

## PART FOUR

### Section One

#### Questions 33-38

- You will hear a web designer called Paul Doherty giving advice about creating a website to a group of people who own a small business.
- For questions **33-38**, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

- 33** Paul Doherty advises getting ideas from websites which
- A** have been set up by local competitors.
  - B** are offering a range of different goods.
  - C** are based abroad.
- 34** According to Paul Doherty, what is the advantage of using a website designer?
- A** It may be cheaper than doing it yourself.
  - B** It is likely to be quicker than doing it yourself.
  - C** It will be more professional than doing it yourself.
- 35** Paul Doherty says that when producing your own web pages you should
- A** make the pages bright and colourful.
  - B** use the same typeface throughout.
  - C** put your logo on every page.
- 36** Paul Doherty says that a good website should also include
- A** a counter to see how many hits you've had.
  - B** background information on staff.
  - C** a range of charts and graphs.
- 37** Paul Doherty says that many companies fail to
- A** display full contact details.
  - B** update their web pages regularly.
  - C** employ someone to check emails.
- 38** Paul Doherty thinks one good way to get customers to return to a site is
- A** to offer a new tip each day.
  - B** to provide a free calculator.
  - C** to have quizzes for customers.

## Section Two

### Questions 39-44

- You will hear part of a radio interview with Simon Butcher, a business analyst from a management consultancy firm.
- For questions 39-44, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

- 39** As part of his job, Simon Butcher is
- A** helping to design a sales system.
  - B** working at his client's offices.
  - C** travelling widely to see clients.
- 40** What does Simon Butcher say about the training provided by his firm?
- A** There is an induction course for all new graduate employees.
  - B** New graduate recruits choose which courses they want to do.
  - C** All the introductory courses are attended over three days.
- 41** When Simon Butcher joined the company, what did he expect to be doing?
- A** working with teams providing technical services
  - B** working on a wide range of projects
  - C** working more on the business side
- 42** Within Simon Butcher's firm, new employees go up the payscale
- A** after a six-monthly review.
  - B** according to their annual performance.
  - C** at the same time as their colleagues every year.
- 43** What does Simon Butcher say about his working hours?
- A** He has to work over the weekend if there are schedules to meet.
  - B** He is prepared to work long hours when there are things to do.
  - C** He finishes at 7 o'clock every evening so he can play sport.
- 44** What does Simon Butcher think of his company as a place to work?
- A** There is little time to learn things you previously knew nothing about.
  - B** There are too many targets to be achieved each year.
  - C** There are very rigid and inflexible structures in place.

### Section Three

#### Questions 45-50

- You will hear a conversation between Elizabeth and Bill, two members of the purchasing department, about dealing with their colleagues in IT.
- For questions **45-50**, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

- 45** Elizabeth is concerned about how the IT department makes purchases because it has failed to
- A** involve the purchasing department enough.
  - B** follow advice given by the purchasing department.
  - C** issue purchase orders to the purchasing department.
- 46** What opinion does Bill express about the conduct of IT personnel?
- A** They don't appreciate input from staff in other departments.
  - B** They rarely choose their suppliers successfully.
  - C** They often ignore instructions given by purchasing staff.
- 47** Bill is reluctant to approach the company directors for change because he thinks
- A** the directors would side with the IT department.
  - B** too much work would be created for the purchasing department.
  - C** internal company relationships would be damaged.
- 48** Elizabeth suggests persuading IT staff of the value of her department's skills by
- A** offering them training in key areas of the purchasing process.
  - B** completing evaluation questionnaires for IT about their suppliers.
  - C** writing a plan highlighting where the two departments can work together.
- 49** Bill says that companies who supply IT departments often
- A** insist on contracts that run too long.
  - B** dictate contract terms without negotiation.
  - C** fail to fulfil contract terms for after-sales care.
- 50** Elizabeth suggests finding problems in previous IT purchases in order to
- A** prevent the IT department being involved in future purchasing.
  - B** support her case to assist purchasing in the IT department.
  - C** weaken the IT department's position in the company.