

## END OF MODULE EXAM

Units 1-2 | Business English B2

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### PART 1 - VOCABULARY

Score: 10 / 10

#### Exercise 1A | Market Research Terms (5 pts)

Complete the sentences with the correct word from the box. There is ONE extra word.

respondents   qualitative   in-depth   data analysis   sample  
quantitative   tester

1. A **tester** group is used to find out how people feel about a product before its launch.
2. The **in-depth** interviews and the researchers to understand the reasons behind customer opinions.
3. Only 50 people took part in the study, so the **sample** size was quite small.
4. Several **respondents** did not return the survey form, making it harder to draw conclusions.
5. Unlike **qualitative** research, **quantitative** approach focuses on numbers and statistics.

#### Exercise 1B | Collaboration Vocabulary (5 pts)

Choose the correct word to complete each sentence.

1. A **cooperative** atmosphere means team members help and support each other.
  - a) cooperative
  - b) isolated
  - c) quantitative
2. Effective communication requires a **two-way** street – both sides must listen.
  - a) one-way
  - b) two-way
  - c) dead-end

3. The new mentoring programme has been **beneficial** for both junior and senior staff.
- a) candid
  - b) isolated
  - c) **beneficial**
4. The company always has the best **interests** of its employees at heart.
- a) **interests**
  - b) feedback
  - c) loops
5. A good leader encourages **mentoring** so that new employees can learn from experienced colleagues.
- a) inclusion
  - b) **mentoring**
  - c) benchmarking

## PART 2 - GRAMMAR

Score: 14 / 20

### A. Complete the question tags. (10 pts)

Complete each sentence with the correct question tag.

1. **There isn't** much time left, **is there**?
2. You've worked with focus groups before, **haven't you**?
3. Let's review the results together, **shall we**?
4. Nobody completed the survey yesterday, **did they**?
5. The findings were surprising, **weren't they**?
6. The moderator hasn't shared the report yet, **has he/she**?
7. **Everyone** in the team agreed with the strategy, **didn't they**?
8. This research will help us launch the product, **won't it**?
9. **Nothing** was decided at the last meeting, **wasn't it**?
10. The participants had been briefed beforehand, **hadn't they**?

### B. Rewrite the sentences using cleft structures. (10 pts)

Use *It is / It was... that... or What... is/was...*

1. The team needs clearer instructions.  
→ What the team needs is clearer instructions.

2. They changed the logo to attract younger customers.

→ ~~What they changed was the logo to attract younger customers.~~ It was to attract younger customers that they changed the logo.

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3. Good communication improves collaboration.

→ What improves collaboration is good communication.

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4. The manager noticed the problem first.

→ It was the manager who noticed the problem first.

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5. They want to focus on customer satisfaction.

→ What they want to focus on is customer satisfaction.

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6. The board of directors makes the final decision on this matter.

→ It is the board of directors who makes the final decision on this matter.

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7. The company lost clients because of poor internal communication.

→ It was because of poor internal communication that the company lost clients.

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8. We need to rethink our conditions of employment.

→ What we need is to rethink ~~to rethink is~~ our conditions of employment.

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9. The mentor helped her develop her leadership skills.

→ It was the mentor who helped her develop her leadership skills.

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10. They introduced flexible working hours to improve staff well-being.

→ It was to improve staff well-being that they introduced flexible working hours.

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Read the article below and answer the questions that follow.

### Focus Groups: Are They Worth It?

In business contexts, focus groups have become a widely used tool for gathering qualitative data about products and services. Unlike quantitative research – which relies on surveys and statistics – focus groups allow companies to understand the reasons and feelings behind customer opinions. A trained moderator guides the discussion, keeping the group on topic and encouraging all participants to contribute equally.

Typically, a focus group includes between five and twelve participants who represent the target audience. Participants meet in a relaxed environment – **either face-to-face or via video conferencing** – where they are asked both open and leading questions. Open questions allow people to respond freely, while leading questions guide them towards a specific topic. The moderator should remain neutral at all times, using body language and eye contact to show genuine interest in what participants have to say.

Despite their popularity, focus groups are not without limitations. Critics point out that the small sample size means findings may not be representative of the wider population. Furthermore, dominant participants can influence the opinions of others, making it difficult to collect truly independent responses. Data is also harder to analyse than the straightforward numbers produced by a questionnaire.

Nevertheless, many market researchers argue that focus groups offer unique advantages. They are more cost-effective than interviewing people individually, and a skilled moderator can pick up on non-verbal communication that a survey would miss entirely. For these reasons, focus groups remain a valuable method for companies looking to gather in-depth insights about their products.

#### Exercise 3A | True / False / Not Given (6 pts) 5/6

Decide whether the statements are True (T), False (F), or Not Given (NG).

1. Focus groups collect mainly quantitative data. **F**
2. The moderator's role is to give their personal opinions on each topic. **F**
3. Focus groups can be conducted online. **TRUE NG**
4. A large sample size is one of the main advantages of focus groups. **F**
5. Participants can be influenced by what other members of the group say. **T**
6. Companies always prefer focus groups to individual interviews. **T**

### Exercise 3B | Short-Answer Questions (9 pts) 7.5/9

Answer the questions in your own words. Use information from the article.

