

**FACULTY : INTERNATIONAL BUSINESS RELATIONS
LEVEL B2**

Name: _____ Score: _____/100

LISTENING	READING	USE OF ENGLISH	WRITING	SPEAKING

Task 1 _____/20

LISTENING

Track 7

A Listen to a phone conversation between Susan, a customer, and Martin, a customer service representative. Choose the correct word(s) to complete each sentence.....

- 1 Susan has a problem with her (home / mobile) telephone.
- 2 Susan is a (long-time / new) customer of Martin's company.
- 3 Susan says the engineer (repaired / caused) the problem.
- 4 Martin asks Susan to explain what (happened / made her angry).
- 5 The problem is that one of her telephones (is missing / doesn't work).
- 6 Martin wants to (clarify / summarise) that the engineer left without repairing the phone.
- 7 The engineer told Susan she needed (to schedule another visit / write a letter of complaint).
- 8 Martin (shows / doesn't show) empathy.
- 9 Martin (doesn't understand / understands) the problem very well.
- 10 Martin (will / won't) try to solve the problem today.

Track 8

B Listen to an interview with Vic Wurzel, CEO of Chapman Laney, a financial services firm. Choose the best word(s), a, b or c, to complete these sentences.....

- 1 Vic Wurzel arrived at Chapman Laney a crisis.
a) before b) during c) after
- 2 Chapman Laney was originally
a) a management consultant b) an investment bank c) a corporate advisor
- 3 Chapman Laney had problems because it took too many
a) risks b) loans c) losses
- 4 When he arrived, Wurzel 500 employees.
a) fired b) hired c) transferred
- 5 Chapman Laney was founded in
a) 1935 b) 1945 c) 1954
- 6 Wurzel wants to the risk his company takes.
a) increase b) decrease c) maintain
- 7 From 2003 to 2006, the company was trying to achieve
a) spectacular profits b) steady growth c) huge cost reductions
- 8 The company lost in 2007.
a) \$5.3bn b) \$3.5bn c) \$350m
- 9 Chapman Laney's situation improved after Roberts Ferguson.
a) it was taken over by b) it rejected a takeover bid by c) it took over
- 10 Wurzel says that opportunities like the Roberts Ferguson takeover are
a) unusual b) common c) rarely successful

Task 2 _____/20

READING

A Read the two articles. Match each heading (a–j) with the correct section in the articles.....

- a) No to make-up, yes to moisturiser and shaving
- b) Use an arrivals lounge
- c) Plan your schedule
- d) Pack efficiently
- e) Take the right technology
- f) Don't work on the plane
- g) Wear the right clothes
- h) Take time to readjust
- i) Fly business, drink water
- j) Keep fit

Business traveller: Long trips

A business trip of more than five days requires extra forethought and represents a bigger investment than a short stay. How do you ensure you don't come up short on your long trip?

.....³¹
Think through the time assigned to the trip and what you hope to achieve.
10 Get out your diary and plan. Alongside meetings that are fixed, you may find time to set up networking meetings – for instance, a lunch to get to know overseas colleagues and contacts
15 better.

.....³²
How often do you use various items? What is essential? “Many people now choose not to take laptops,” says Ms Robertson. “They find, if they are at a conference for a week, a smartphone combined with the hotel business centre is enough.” Use technology to stay in touch with the office, but resist the urge to micromanage.

.....³³
Investigate your destination for lighter eating choices and exercise options. Activity to offset a rich restaurant-food diet need not require a gym – a 30-minute walk in a suitable local park is enough.

.....³⁴
The hardened business traveller doesn't take anything that does not fit in an overhead locker, says Ms Robertson. If you are having meetings with different people and are prepared to use hotel laundry services, your outfits can do double or triple duty. If you run out of shirts or socks, you can always buy more.

.....³⁵
Finally, on your return, try not to go straight from the airport to the office; take time to reflect on the trip and what you learnt.



Meetings after flights

For many executives, the most difficult meeting is the one you turn up to straight from a long-haul flight. What is the best way to ensure you are at your best?

