

LANGUAGE

Lesson 2.1 Vocabulary

BULATS/PTE Part B

1 Choose the word that best completes the sentence.

1 Brand stretching can sometimes go wrong and a brand.
a decrease **b** disappoint **c** devalue **d** decline

2 The company is taking a very cautious to changing its strategy.
a way **b** method **c** system **d** approach

3 In order to grow our client, we need to make some important changes to our product lines.
a target **b** base **c** core **d** image

4 The marketing department decided that product was the best way to strengthen the brand so you may see our products on TV sometimes.
a placement **b** information
c engagement **d** knowledge

5 The Sales Director wants to export goods afield and is targeting Asian markets.
a more **b** beyond **c** further **d** outside

6 Customers do not seem to have the same to a brand that they once had. Price is more important to them than the brand these days.
a fairness **b** loyalty **c** confidence **d** promise

7 The did not want to into any new markets until they were sure that the product was perfect.
a attempt **b** dispatch **c** venture **d** stretch

8 Changing the packaging alone will not necessarily improve the brand
a image **b** impression **c** mark **d** opinion

9 Their business is designing and producing fashion accessories, but now they have moved into the clothing sector.
a centre **b** hub **c** focus **d** core

10 The company of a bird flying over a palm tree is recognisable around the world.
a face **b** logo **c** picture **d** device

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Lesson 2.2 Grammar

2 Choose the correct option.

The company has expanded into Australia and sales there have been very promising over the past three months. ¹*Previously, / First of all, / Then,* the newest product line sold out in the first month. ²*In addition, / As well as / While* there is a growing demand for more retail outlets in the main cities. ³*Although / To start with / Then* we only sold our products in the biggest chain store but it now seems that customers would like to see a wider presence, ⁴*previously / however / for instance,* in supermarkets ⁵*as well as / although / recently* online. ⁶*For example, / And / While* I was in Australia last week, I had some very positive meetings with the largest supermarket chain. ⁷*While / However, / Earlier in the year,* they have some concerns, I have no doubt that we will reach a mutually satisfactory agreement. ⁸*When / In recent years, / In addition,* this deal is agreed, we will have to increase production. ⁹*In recent years / Previously / First of all,* I mentioned the possibility of moving into a new factory. First we expand our retail presences, ¹⁰*previously / recently / then* we start producing more.

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Lesson 2.3 Functional language

PTE Part H/LCCI Part 1

3 [BP_B1plus_Test_02_001.mp3] Listen to the speaker and choose the correct response a, b or c.

- 1 a b c
- 2 a b c
- 3 a b c
- 4 a b c
- 5 a b c

/5

Lesson 2.4 Functional language

BULATS

4 Read the presentation and write one word which best fits each space.

Why work for BWZ?

Welcome to our company. Firstly, let me introduce myself. I'm Brian Willoughby, founder of BWZ Furniture, a company which designs and produces stylish office furniture for some of the most prestigious offices in the world. Let's begin
¹ why we're a good company to work for. Thanks to a number of new clients, we are expanding faster than expected. If you can
² a look at this slide, you can see how fast sales have increased. This is why we are looking to recruit two graduates for full-time posts to join our Design team, two production managers and three sales executives. As I ³ earlier, we're expanding fast so there will be many more opportunities coming up in the future. If you would like to work for us, please come and see us at our stand in the conference hall. Please
⁴ free to ask any questions and thank you for ⁵

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Lesson 2.5 Functional language

BULATS (4 options)/BECF Part Six

5 Choose the correct option a, b or c.

Dear Mr Stone,
 As you are one of our most valued customers, we are
¹ to invite you to the opening of our new factory on 6th June at 6 p.m. Drinks and refreshments will be ² We hope you will be able to come and see our new facilities, which will allow us to deliver more goods, more quickly. Please ³ your attendance by 4th June. We ⁴ much look forward to seeing you. Kind ⁵
 Lesley White

- | | | |
|---------------|-----------------|-----------|
| 1 a sorry | b delighted | c willing |
| 2 a provided | b delivered | c brought |
| 3 a reply | b respond | c confirm |
| 4 a hardly | b unfortunately | c very |
| 5 a sincerely | b regards | c best |

/5

SKILLS

Short listening

BECP/BULATS

6 [BP_B1plus_Test_02_002.mp3] You will hear eight short recordings twice. For questions 1–8 choose the correct answer.