1. What is the difference between qualitative and quantitative research, according to the text? 2/3

→ Qualitative research is used to obtain information about the reasons and feelings behind customer opinions. In the other hand, quantitative research refers to statistics information that you can obtain on public websites.

2. What two types of questions does the moderator use, and what is the purpose of each? 3/3

→ The two types of questions that the moderator uses are open and leading questions. Open questions allow people to respond freely, while leading questions guide them towards a specific topic.

3. Give TWO disadvantages of focus groups mentioned in the article. 2.5/3

→ 1. The small sample size means findings may not be representative of the wider population.

2. Data is harder to analyse than the straightforward numbers produced by a questionnaire.

### PART 4 - LISTENING

Score: 13 / 15

#### Context

You will hear extracts from two business meetings (2.02 and 2.03). The speakers are Patricia (P), Ray (R), Frank (F), Arun (A) and Maria (M). They are discussing sales strategy, digital marketing and collaboration. You will hear the recording TWICE.

**P =**  
**Patricia**

**R = Ray**

**F = Frank**

**A = Arun**

**M =**  
**Maria**

### Exercise 4A | Multiple Choice (5 pts)

Listen and choose the best answer (a, b or c) for each question.

1. In meeting 2.02, what is the main problem Patricia identifies with sales across the regions?

- a) The company does not have enough sales representatives
  - b) Sales are down around ten percent on average across all regions
  - c) The marketing budget has been cut significantly
2. Frank argues that the world is going online, but Patricia disagrees because she believes ...
- a) television advertising is more effective than online campaigns
  - b) their markets rely too much on glossy magazines and traditional advertising
  - c) online sales are not yet possible in their sector
3. What does Patricia say about online sales in their markets?
- a) Online sales do not exist in their sector
  - b) People still buy mostly in traditional markets and respond well to traditional advertising
  - c) Online sales have been falling for two years
4. In meeting 2.03, what does Ray identify as the main problem?
- a) The company's social media accounts are inactive
  - b) The company is falling behind competitors in digital marketing
  - c) The website has too many technical errors
5. What does Maria say about digital marketing in luxury markets?
- a) It is too expensive for most and needs to be reconsidered
  - b) It can be a game changer and have a real impact on sales very quickly
  - c) It works well in Germany but not in other European markets

#### Exercise 4B | True / False / Not Given (5 pts)

*Decide whether each statement is True (T), False (F), or Not Given (NG) based on what you hear.*

- 1. Patricia thinks the company needs to increase spending on advertising. **TRUE NG**
- 2. Frank totally agrees with Patricia's view on digital marketing. **F**
- 3. Arun says that people in their markets still buy mostly in traditional markets. **NG F**
- 4. In meeting 2.03, Ray says the problem is more about digital marketing than the website. **T**
- 5. Maria offers to pass on a case study about digital marketing to the group. **T**

### Exercise 4C | Gap Fill (5 pts)

Listen again and complete each sentence with **NO MORE THAN TWO WORDS** from the recording.

1. Patricia says they need to get things moving in a **positive** direction.
2. Frank says the world is going online, so they need to **diversify** and not have all their eggs in one basket.
3. Patricia insists that online sales are low, but people still buy mostly in **traditional** markets.
4. In 2.03, Ray says the digital trend is **increasing**, so they need to act on it.
5. Maria says a website **investment** can increase visibility and sales.

## PART 5 - WRITING

Score: **16.5** / 20

### Writing Task (20 pts)

Write your answer on a separate sheet of paper.

#### TASK - Report Summary (Recommended: 200-225 words)

Your company recently surveyed 500 customers about a new product. The results are summarised in the table below. Write a report summary of the findings.

Customer Comment	% of Respondents
Approved of the new packaging design	75%
Felt the product matched the brand's luxury image	68%
Believed the price point was too high	47%
Would recommend the product to a colleague or friend	33%
Preferred the original version of the product	12%

In your summary, include: an introduction, key findings using appropriate reporting language, and a concluding recommendation.

Summary Findings - CHOCA Company

We are four friends from Argentina. We met in college and created "CHOCA", a luxury candy brand. We currently have one store in CABA, Buenos Aires and, at this moment, we are analyzing the idea of launching a new product **on** to the



market, a pistachio paste. Before that, we surveyed 500 potential customers to understand their feelings and opinions about the new product. The majority of respondents approved the new packaging design, which is eco-friendly. At this point, according to the results, almost none of the participants (about 12%) preferred the original version of the product. The survey demonstrated that above half of those surveyed felt the product matched the brand's luxury image. However, the price is a topic that we need to discuss internally because under half of the participants believed the price was too high for the type of product we want to launch. Finally, we think the product may not have an "important" impact ~~in-on~~ the market, since only a quarter of the participants would recommend the product to a colleague or friend. Overall, the findings indicated that the product could be viable if we take actions to mitigate the high price and implement communication strategies to improve customer's perception. Our idea is to work with the Marketing department and create different campaigns to promote the product and "be in the mind of the client".

