

BGE NYVK	B2	Listening Comprehension	
English for Business Communication		30 minutes*	40 marks
Sample 3			

* including 3 minutes' transfer time

INSTRUCTIONS

Read the instructions for each part of the paper carefully. Answer all the questions. Write in blue ink.

There are two parts to the test. You will hear each piece **twice**. For each part of the test, there will be time for you to look through the questions and time for you to check your answers.

While you are listening, write your answers on the **question paper**. You will have 3 minutes at the end of the test to copy your answers onto the separate **answer sheet**.

At the end of the test, hand in both this question paper and your answer sheet.

When you hear a signal, the text begins.

Text 1

You will hear 2 pieces of news.

I. | **Decide if the following statements are true (T) or false (F) according to the**
1-10 | **text.**

New car production line at Longbridge by Nanjing Automobile Corporation (NAC)

1. The production line has opened today.
2. NAC will produce special cars on the line.
3. MG Rover went bankrupt 2 years ago.
4. The spare parts of MG cars will be made in China.
5. NAC will use MG Rover's British dealership network.

Chaos at Fuimicino airport, Rome

6. More than 100,000 passengers used the airport in one day.
7. Thousands of travellers complained about delayed flights.
8. Baggage handlers refused to work because of low payment.
9. Luggage was collected in one area of the airport.
10. The ministers haven't commented the case yet.

Text 2

You will hear a text about the competition of large clothes retailers.

II.
11–20

While listening, fill in each gap in the notes with a maximum of 2 words.

Competition strategies of large clothes brands

T.J. Maxx and Ross

Selling with designer labels (**11**)

H&M and Zara

Own-label goods in the (**12**)

Zara

About designs a year (**13**)

Gap

Tries to catch up by its Navy chain (**14**)

Monitoring which styles (**15**)

Banana Republic chain: expected next year (**16**)

Primark

Winning combination:

Cool clothes

..... prices (**17**)

Primark's average price of women's clothes: £..... (**18**)

Asos

Hard to stay (**19**)

Chief executive, Mr Robertson (**20**)

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KEY

Text 1	
1.	F
2.	T
3.	T
4.	T
5.	F
6.	T
7.	F
8.	F
9.	F
10.	F
Text 2	
11.	discount(ed items) / discounting
12.	latest styles/ latest fashion/ latest trend
13.	18,000
14.	Old / old
15.	sell best
16.	Results
17.	(very) cheap; inexpensive; rock-bottom
18.	(£) 3.87
19.	competitive /competition
20.	resigned

Text 1

Production Line; Airport Chaos

1.

A new car production line will be unveiled at Longbridge in Birmingham later today. The Chinese Nanjing Automobile Corporation is planning to start making MG sports cars on the site later this year. Here's our Business Correspondent, Nils Blythe:

BLYHE: When MG Rover collapsed, two years ago, it employed over six thousand people at its giant Longbridge factory. The new production line installed by the Nanjing Automobile Corporation will have around two hundred workers. They'll be putting together components made in China to produce MG sport cars, a great British brand name which the Nanjing based company bought from the administrators of MG Rover. The Chinese company has yet to establish a dealership network in Britain to sell the vehicles but it pledged to restart production on a small part of the old Longbridge site later this year.

2.

Italian police are investigating the chaos surrounding the handling of luggage at Fiumicino Airport in Rome. The weekend was one of the busiest; more than one-hundred-thousand people passed through the airport yesterday – and that was the last time many of them saw their suitcases. From Rome – David Willey:

WILLEY: Thousands of travellers using Rome's busy Fiumicino airport in recent days have reported their luggage delayed or lost. The Civil Aviation Authority claims that baggage handlers have been sabotaging outdated or obsolete equipment. Piles of thousands of pieces of luggage have accumulated in various parts of the airport, after one MP called the baggage crisis at Rome airport a national disgrace, government ministers have called for an immediate inquiry into the chaos at one of Europe's busiest airports during a weekend of maximum holiday traffic.

BBC News 290507 Migrants (Production line) Female and male voice

BBC News 060807 Maps (Airport chaos) Male voices

1'45"

Text 2

Clothes Retailers B2

As some clothing chains have suffered, the world's four largest brands have cemented their lead by pursuing different strategies. Two American retailers, *T.J. Maxx and Ross*, sell discounted items bearing designer labels, usually from previous seasons. Two European retailers, *H&M and Zara*, sell own-label clothes in the latest styles, constantly updating their ranges. *Zara* remains the leading innovator in fast fashion, introducing more than 18,000 designs each year and producing them within an average of 3 weeks.

Gap is trying to catch up. Its lower-price Old Navy chain, led by a veteran of H&M, is relatively nimble. For example, Old Navy chooses the same fabric for several styles of garment, monitors which styles sell best, then adjusts production accordingly. Art Peck, Gap's chief executive, is now using Old Navy's strategy as a template for the group's Gap and Banana Republic chains. Results will begin to appear next year.

By then *Primark* will be a more serious threat – and not just to Gap. Maureen Hinton of Conlumino, a retail consultant, argues that Primark has a winning combination: cool clothes, attractive stores and, most important, rock-bottom prices. In Britain, the average selling price of women's clothes at H&M was £10.69 for the year to May 10th, according to Sanford C. Bernstein, a research firm. At Primark, the average selling price was £3.87. For Asos, a young and hitherto vigorous online fashion retailer, such bargains are hard to match. The need to keep cutting prices and stay competitive has forced Asos to issue a series of profit warnings. And on September 2nd the British firm's founder and chief executive, Nick Robertson, resigned.

Source: Economist Sept 5th 2015, Male voice

2'00"