.....³⁶
If ever there was a time to try to fly business, travelling with a meeting scheduled for when you arrive is it. A flat bed won't give you the best sleep ever, but you will sleep. Drink plenty of water but only a little alcohol and try to eat a light meal.

.....³⁷
Personal branding consultant Louise Mowbray advises against travelling in what you will wear to the meeting.

“At the very least, pack a fresh shirt and travel in a T-shirt. A fresh shirt makes a huge difference to how you feel in the morning,” she says.

.....³⁸
Use the flight to relax – an extra hour of work is unlikely to transform a presentation, but an extra hour's sleep will change your mood. If you need to refresh your memory, print your notes to read in the cab on your way to the meeting.

.....³⁹
Women shouldn't put on cosmetics before they fly, as they will fall asleep in the dehydrating atmosphere of an aircraft with their make-up on. The

combination is dreadful for your skin. Men should shave in the morning if possible, and both sexes should apply moisturiser.

.....⁴⁰
A number of airports offer arrivals lounges, including Lufthansa's Welcome lounge at Frankfurt, British Airways' arrivals lounge at Heathrow and Hong Kong's pay-in arrivals lounge. You can shower and freshen up, so it pays to investigate facilities at your destination before you start your journey.



READING

B Read the article.....

Learning from crime

In a non-descript room in the Ecole Militaire, a military training centre in Paris, a team of six men and a woman sit in intense discussion. As their company's crisis management team, they have been informed that 10 colleagues, including their chief executive, have been kidnapped at the opening ceremony of a production plant in Colombia. Within seconds, the company's security chief in Bogota is on the phone; “It looks like it could be the Farc [the Marxist Colombian rebel group]. It's a hell of a mess here.” For the next half hour the seven discuss options and make plans, while answering calls from within the company as well as from the French authorities, the media and anxious customers. Then Bogota calls again with the news they feared. “We had a call from a guy calling himself José. He says the Farc are detaining the hostages and they want \$6m ransom.”

Fortunately, the kidnapping is an exercise and the seven are all students – although they have considerable management experience – in the first intake of a one-year criminal risk management programme designed by Edhec, the French business school with campuses in Nice, Paris and Lille. “They are all so into it. And some of

these people have already worked in crisis situations. I'm amazed myself [at the involvement],” says Bertrand Monnet, head of Edhec's research centre into criminal risk management and the professor behind the programme.

Nicolas Krmic, a security manager with Acergy, an equipment supplier to the oil and gas industry, faces threats including kidnapping, data theft and armed robbery on a daily basis in his work in Nigeria and other African states. “Security did not use to be a [core] business topic for most companies. But we have to understand that to win business you must deal with it. And if you prove reliable, clients will want to deal with you again.” This dovetails with the thinking at Edhec. “This is not only about crisis management, but about risk management as a whole. It's not just another add-on, it's a whole philosophy which we apply from our financial research centre to the programmes in the teaching rooms. This is a strategic option for our school, for students at all levels,” says Pierre-Guy Hourquet, dean of executive programmes.

Reactions from the pioneer students are very positive. Pierre-Yves Arnaud,

a security consultant, has worked in the field with oil companies in Nigeria and Chad. In spite of such a wealth of practical experience, he says the programme has given him a better analytical understanding of risk and “a methodology to apply in any situation” for assessment. “I should have started [my career] with this,” he says. He says he now better understands what he calls “the strategic importance of communications” in a crisis. “Whether you technically succeed or not, if you have a good communication with media, you will ‘win’ the case,” he says.

The security services also value co-operation with the school. “When we mount an operation, for example, to release hostages, it is to our advantage that that top management in companies know us a little bit and understand what we do and how we work. This is why we work with Edhec,” says Lieutenant-Colonel Franck Chaix, commander of the Intervention Force of the GIGN, the French anti-terrorist unit.



Choose the best word or phrase, a, b or c, to complete the sentences.