### Summary

This well-organised piece of writing shows a genuine communicative competence. You clearly understood the task, as there is an introduction of the company, a report of the key findings, and a recommendation at the end. The text flows well and demonstrates a good range of vocabulary, including strong choices, such as eco-friendly, mitigate, viable and implement communication strategies.

The main areas to develop are: precision with proportion phrases (12% is not 'almost none'), maintaining a consistent formal register throughout the report, correcting recurring grammar errors and making deliberate use of target structures such as cleft sentences, which are explicitly expected at this level; for instance, "what the findings suggest is that pricing needs to be reviewed."



Your teacher will assess your speaking during a structured interview. Prepare to discuss the following topics.

### Task 6A | Warm-up Questions (5 pts)

Your teacher will ask you 2–3 personal questions related to the unit topics. Respond naturally and in full sentences. Example questions:

- Have you ever participated in a market research survey or focus group? What was it like?  
Investigations instead of research
- Do you think companies in your industry invest enough in market research? Why / Why not?
- Is mentoring important in your workplace? What benefits does it bring?
- Have you ever had a mentor or acted as a mentor to someone else? What did you learn from that experience?
- Do you think it is more important for a company to invest in market research or in staff development? Why?

### Task 6B | Extended Speaking Task (10 pts)

Choose ONE of the two scenarios below. You will have 2 minutes to prepare, then speak for 2–3 minutes.

#### SCENARIO A - Presenting Market Research Findings

You are a market researcher presenting the findings of a recent focus group to your manager. Explain: what the **research involved**, what the **main findings** were, and what **recommendations** you would make based on the data. Use appropriate reporting language and functional phrases from the unit.

### FOCUS GROUP FINDINGS REPORT

**Product:** NutriBox — a weekly healthy meal kit for office professionals **Sample size:** 48 participants | **Method:** Focus group + follow-up survey | **Date:** April 2026

Finding	% of Respondents	Key Comments
Found the concept appealing and would consider using it	87%	"It solves a real problem for busy people"
Said the packaging was attractive and professional	74%	"Looks premium, matches the brand"
Felt the price was too high for weekly use	61%	"Good for a treat, not every week"

Finding	% of Respondents	Key Comments
Would recommend it to a colleague or friend	45%	"Only if the price came down"
Wanted more vegetarian and vegan options	38%	"The variety needs to improve"
Said the ordering process was simple and fast	92%	"Easy to use, no complaints"
Raised concerns about delivery reliability	29%	"Late deliveries would be a dealbreaker"

### SCENARIO B - Renegotiating a Business Agreement

A project you are managing has become more complex than expected. You need to renegotiate your agreement with a client. Explain the situation honestly, propose changes to the original plan, and use language from the unit to reassure the client and maintain a good relationship.

#### Task 6C | Discussion & Interaction (5 pts)

Your teacher will lead a short discussion (3-4 minutes) on one of the following topics. Respond to questions, express your opinion, and interact naturally.

- 1- "A good manager should always be kind to employees, even if it affects results." Do you agree?  
Manager must respect to each other – independently of the results
- 2- How can companies promote better collaboration between departments?
- 3- *"Remote working has made collaboration between colleagues almost impossible."* Do you agree or disagree?

Speaking Criteria	Max	Score	Comments
Fluency & confidence	5	5	
Vocabulary range (Units 1-2 language)	5	2.5	
Grammar accuracy	5	2.5	
Interaction & communication strategies	5	4	

You have shown strong natural fluency throughout the exam, particularly in the warm-up questions (Task 6A), where your answers were complete, coherent,

cohesive and well connected. You were able to communicate with confidence and were clearly comfortable expressing yourself in English.

The main areas to improve are: active use of target language expressions from the units (especially in Task 6B), accuracy with key grammar points (double comparatives, verb/adjective confusion with 'agree', preposition use), and expanding responses in discussion tasks rather than giving short answers.

Very well done! Congratulations! Keep on working!

## FINAL SCORE SUMMARY

Section	Max	Score
Part 1 - Vocabulary	10	<u>10</u>
Part 2 - Grammar	20	<u>14</u>
Part 3 - Reading	15	<u>12.5</u>
Part 4 - Listening		<u>13</u>
Part 5 - Writing	20	<u>16.5</u>
Part 6 - Speaking	20	<u>14</u>
<b>TOTAL</b>		<u>80</u>

### Do NOT say...

I'm agree / I'm disagree

more cheaper / more better

respect to each other

independently of

impact in the market

almost none (12%)

customer's (singular)

be in the mind of the client

may no have

we want to launch (report)

I agree / I disagree / I strongly agree

cheaper / better (never double comparatives)

respect each other (no preposition)

regardless of / irrespective of

impact ON the market

around one in ten / approximately 12%

customers' (plural possessive)

raise brand awareness among our target audience

may not have

we intend / are planning to launch

Teacher's signature: Coria, Betina Magalf

Date: 1/06/26