

R: University of Cambridge ESOL Examinations. This is the BULATS Standard Test, Version EN000.

As you listen, write your answers on the Question Paper. When the listening test finishes, you have 5 minutes to copy your answers onto your Answer Sheet. There will now be a pause. Please ask any questions now, because you must not speak during the test.

PAUSE: 00'10"

Part One. Questions 1 to 10.

You will hear 10 short recordings.

For questions **1** to **10**, circle one letter **A**, **B** or **C** for the correct answer.

You will hear each recording **twice**.

R: Question 1. Which graph is the speaker referring to?

PAUSE: 00'05"

F: As you can see from this chart, sales for last year were generally disappointing compared to previous years. In the second quarter sales rose dramatically before falling to 600,000. Fortunately, the last quarter showed some improvement and this has carried on into this year.

PAUSE: 00'05"

[repeat]

PAUSE: 00'10"

R: Question 2. How many new jobs were created in January?

PAUSE: 00'05"

M: Although the unemployment rate unexpectedly dropped to a four-and-a-half year low of 4.7%, fewer new jobs were created in January than expected. Analysts had forecast 240,000 but in fact the final total came to 193,000. The Labor Department said 140,000 were generated in the previous month, up from an earlier figure of 108,000.

PAUSE: 00'05"

[repeat]

PAUSE: 00'10"

R: Question 3. What does the company import?

PAUSE: 00'05"

F: I want us to think in terms of purchasing more of our products abroad. We've already

started buying desk lamps directly from an overseas company, and it's saved us a lot of money. So why don't we import our cell phones direct from the overseas suppliers rather than go through a middle man? Or even laptops? I know there are complications with insurance, but it's worth a try.

PAUSE: 00'05''

[repeat]

PAUSE: 00'10''

R: Question 4. What prevented the consignment from being delivered on time?

PAUSE: 00'05''

M: This is a message about the delivery of spare parts that you ordered from Master Parts. I'm afraid you won't receive them today, as your packages have been delivered to a distribution centre in the wrong part of the country. I apologise for this, but I can assure you that you'll receive them tomorrow morning. Documentation will be sent separately from our sales centre as normal, and will also be with you tomorrow.

PAUSE: 00'05''

[repeat]

PAUSE: 00'10''

R: Question 5. Where has the company sold most of its new products?

PAUSE: 00'05''

M: As you know, we introduced three new ready meals into our range, and I'm here to report on sales. We expected to have most success with family restaurants, as the meals were designed to appeal to children as much as to adults, and indeed that was the case. We've had satisfactory sales to factory canteens, but will make changes to the ingredients of meals sold to aircraft companies.

PAUSE: 00'05''

[repeat]

PAUSE: 00'10''

R: Question 6. Which company do they decide to use for their re-branding exercise?

PAUSE: 00'05''

M: For the re-branding, I've a feeling Neptune will do the job well. They're a small company but their bid was great.

F: I thought Goldberg were cheaper?

M: Yes, but their ideas are too vague, and as for Hambleton ... I spent ages trying to arrange meetings with them! They might be the biggest but really ...

F: Sometimes small is best. Let's go with your suggestion then.

PAUSE: 00'05''

[repeat]

PAUSE: 00'10''

R: **Question 7.** Why didn't the woman accept the job offer?

PAUSE: 00'05''

M: So why did you turn the job down? I thought they were offering a good deal.

F: Yeah. That wasn't it. The interviewer couldn't answer some of my questions and then they didn't call me after the interview when they said they would. It didn't seem to be very professional for such a large organisation.

M: Oh well. It sounds like you've made the right decision, then.

PAUSE: 00'05''

[repeat]

PAUSE: 00'10''

R: **Question 8.** What does the man say about the course?

PAUSE: 00'05''

F: Hi, Jack. How was the course? Managing Change, wasn't it?

M: Yes, that's right. There was a good mix of workshops and lectures, and everything went to time for once. It was a shame there weren't that many participants – I think the fact that some of the speakers didn't confirm until the last minute probably put some people off.

PAUSE: 00'05''

[repeat]

PAUSE: 00'10''

R: **Question 9.** What information does Gallico Ltd need from its supplier?

PAUSE: 00'05''

F: This is Emma from Gallico Ltd. I want to place an order, but I need some information about the heater components.