- 1 In the first paragraph, the seven people are a crisis situation.
a) analysing b) writing a press release about c) inventing
- 2 The crisis is
a) an explosion at a plant b) a terrorist attack c) a kidnapping
- 3 The seven people are taking a course.
a) college students b) experienced managers c) security guards
- 4 The people discussing the crisis
a) are very serious about it b) are not interested in it c) don't know it's practice
- 5 The Edhec criminal risk management course lasts
a) one week b) one month c) one year
- 6 Bertrand Monnet is
a) a security manager b) a professor c) a student at Edhec
- 7 Acergy is company.
a) a security b) an equipment supply c) a consulting
- 8 Nicolas Krmic
a) used to be a business student b) teaches at Edhec c) manages crises every day
- 9 Krmic says that security a core business topic.
a) has become b) has always been c) may never be
- 10 Risk management involves crises.
a) releasing information about b) predicting and preparing for c) always avoiding

Task 3 _____/20

USE OF ENGLISH

A Choose the correct word or phrase to complete each sentence.....

1. The image of the company has changed, following a recent *makeover/makeup/makeshift* .
2. The only word which does not collocate with the word 'market' is *expanding/sluggish/inflated*.
3. I would like to put *aside/forward/about* the view that inward investment may not always be welcomed by governments.
4. Successful entrepreneurs usually have public recognition or in other words *achievement/assignment/acknowledgement*.
5. The only word which does not collocate with 'decision' is *collective/critical/limited*.
6. We need to *defer/overrule/overturn* the meeting until other matters have been settled.
7. Although a bit slow at first, the trading *took/went/ran* off in no time at all.
8. We tend to use the term *client/customer/prospect* in the service sector.
9. A floatation means that a company *runs/issues/lists* shares on the stock market.
10. Once the burdens of work start to take their *decay/lure/toll* on an employee's well-being, we need to rethink the whole idea.

B Supply the correct DERIVATIVE of the words in capital letters.....

1. Another term for giving people more control over their work is _____ POWER.
2. Unfortunately, the new manager is _____ FLEXIBLE and totally _____ RELIABLE ; he can never adjust to the circumstances and no one can depend on him.
3. If a new product is launched, brand _____ AWARE has to be built up from zero.
4. If you have a _____ REWARD career, it gives you a lot of satisfaction.
5. This way of outsourcing is terribly _____ EFFICIENT. We need to find an alternative.
6. Job _____ RICH is all about maximizing such factors as skills variety, task identity, autonomy and others.
7. I'm afraid that your report is totally _____ ACCURATE.
8. A term ' _____ 'LIABLE refers to the amount of money that accompany owes but it can also mean the legal responsibility for something.

9. Several _____ COMPREHEND tests have been carried out in connection with the programme.
10. Outsourcing is sometimes referred to as _____ CONTRACT.

Task 4 _____/20

WRITING

You represent a firm of venture capitalists. You have investigated three new businesses that are all seeking venture capital funding. You should recommend the one that is the least risky and offers the best prospects for a good return on your investment.

Using the notes below, write a memo of 200–250 words to the new business funding committee. Give a brief assessment of each business and end with your recommendation.

<p>404G4</p> <p><i>A group of young computer professionals have devised a new computer game and want to market it.</i></p> <p><i>Game is fun and creative. The group has lots of other ideas.</i></p> <p><i>Will be difficult to enter this market – highly competitive.</i></p>	<p>PoshRide</p> <p><i>An existing company – offers luxury chauffeur-driven car hire to companies.</i></p> <p><i>Two partners – committed and ambitious. Strong customer base established.</i></p> <p><i>They want to expand – open regional offices. Expansion often difficult but prospects good if managed well.</i></p> <p><i>Partners have demonstrated good business skills.</i></p>	<p>I-rec</p> <p><i>Electronics engineer invented a security device based on eye recognition – seeks funding to manufacture and market it.</i></p> <p><i>Invention is effective – should have a good market.</i></p> <p><i>Not yet patented.</i></p> <p><i>Inventor has no business experience.</i></p>
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