1 Which product had the biggest sales last year?



a b c

2 What is Julia going to do tomorrow?



a b c

3 Which date is the sales conference?

a 20 April b 10 May c 20 May

4 What do the speakers decide to do?

a expand the product range
b bring the products up-to-date
c design a new logo

5 Where has the market grown dramatically?

a Europe
b China
c North America

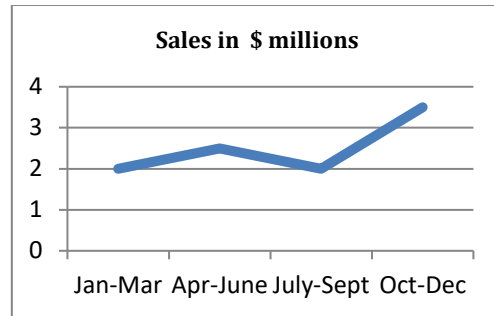
6 Who are the company's target customers?

a wealthy millennials
b professional women
c retired people

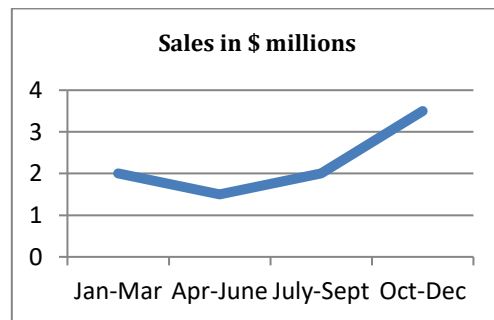
7 What is the company planning to invest in next year?

a staff
b new headquarters
c a factory

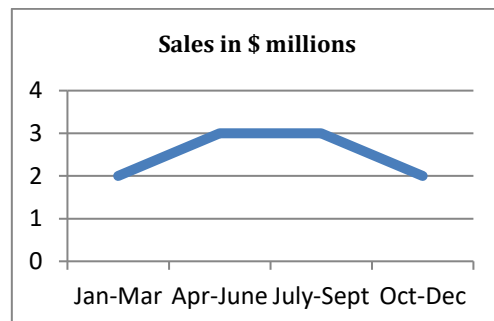
8 Which graph describes last year's sales?



a



b



c

Name: _____

Reading

BECP (4 options)/BULATS (3 options)

7 Read the article and choose the correct answer a, b or c.

H&M launches new brand in effort to lift slow sales growth.

Hennes & Mauritz is launching its eighth brand and investing heavily to get its clothes faster into shops as the Swedish fashion retailer responds to slow sales.

Arket will be launched this autumn, starting with a shop in London, and will offer more expensive clothes than H&M for men, women and children as well as in-store cafes based on the new Nordic cuisine.

The new brand will offer ‘quality in simple, timeless and functional designs’ as well as homeware but will also sell clothes from other brands.

‘The aim with it is to grow globally,’ said Karl-Johan Persson, chief executive, despite the initial store launches being in European cities such as Copenhagen, Brussels and Munich.

H&M has been squeezed by ultra-cheap retailers such as Primark as well as online fashion sites such as Zalando. It was overtaken several years ago by Inditex – the Spanish owner of Zara – as the world’s biggest clothing retailer. The Swedish group has responded by launching a range of new brands, including more upmarket stores such as Cos and & Other Stories, as well as making a big push into online sales.

Mr Persson confirmed that the retailer was working on the launch of its ninth brand – probably next year – as well as standalone versions of its H&M Home stores next year.

H&M has other, more youth-orientated brands such as Monki, Cheap Monday and Weekday.

The new launch comes against a backdrop of weaker sales growth than expected. H&M blamed tough market conditions in the USA and Central and Eastern Europe for the poor sales growth, which seem set to continue.

Investors took fright at a sharp rise in stock levels but Mr Persson tried to reassure them that ‘the composition [of the stock] is good’ with a ‘clear majority’ in classic styles.

H&M’s shares were down 5.1 per cent to SKr225 in afternoon trading on Thursday at their lowest level in almost four years.

Mr Persson said that H&M also needed to improve its supply chain, becoming faster to market with its clothes.

‘The world has changed a lot with people buying digitally. At the same time the H&M group has become more complex with different markets, different needs, online sales. We see a great opportunity and necessity to improve the supply chain to become more speedy.’

- 1** H&M is launching its eighth brand because
a it is worried about a slow-down in sales.
b it has invested in more shops.
c Swedish customers want new styles faster.

- 2** The new brand, Arket,
a offers a cheaper range of clothing.
b will first appear in a London shop.
c was inspired by Nordic food.

- 3** Mr Persson hopes that the new brand will
a help the company develop internationally.
b be launched in every major European city.
c offer designer clothes to other companies.

- 4** H&M’s has previously reacted to its main rivals by
a producing an ultra-cheap brand.
b opening shops selling an upmarket brand.
c restricting online sales.

- 5** Next year, Mr Persson plans to
a launch the first brand aimed at the youth market.
b sell homeware in most of its stores.
c produce another new brand.

- 6** H&M said poor sales
a were caused by difficult conditions worldwide.
b were largely the result of problems in the USA.
c will delay the new launch.

- 7** Investors were worried about
a the high levels of stock the company has.
b some investors wanting to sell their shares.
c the company selling classic styles.

