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The recordings for the listening sections of these tests are on a separate *Test Master* CD-ROM, which is free with the *Market Leader Third Edition Advanced Teacher's Resource Book*. They are also on the *Market Leader* website at www.market-leader.net.

Entry test

LISTENING

1 Listen to a presentation about Oasis Organic Juice International's planned expansion. Choose the best word or phrase to complete these sentences.

- 0 The speaker plans to discuss the performance of
a) possible takeover targets **b)** competitors **c)** suppliers
- 1 Zumotina's profits last year.
a) remained steady **b)** grew **c)** dropped slightly
- 2 In the previous three years, Zumotina's turnover increased by
a) more than 50 per cent **b)** about 15 per cent **c)** 41 per cent
- 3 Zumotina has recently had a
a) management reshuffle **b)** rebranding **c)** product launch
- 4 Good Juice's products are
a) sold only in the UK **b)** relatively expensive **c)** only partly organic
- 5 Good Juice's sales are domestic.
a) exclusively **b)** mostly **c)** about 50 per cent
- 6 Last year, Good Juice's profits were \$1 million.
a) less than **b)** about **c)** a little over
- 7 Kimura might help Oasis Organic develop a new
a) manufacturing process **b)** brand image **c)** market segment
- 8 Kimura's sales last year were
a) \$0.9 million **b)** about \$5 million **c)** nearly \$9 million
- 9 Most of Hightree's sales are
a) domestic **b)** export **c)** direct
- 10 In the past three years, Hightree's profits have
a) remained flat **b)** skyrocketed **c)** slightly increased

VOCABULARY

A

Choose the best words to complete these sentences.

- 0 Mike is a good salesperson because he's very (persuasive) / reserved).
- 11 Symons Logistics and P2P Parcel have set up a (joint venture / management) to run a new business logistics service in Eastern Europe.
- 12 The cash flow problems started when some of our (debtors / creditors) were late in paying us.
- 13 We can't completely eliminate waste but we can (negligibly / significantly) reduce it.
- 14 The clear, memorable logo has helped the (brand / workforce) become a global success.
- 15 The drivers' strike (disrupted / soured) distribution for about ten days.
- 16 Three top managers were laid off but they were given a generous (severance payment / remuneration) as part of the layoff package.
- 17 Liam is one of the most (irresponsible / considerate) managers I know and his team are all very loyal to him as a result.
- 18 We always give a (payment / refund) to dissatisfied customers who return a product.

Progress test 1 (Units 1–3)

LISTENING

2 Listen to an interview with Helen Parker, a training and development consultant. Choose the best answer – a, b or c – to the questions below.

- 1 How well does Helen say organisations understand their own training needs?
 - a) Usually not very well
 - b) Generally pretty well
 - c) Often extremely well
- 2 How does Helen find out what sort of training will be useful to a company?
 - a) She asks the management.
 - b) She interviews the employees.
 - c) She spends time in the company.
- 3 What is the benefit of the activities she conducts?
 - a) They help her see how people work together.
 - b) They allow her to understand a company's products or services.
 - c) They encourage the management and employees to relax together.
- 4 How do case studies help Helen?
 - a) They allow her to identify the most intelligent people in the organisation.
 - b) They let her watch how people react to certain ideas and situations.
 - c) They give her an opportunity to encourage people to share their emotions.
- 5 What do the bridge- or tower-building exercises show Helen?
 - a) How groups do or don't cooperate
 - b) What learning styles people prefer
 - c) Which people are likely to leave the company sooner rather than later
- 6 Which of these is a feature of the bridge- and tower-building exercises?
 - a) The teams must select appropriate materials.
 - b) There is a deadline for the project.
 - c) The construction must be done without tape or glue.
- 7 What does Helen say about the building games?
 - a) They put people in roles they don't usually perform at work.
 - b) They generally reflect how relationships work on the job.
 - c) They help improve communication.
- 8 After the first phase of work in a company, what does Helen do next?
 - a) She sets up training programmes.
 - b) She makes suggestions for team reorganisation.
 - c) She puts workers and managers into 'training teams'.
- 9 What do coaching and mentoring have in common?
 - a) Both build on skills that are already present.
 - b) Both introduce and develop new skills.
 - c) Both require the financial backing of the company.
- 10 How is mentoring different from coaching?
 - a) Mentoring doesn't require as much commitment.
 - b) Mentoring usually requires expert involvement from outside the company.
 - c) Mentoring generally has a longer timeline.

Exit test (General review)

LISTENING

6 Listen to a presentation by Robert Innes, CEO of Talbot Engineering. He's speaking to workers at the opening of a newly-refurbished factory in Leeds, UK. Choose the best answer – a, b, or c – to the questions below.

- 1 What does Innes say about the history of the company?
 - a) The company is more than two hundred years old.
 - b) In the past ten years, the company has changed from being complacent to being competitive.
 - c) It used to be family-owned and that helped create the company culture.
- 2 Who needs to ask if the company is running as smoothly as possible, whether communication with customers is as good as it can be and how services can be improved?
 - a) All of Talbot's employees
 - b) Talbot's management
 - c) Talbot's customers
- 3 What does Innes say he wants to give Talbot's customers?
 - a) The best value for money
 - b) A relationship that lasts years rather than months
 - c) Clear goals
- 4 How does Talbot prefer to work with customers?
 - a) To fill their orders accurately and quickly
 - b) To collaborate on research and development
 - c) To carry out market research on behalf of customers
- 5 What can workers at Daisy Hill expect to see?
 - a) Executive managers who want to understand production processes
 - b) Quality control inspectors who want to see how work is carried out
 - c) Customers who want to see how products are made
- 6 What does Innes say Talbot factors into its production costs?
 - a) The human side of production
 - b) Depreciation of equipment
 - c) Regular pay increases
- 7 How much of its production does Talbot export?
 - a) 14 per cent
 - b) 40 per cent
 - c) 44 per cent
- 8 What can we infer from Innes's mention of China?
 - a) Talbot's main competition will be from Chinese companies.
 - b) Talbot hopes to manufacture more cheaply in China for import to the UK.
 - c) Talbot hopes to increase its sales outside of the UK.
- 9 What is the current status of Talbot's production in China?
 - a) Some joint ventures have already been set up.
 - b) Several factories have already commenced production.
 - c) A timeline has been established for outsourcing work to Asia.
- 10 What opportunity will some Daisy Hill workers be offered?
 - a) The chance to take on middle management jobs in Chinese factories
 - b) The chance to be trained in the latest manufacturing techniques
 - c) The chance to go to China to provide training