

<b>BGE NYVK</b>	<b>B2</b>	<b>Listening Comprehension</b>	
<b>English for Business Communication</b>		<b>30 minutes*</b>	<b>20 marks</b>
<b>Sample</b>			

\* including 3 minutes' transfer time

### INSTRUCTIONS

Read the instructions for each part of the paper carefully. Answer all the questions. Write in blue or black 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.** <sup>10</sup> **Decide if the following statements are true (T) or false (F) according to the text.**

#### **Tesco payments to milk farmers**

1. Tesco plans to pay more for milk to farmers.
2. Three dairy farms stop working every day.
3. Tesco will pay farmers 18 pence/litre for milk.
4. Tesco customers can support local farmers.
5. Waitrose and Marks& Spencer followed Tesco.

#### **Glaxo Smith Klein's Ribena blackcurrant drink**

6. Two schoolgirls realised that the company deceived the public.
7. Anne and Jenny participated in a project of a science institute.
8. The results show: there is almost no vitamin C in Ribena.
9. The company rejected the charges.
10. The company has to pay more than £80,000.

## Text 2

You will hear a text about Ecolab, a firm that develops and produces special chemicals.

**II.** <sup>11-20</sup> While listening, fill in each gap in the company profile with a maximum of 3 words.

### **ECOLAB, the specialty-chemicals firm**

#### **Important role in several industries**

Result of rapid growth: doubling .....(11)

#### **Founded in 1923 by Merrit Osborn**

1<sup>st</sup> product: Absorbit, .....(12)

Mission: using science to .....(13)

Soilax cleaning agent: worked well

#### **Recently: gone global**

Last year's .....: about \$12 billion (14)

Strategy: entering a firm, then selling .....(15)

Contact with customers: ..... and training workers (16)

#### **Their research labs investigate:**

For hospitals: microbes

Chemical recipes suiting local .....(17)

For hotel chains: to keep .....(18)

For Disney: to keep costumes .....(19)

Customers' processes: to .....(20)

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## KEY

Text 1	
1.	T
2.	T
3.	F
4.	T
5.	F
6.	T
7.	F
8.	T
9.	F
10.	T
Text 2	
11.	(its/the) share price
12.	(instant) (carpet) cleaner
13.	solve (customers') problems
14.	revenues
15.	additional services
16.	providing advice
17.	water quality
18.	sheets soft
19.	from fading
20.	cut waste

## Text 1 Tesco Milk Ribena Drink

The supermarket group Tesco has announced **plans to increase payments** to farmers for milk. Our business correspondent, Nils Blythe, has more details:

BLYHE: Farmers have long complained that they often make a loss on selling milk to supermarkets, and **that on average three dairy farms close down every day**. Now Tesco has come up with a plan to buy its milk in a different way, and crucially pay farms a bit more. **Instead of around eighteen pence a litre, the farmers will get twenty two pence**. Tesco customers buying **ordinary milk won't be asked to pay more, but for those who want to support the farming community, there will also be local choice: milk sourced from small local farms, which will cost about tuppence a pint extra**. Tesco and the other supermarkets are currently being investigated by the Competition Commission, but the suggestion that these are attempts to head off criticism was played down by the Farmers Union president, Peter Kendall. Tesco is **not the first to deliberately pay farmers slightly above market prices for milk: Waitrose and Marks and Spencer already do so**, but Tesco is Britain's biggest milk retailer and its decision could influence others.

The company which makes Ribena has been fined thousands of pounds because of the **discovery by two school girls that it was misleading the public about the health benefits**. Adverts by Glaxo Smith Klein in New Zealand stated the blackcurrant drink had four times the vitamin C of oranges. But the claim did not stand up to the scrutiny of the girls' science project. Helena Wilkinson reports:

WILKINSON: The deception came to light three years ago when the girls Anna Devaverson and Jenny Sueo conducted what was **a fun science experiment at school**. They wanted to test the vitamin C content of various popular fruit drinks. The girls **found almost no trace of Vitamin C**. They took their findings to GlaxoSmithKlein but they were ignored. So, they went to a consumer rights show, who took the company to court. GlaxoSmithKlien **pleaded guilty to fifteen charges and admitted its adverts may have left consumers with a wrong impression** of the health benefits. It was **fined over eighty thousand pounds** and told to run correct ads.

*Source: Internet  
2'18"*

## Text 2

### Specialty chemicals

Ecolab's hygiene-oriented nerds now play a crucial **role in industries** ranging from hotels, hospitals and water supply to fracking, a method of extracting natural gas. Many of these seem set for rapid growth. As a result, its **share price** has more than doubled since August 2011, adding more than \$1 billion to the fortune of its biggest shareholder, Bill Gates.

Merrit Osborn, a former travelling salesman, **founded** the company in St Paul, Minnesota, in 1923. Its first product was Absorbit, an instant **carpet cleaner** that spared hotels the disruption of shutting down when carpets got dirty. The firm's original name, Economics Laboratory, showed that Osborn had a broader mission: to use science to **solve customers' problems**. A year after its founding the company acquired Soilax, a non-sudsing cleaning agent that worked better than soap in the newfangled dishwashers that were catching on in restaurants.

More recently Ecolab has **gone global** alongside customers like McDonald's and Marriott hotels. Last year its **revenues** were nearly \$12 billion. Almost from the start an important strategy has been to win entry into a firm, then "circle the customer" by selling **additional services**. It often charges more than its rivals, but reckons that customers will pay extra for money-saving chemistry and systems design. Around 25,000 of its 44,000 employees deal directly with customers, **providing advice** and training their workers how to dispense chemicals properly.

Ecolab's **research labs** test deadly microbes from hospitals, plot ways to kill bed bugs more effectively and adjust chemical recipes to suit the **water quality** at customers' multiple locations. As hotel chains vie to offer the most comfortable beds, Ecolabbers investigate how to keep **sheets soft** after repeated washings. Disney has sent in theme-park costumes; Ecolab's job is to keep Mickey's and Minnie's outfits **from fading**. Redesigning customers' processes to **cut waste** is a constant theme.

*Source: Internet*  
2'10"