

PART FOUR

Section One

Questions 33-38

- You will hear a conversation between a university student, Sally, and a company representative, Dan, at a recruitment seminar. Sally is interested in working for Dan's company, Manson's plc.
- For questions **33-38**, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

- 33** Sally finishes her studies
- A** in two weeks.
 - B** in a month.
 - C** in six weeks.
- 34** Sally would like to work in
- A** marketing.
 - B** retailing.
 - C** finance.
- 35** Manson's want employees who are
- A** academically clever.
 - B** dynamic personalities.
 - C** keen to learn.
- 36** In employee's first year, Manson's offer training in
- A** management.
 - B** sales techniques.
 - C** market development.
- 37** Trainees are assessed every
- A** 3 months.
 - B** 6 months.
 - C** 12 months.
- 38** Sally's application form is going to be
- A** filled in now.
 - B** sent to Head Office.
 - C** taken by Dan to Head Office.

Section Two

Questions 39-44

- You will hear Ed Mason, a business consultant, giving a talk about succession planning, which is planning to appoint a successor for the retiring leader of a company.
 - For questions 39-44, circle **one** letter **A**, **B** or **C** for the correct answer.
 - You will hear the talk **twice**.
- 39** According to Ed Mason, why may succession planning be a problem for business owners?
- A** They do not have time to make a succession plan.
 - B** They are unwilling to hand over control to another person.
 - C** They feel other members of the firm should choose the successor.
- 40** Ed Manson says it is necessary to have a formal succession plan because
- A** it will expose any weaknesses.
 - B** legal issues have to be taken into account.
 - C** it will simplify the initial stages of the hand-over.
- 41** According to Ed Mason, why is it important to get succession planning right?
- A** Staff might leave the company if they do not know what is happening.
 - B** There is danger of a take-over bid if appointing a successor is delayed.
 - C** The company might be run inefficiently if a leader is appointed too quickly.
- 42** What does Ed Mason say about getting support for succession planning?
- A** Obtain guidance on finance from specialist advisers.
 - B** Consult senior members of staff about timing.
 - C** Ask suppliers for their cooperation during the period of change.
- 43** Ed Mason says one difficulty a retiring owner may face is having to
- A** spend less time working in the company.
 - B** help prepare the company for a management buy-out.
 - C** accept the possibility that the business should be closed down.
- 44** What advice does Ed Mason give on choosing a successor?
- A** Appoint someone educated in modern business practice.
 - B** Consider an outsider who can contribute new ideas.
 - C** Appoint someone who is familiar with the company.

Section Three

Questions 45-50

- You will hear an interview with Ian Cole, a business consultant, about customer surveys.
- For questions **45-50**, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

- 45** Ian Cole says the problem in trying to measure customer satisfaction is that
- A** customers are unwilling to spend time participating in research.
 - B** the result of the research sometimes fail to reflect the real situation.
 - C** the cost of research outweighs the advantages gained by the company.
- 46** According to Cole, why are customer surveys sometimes found to be unhelpful?
- A** The surveys are not carried out frequently enough.
 - B** Customers do not complete the questionnaires correctly.
 - C** Companies misinterpret the information.
- 47** When trying to get an accurate picture of consumers, Cole says that
- A** it is necessary to take current economic conditions into account.
 - B** it is important to conduct longer surveys to obtain new information.
 - C** it is risky to assume that a positive response will guarantee loyalty.
- 48** According to Cole, customers should take into account whether the company
- A** asks good questions in their survey.
 - B** taken note of their feedback.
 - C** deserves a good score.
- 49** Why does Cole criticize senior executives?
- A** They are too ready to accept what they are told about survey results.
 - B** They are not prepared to handle negative feedback themselves.
 - C** They do not understand the importance of surveys as sources of information.
- 50** What does Cole say about the internet and customer research?
- A** Customers turn to the internet if they cannot give feedback to providers.
 - B** Companies are failing to check internet forums for opinions of their products.
 - C** Surveys conducted online are likely to get a positive response from customers.