about how widespread the problem is and possible solutions. She has asked you to research the problem and then write a report for her. Read the notes below and write a structured report of no more than 200 words.

- The Royal Mail have started a campaign to fight these levels of sickness by entering everyone who hasn't been sick in the last 6 months into a competition to win one of 34 new cars.
- Across Europe, companies are taking action.
- Kevin Fairbotham, the UK Royal Mail's Risk Management boss agrees: 'Absenteeism was identified by our business units as a risk that needed to be urgently tackled. '
- European workers taking time off sick are now costing tens of billions of euros a year, and it's growing.
- The EU estimates that more than 50% of absenteeism is stress-related.
- Stress is estimated to affect 40 million Europeans and cost European companies E30 billion.
- More than 950 European companies questioned by the Risk and Insurance Services Company, Marsh, identified staff absenteeism and the resulting loss in turnover as significant risks to their businesses.
- Less positively, major supermarket groups including the UK's Tesco and Asda have announced plans to cut sick pay.
- The Swiss National Bank encourages employees to manage their own health better and provides gym facilities, fruit and sparkling water in their offices.
- A 1% rise in the overall health of employees at Volkswagen led to a 1% increase in productivity and savings of E45 million.
- At any one time, 10,000 of the UK's Royal Mail's 170,000 operational staff are off work. They average 12 days sick leave a year, almost twice the national average.

Report

A large rectangular area containing numerous horizontal dotted lines for writing a report.

Part Four Facts and Figures (20 marks)

You are going with some colleagues to Beijing on business, leaving from Manchester. You have been asked to look into possible flights for the round trip. Your manager wants a report on the best deals that you can find. Look at the facts and figures below and structure your report to compare and contrast them in no more than 200 words

KLM Royal Dutch Airlines

OUT Flight no. 1082

From: Manchester International Airport
To: Beijing Capital Airport
Leaves at: 11.06.05, 12.30
Arrives at: 08.35
Total flight duration: 13.05
Direct flight? No, via Amsterdam (Schipol)

RETURN Flight no. 898

From: Beijing Capital Airport
To: Manchester International Airport
Leaves at: 18.06.05, 10.35
Arrives at: 16.35
Total flight duration: 13.00
Direct flight? No, via Amsterdam (Schipol)

Estimated price: £2085.50 (Taxes included)
Seat class: Business
Ticket shop: Tickets available from KLM

SAS

OUT Flight no. 1542

From: Manchester International Airport
To: Beijing Capital Airport
Leaves at: 11.06.05, 15.55
Arrives at: 11.50
Total flight duration: 12.55
Direct flight? No, via Copenhagen (Kastup)

RETURN Flight no. 996

From: Beijing Capital Airport
To: Manchester International Airport
Leaves at: 18.06.05, 14.45
Arrives at: 09.15
Total flight duration: 25.30
Direct flight? No, via Copenhagen (Kastup)

Estimated price: £1439.50 (Taxes included)
Seat class: Business
Ticket shop: Tickets available from Expedia.co.uk

Finnair

OUT Flight no. 934

From: Manchester International Airport
To: Beijing Capital Airport
Leaves at: 11.06.05, 10.30
Arrives at: 06.45
Total flight duration: 13.15
Direct flight? No, 1 stop

RETURN Flight no. 52

From: Beijing Capital Airport
To: Manchester International Airport
Leaves at: 18.06.05, 10.55
Arrives at: 16.50
Total flight duration: 12.55
Direct flight? No, 1 stop

Estimated price: £1467.30 (Taxes included)
Seat class: Business
Ticket shop: Tickets available from Opodo

Air France

OUT Flight no. 1669

From: Manchester International Airport
To: Beijing Capital Airport
Leaves at: 11.06.05, 09.10
Arrives at: 07.55
Total flight duration: 15.45
Direct flight? No, via Paris

RETURN Flight no. 125

From: Beijing Capital Airport
To: Manchester International Airport
Leaves at: 18.06.05, 13.15
Arrives at: 19.00
Total flight duration: 12.45
Direct flight? No, via Paris

Estimated price: £2992 (Taxes included)
Seat class: Business
Ticket shop: Tickets available from Expedia.co.uk

Report

A large rectangular area containing numerous horizontal dotted lines for writing a report.

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 best headline number.