M: Ah yes, hello, if it's about the new prices, the new list was sent out a couple of days ago.

F: I've discussed those with Finance, and there's no problem. Your transport manager mentioned revising the insurance conditions for delivering goods, and I need to know more facts.

M: Yes, we're speeding up deliveries on some goods, so we've had to make some changes.

PAUSE: 00'05"

[repeat]

PAUSE: 00'10"

R: Question 10. Why did the construction company decide to sponsor the golf championship?

PAUSE: 00'05"

F: Events organisers have just signed a deal with the construction company Brentwood to sponsor a golf tournament at the Seratok Golf and Country Club. Brentwood says that although it is often hard to assess whether sponsorship makes the company more visible than other, more conventional, advertising, it is good for clients to connect such a healthy leisure activity with their brand.

PAUSE: 00'05"

[repeat]

PAUSE: 00'15"

R: Part Two. Questions 11 to 22.

You will hear three conversations. Fill in the numbered spaces, using the information you hear.

You will hear each conversation **once** only.

R: Conversation One. Questions 11 to 14.

Look at the form below. You will hear a man telephoning to place an order. You have 20 seconds to look at the form.

PAUSE: 00'20"

Now listen and complete the form.

PAUSE: 00'02"

F: Hi, Intertech Publications, Gina speaking. How can I help you?

M: Hi, I'd like to place an order, please.

F: OK sir, can I take your name?

M: Sure, it's Mr Hawkwind, that's H-A-W-K-W-I-N-D.

F: Thank you. Now, do you have an account with us, or do you wish to pay by credit card?

M: No, I have an account with you. Hold on a moment – here's the number. It's 8-0-9-2-0-9. It's under my company's name, Brandmart Inc.

F: Thank you very much, sir. Now could you please confirm your business address?

M: Sure, it's the Park Center, Hopeville, Ohio.

F: And now, which publications would you like to order? Can you give me the exact titles?

M: Sure, I just want to order 12 copies of *Software News*.

F: No problem at all, sir. That's \$18.99 per copy. We'll deliver within 4 days.

M: Great. And many thanks.

PAUSE: 00'15"

R: Conversation Two. Questions 15 to 18.

Look at the note below. You will hear a man leaving a message for his company's printing department about changes needed on a print order.

You have 20 seconds to look at the note.

PAUSE: 00'20"

Now listen and complete the note.

PAUSE: 00'02"

M: Hello. This is Paul Kwok from Accounts. You delivered an order to our department yesterday – Job reference K435T – but I'm afraid there were several mistakes and we'd like you to do it again. Firstly, you used the new logo on the letterheads as we

asked, but you must also put on our new address. This is a bad mistake – it's very important you get this right. Secondly, on the invoice pro forma, we would like to leave room to fill in the unit cost. ... And finally, there's a problem with the new expenses forms. They need to include a section on entertaining, you know, of visitors, which we had specifically requested as a priority. So can you do that on the re-print?

PAUSE: 00'15"

R: Conversation Three. Questions 19 to 22.

Look at the notes below. You will hear a woman telephoning a customer to ask for feedback on her company's service.

You have 20 seconds to look at the notes.

PAUSE: 00'20"

Now listen and complete the notes.

PAUSE: 00'02"

F: Hello, Mr Wells. Our engineer, Tom Engels, repaired some machinery at your factory recently. I'm phoning to ask about the service you received, if that's OK?

M: Fine.

F: Now the dates he was there – he started on the 30th June?

M: Not until the 14th of July actually, and it took a week to finish the work.

F: Right. And were you generally satisfied with the work?

M: Well, it was a little inconvenient when he had to wait two days for a spare part to arrive, as we were losing production time. But then he always came in early to catch up, usually arriving before anyone else!

F: Oh, so you were satisfied about that.

M: Yes, his punctuality was excellent. No complaints there at all.

F: And the quality of work?

M: Good, especially the way he fixed the packaging machinery – it's never worked so well!

F: Great! Thanks, Mr Wells.

PAUSE: 00'15"

R: Part Three. Section One. Questions 23 to 27.

You will hear five people talking about the difficulties they faced when they gave up full-time jobs to become freelance consultants.

As you listen, decide which difficulty each speaker mentions.

Choose your answer from the list **A** to **I**, and write the correct letter in the space provided.

You will hear the five pieces **once** only.

You have 20 seconds to read the list **A** to **I**.