1. FIGHT FOR COMPANY INTENSIFIES
2. ENTERTAINMENT INDUSTRY ROUND-UP
3. THE INTERNET TO BECOME ESSENTIAL TOOL FOR ALL TOP BUSINESSES
4. COMPLETION OF TAKEOVER DUE SOON
5. STAFF COMPLAINTS SHRUGGED OFF BY COMPANY
6. COMPANY TO RETURN TO PUBLIC OWNERSHIP SOON
7. FIRMS' HANDOUTS STOPPED
8. PURCHASING TRENDS EXCEED EXPECTATIONS
9. NEW HIGH VEHICLES HAVE ENTRY BLOCKED
10. NEW NAME TO DRIVE OLD BRAND

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

A new breed of taller supertrucks cannot get into Ireland through the 4.65m Dublin Port Tunnel. Irish transport companies accuse the government of miscalculating the height of the new tunnel.

B

Former employee, saleswoman Katrzyna Swindzinska has accused Avon Poland of setting unrealistic sales goals that were over market demand, and said that managers were falsifying orders. This prompted a series of critical articles in Poland's largest daily, Gaezeta Wyborcza, and negative reviews from Avon clients in the paper. However, a spokesperson for the company says that other salespeople in Poland have no problems, and Avon is still the market leader, with a strong position in a growing market.

C

Tim Maltin is long on ambition but short on cash. As the new Chief Executive of Hardy Amies, he is the latest re-inventor of a once-famous British fashion brand. Hardy Amies now commands sales of only E29m per year, but Maltin is certain he can invade Europe. He aims for Hardy Amies to strut the catwalks beside Louis Vuitton and Gucci.

D

After years of failed promises, e-commerce is exploding. In the next 12-15 months, analysts say, nearly every Fortune 1,000 company will use online marketplaces and e-procurement software to save billions sourcing supplies.

E

Armchair shoppers, bombarded with leaflets, brochures, catalogues, telephone calls and increasingly by the internet to persuade them to desert the high street, are an even bigger marketing force than previously forecast. They are spending at a rate of £67 billion a year and now account for almost 9% of total consumer spending, according to research carried out amongst 400 companies for the Direct Marketing Association.

F

Hogg Robinson is planning a re-launch on the stock market on the back of a resurgence in global corporate travel. David Radcliffe, Chief Executive of the corporate travel group, said he was "actively considering" an initial public offering in the next 12 months as one of a series of options.

G

Serge Weinberg, the suave Chief Executive of French retailer Pinault Printemps Redoute, will shortly write a cheque for up to \$2.8 billion to take full control of fashion house Gucci. Under shareholder rules, PPR must buy the 32 % of Gucci it doesn't already own on or about the 1st April.

H

The Inland Revenue has closed two tax avoidance loopholes that City banks were using to boost bonuses for their star bankers and brokers.

I

- Russia's military aircraft maker Sukhoi is financing an E8.25m English-language action movie *Mirror Wars*.
- Graham King, a 43-year-old London-born entrepreneur is taking on the big boys in Hollywood. His company, IEG, has repeatedly beaten the established studios to obtain blockbuster material, turning it into one of the most successful independent film production operations.
- American films such as *Shrek* and *Spiderman 2* helped US films account for 49% of cinema admissions in France in the first eight months of 2004.

J

Canadian group Brascan is expected to add a further 10p a share to its £1.6 billion bid for the Canary Wharf Property Group to attempt to thwart the recommended offer from Morgan Stanley's real estate funds. The stakes were raised last Thursday when Morgan Stanley trumped Brascan's bid within hours of it being made by adding 10p to its 265p-a-share offer.

Part Six (10 marks)

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

Search Engines

Millions of internet users have been frustrated with the internet at some point. One of the reasons is the sheer volume of information available online. Billions of pages exist, 1) _____ it isn't surprising that we have all been stumped at one time or another. The internet has several specialist websites 2) _____ point you in the direction of the information you need.

3) _____ are called search engines and are specially designed to locate the web pages and sites you want in a rapid and efficient manner. There is a difference between a search engine and a directory. AltaVista is an example of a search engine. Its data 4) _____ stored electronically and controlled by software,

5) _____ a search directory such as Yahoo is a human operation controlled by individuals who collate website submissions and 6) _____ decisions on where and in what order to categorise them.

As well as 7) _____ a rich source of information, search engines are useful for research and competitor analysis. For example, someone working in the soft drinks industry could research prices of ingredients and new suppliers, or check on competitors' prices and performance. 8) _____ your business has any kind of online presence, place your site with several search engines to find new customers. It's great for brand-awareness, too.

In recent times, there has been an increase 9) _____ the number of specialist search engines. They range from country-specific engines to industry-specific engines. A good example of this shift is www.electropages.com, a site dedicated 10) _____ the electronics industry.