PAUSE: 00'20''

R: Now listen to the example.

PAUSE: 00'02''

M: Being a freelance consultant I'd say the advantages certainly outweigh the disadvantages but little things can make life difficult at first. For example, having to manage my own diary for the first time in 25 years came as something of a shock. I went through about 15 erasers in the first six months and I double-booked myself for meetings on at least a couple of occasions.

PAUSE: 00'02''

R: He is talking about a lack of administrative support, so you write 'I' as your answer.

PAUSE: 00'05''

R: Question 23. Person 1.

F: People think what you'll miss is the routine of having an office to go to every day but that actually gave me a great sense of freedom. What I found tough at the beginning was choosing which projects to reject and which ones looked the most promising in terms of financial reward and future offers of work. If you're not careful, you can end up saying yes to everything that comes your way.

PAUSE: 00'10''

R: Question 24. Person 2.

M: I think because of the technology available nowadays you don't feel isolated from other professionals in your field; there are plenty of electronic substitutes for being in an office. But what you don't have is the opportunity to chat to people from other departments, with expertise in other areas. I really missed that and hadn't realised how much I had depended on being able to check out other people's opinions before taking an idea forward.

PAUSE: 00'10''

R: Question 25. Person 3.

F: I think the hardest thing for me was the change I had to make in my mind. I went from having a senior position in a large corporation with all that comes with that; the car, a generous expense account, etc, as well as the respect of colleagues, to being a nobody. People didn't automatically take my calls any more.

PAUSE: 00'10"

R: Question 26. Person 4.

M: I found it very challenging to adjust to the fact that there wasn't anyone to call when my computer broke down. It's very frustrating having to sort out these things on your own. It takes so much time. But other than that, I'd recommend the life of a consultant to any of my former colleagues.

PAUSE: 00'10"

R: Question 27. Person 5.

F: You've always got to think ahead three months or six months to the next project to make sure you've got enough work lined up to pay the bills. At the beginning, it was hard not having a regular pay cheque at the end of every month. Some people find it a terrible worry. But work soon picked up for me, and you actually end up getting paid more for consultancy work.

PAUSE: 00'15"

R: Part Three. Section Two. Questions 28 to 32.

You will hear five people talking about methods of promoting products that five different food companies are currently using.

As you listen, decide which method each company is currently using.

Choose your answer from the list **A** to **I**, and write the correct letter in the space provided.

You will hear the five pieces **once** only.

You have 20 seconds to read the list **A** to **I**.

PAUSE: 00'20''

R: Now listen to the example.

PAUSE: 00'02''

M: MKL Foods has signed a new six-month sponsorship deal with the satellite TV channel 'Kidzone' to give its 'Juiceshot' drinks label greater exposure to its target market. Starting in November, the deal will involve various television name checks and competition activities, as well as short adverts at the beginning and end of commercial breaks.

PAUSE: 00'02''

R: He is talking about launching a media campaign so you write 'I' as your answer.

PAUSE: 00'05''

R: Question 28. Person 1.

F: A promotion which supports two ranges of snacks is being run by Caverston Snacks. The company is running a promotion on packets of its Mega crisps and Mini biscuits, and has linked up with the FilmChoice video rental chain for this offer. The packets of snacks contain vouchers for a half-price video rental from FilmChoice. The idea's that consumers buy the snacks and then collect the movie to go with them on the way home.

PAUSE: 00'10''

R: Question 29. Person 2.

M: Research shows that price is less important at New Year, when brand image and product availability become more important. This year, Carmichael Foods are widening their established line of mini chocolate cakes by bringing out two extra flavours – 'Merry Milk Chocolate' and 'Jolly Jam'. They aim to make the most of the 'forget the diet' attitude which is set to boost cake demand over the holiday period.

PAUSE: 00'10''

R: Question 30. Person 3.

F: AMB Milk is looking to capture the teen market with the launch of a 250-millilitre-size drink of milk. The company is following up from its TV advertising campaign of last year which began the promotion of its milk to the young market. The black and white, easy-to-grip bottles will hit the shop and supermarket shelves this week. They replace traditional cartons and are aimed at drawing teenagers away from carbonated and juice drinks.

PAUSE: 00'10"

R: Question 31. Person 4.

M: Healthy Eaters are targeting their tinned vegetables range for promotion. They are cutting 60 cents off their 400-gram tins to compete with new rivals in the market who are managing to undercut Healthy Eaters by a considerable margin. This latest move replaces Healthy Eaters' earlier plan to break into the breakfast cereals market next year – this idea was abandoned because the investment needed was too large.

PAUSE: 00'10"

R: Question 32. Person 5.

Proctor's is making the most of the growth in the healthy drinks market by promoting three of its key brands with tasting events around the country. The main focus is on the 'One and Only' brand which is being offered to 152,000 consumers in 750 top supermarkets. Thousands of brochures and posters have already been distributed for these events.

PAUSE: 00'15"

R: Part Four. Section One. Questions 33 to 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** to **38**, circle **one** letter, **A**, **B** or **C** for the correct answer.

You will hear the talk **twice**.

You have 20 seconds to read the questions.

PAUSE: 00'20"

R: Now you will hear the talk.

PAUSE: 00'02"

F: Good morning and welcome to the Chamber of Commerce's Small Business Group.

I'd like to welcome Paul Doherty, who's a website designer.

M: Good morning. Setting up a shop window on the internet is becoming essential for small firms. Have a look at websites produced by big companies producing the same type of goods so you can see how they do it. But expand your horizons from your local area as you can get lots of ideas from websites from companies in other countries.

After doing your research, the next step is whether to produce the pages yourself or pay for a website designer to do the work for you. If you do it yourself, you have complete control over how your pages will look and you can update them quickly and whenever you want. There are quite a few packages around to help you and you can get a very professional finish. However, to do it yourself may not be the inexpensive option as you'll need some quite sophisticated software, not to mention a powerful computer and good quality screen.

Now, to produce the web pages yourself with good software, all you have to do is provide the text and photographs. A digital camera is handy, as is a scanner, as you can scan in your logo. Don't try to put too much information on a single page, and, although it may be tempting to use lots of different colours and type styles and sizes, doing so will make your pages look messy. Keep to just one or two sizes with the same typeface.

Now, what else should a good website include? Well, while some websites add counters to pages so you can see how many people have looked at them, I think they are of little practical use and can slow the loading of the page in the web browser. Instead, present the human face of your business by, for example, telling people about your management team. You can also use simple graphics where they illustrate a point better than words, but take care – visitors often only spend ten seconds on a site before moving on and they are often put off by flashy graphics.

Make sure your full address and telephone number are prominently displayed on your home page. Check your emails at least twice a day as your customers will often expect a reply on the same day. And remember, and this is a point often forgotten, to update your web pages with current prices and any special offers.

Now, you need to get customers to return to your site. Some people do this by offering a 'tip of the day' or by providing online tools like a free calculator. However, I believe that making your website as interactive as possible so people feel involved, works best. You can do this with quizzes for example. This is what is called 'sticky content'. Now, remember your website is one of the most important marketing tools you have, so (*fade*)

PAUSE: 00'02"

R: Now you will hear the talk again.

PAUSE: 00'02"

[repeat]

PAUSE: 00'10"

R: Part Four. Section Two. Questions 39 to 44.

You will hear part of a radio interview with Simon Butcher, a business analyst from a management consultancy firm.

For questions **39** to **44**, circle **one** letter, **A**, **B** or **C** for the correct answer.

You will hear the interview **twice**.

You have 20 seconds to read the questions.

PAUSE: 00'20"

R: Now you will hear the interview.

PAUSE: 00'02"

F: Today I'm talking to Simon Butcher, a business analyst with management consultancy firm SPC Associates. First off, Simon, could you explain what your job involves?

M: Well, I've been working for 18 months, since I finished my business degree, and for all that time I've been doing business integration work for one major multi-national company. We're rolling out an online purchasing solution for them, around the world. And currently I'm based in their London office, and that's for 11 months, so there's a high degree of client interaction.

F: Has your firm given you any extra training, especially for the technical side of the job?

M: Well, the firm puts everyone through a five-week introductory course as a graduate recruit. I did three weeks basic computer programming. Then I did an additional two-week e-commerce course. Since then I've done two further three-day courses, an 'introduction to business' and one on business finance. Now that I'm in my second year, I get to choose my next training course and I might have the chance to train in Asia.

F: Is the job what you expected, when you joined?

M: It's more technically focused than I thought it would be. I needed the training so I could work with our technical teams and understand the services we provide. But, now, if you join with an interest in business issues, you get support to help you follow that route, which is what I thought I'd be getting. The firm's really acknowledged that the personal preferences of new recruits must be taken into account when they're being assigned projects.

F: And what sort of financial incentives does your firm offer?

M: Well, at the beginning, people get a pay rise en masse once yearly. Generally, you go up a level on the payscale every November. After you have been there two years, your pay becomes performance related. This is calculated based on your six-monthly performance review meetings.

F: I presume you work long hours...

M: My hours of work vary. As deadlines near, I can expect to work longer hours. On average, I'd say I work between 50 and 55 hours a week – 8am to 7pm. It's important to make sure you're achieving your work goals but at the same you need balance in your life. Having a regular evening activity a couple of times a week, like playing tennis, works for me. You have to get some breathing space from the office. I don't mind working hard during the week, but I keep my weekends sacred; I haven't worked one in the last 14 months.

F: Would you say it's a good place to work?

M: In general ... there's a strong support system. It's very structured. There are regular reviews with your manager when you set targets, plus each employee is assigned a mentor who helps set yearly goals across a range of criteria. But to do well here, I'd say you have to be quick off the mark because you can be thrown in at the deep end and have to master a new skill or understand a new area of work within a tight timeframe. It definitely helps to be flexible.

PAUSE: 00'02"

R: Now you will hear the interview again.

PAUSE: 00'02"

[repeat]

PAUSE: 00'10"

R: Part Four. Section Three. Questions 45 to 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** to **50**, circle **one** letter, **A**, **B** or **C**, for the correct answer.

You will hear the conversation **twice**.

You have 20 seconds to read the questions.

PAUSE: 00'20"

R: Now you will hear the conversation.

PAUSE: 00'02"

M: Well, Elizabeth, shall we move onto our next agenda item, IT Department Purchases?

F: Yes, OK. This was an item I requested because I was concerned about the way the IT department makes its purchases. The first thing that anyone here in the purchasing department knows about an IT purchase is when the purchase order comes through. So IT is effectively cutting us out of the buying process until it's virtually pointless for us to contribute at all.

M: Yes, I've noticed that, and it seems to be quite a common situation! In my experience, IT staff here believe that if you aren't an IT specialist, then you can't add value to their decision-making process. This attitude's made worse when suppliers deal directly with IT personnel and deliberately avoid the purchasing department.

F: So is there anything we can do? I've made a few enquiries informally, but it seems to me that we need to change their buying system and they're not going to like that!

M: I know, we have to deal with this very carefully. To change IT's buying process, we'd need to ask the board of directors to issue a policy that makes it essential to involve the purchasing department early on in the procurement process. But that would most probably infuriate the IT specialists and won't do very much for goodwill and co-operation between departments.

F: So it's up to us to persuade our IT colleagues that we can add value. I think we should present them with a co-operation proposal, covering the whole buying process for IT, step by step, to identify key areas where we can support them. We can start with finding and selecting suppliers, showing them how we could look at all aspects of a potential supplier for them: its finances and resources and the technical support it offers. And they could use one of our supplier evaluation questionnaires. We could get IT to customise one to suit their specific requirements.

M: OK, and then there are aspects of contracts to be scrutinised, too. Suppliers to IT departments often try and impose their terms and conditions of contract, but we could help IT make sure these are negotiated carefully. IT areas that usually call for negotiation include software upgrades, dealing with non-performance and other points that introduce suppliers' accountability. This may be one job that the IT people may be glad to leave to us!

F: True! Another thing we can do, possibly before we tackle anything else, is to analyse previous IT purchases. We can check all their documentation from their key supply companies for contractual disputes, cost overruns, late deliveries, failed systems and that kind of thing. When we've found some instances which we think we could have helped prevent, we can use them as part of our argument to persuade the IT department to use our expertise to their benefit.

M: Yes, that'd be good. So if you'd be responsible for that, I'll start writing a new strategy for IT purchasing. Let's schedule a meeting for this time next month, shall we, to report on progress?

F: Yes, that would be fine.

PAUSE: 00'02"

R: Now you will hear the conversation again.

PAUSE: 00'02"

[repeat]

PAUSE: 00'10"

R: That is the end of the Listening Section. You now have 5 minutes to copy your answers onto your Answer Sheet.