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Final Mark: 75,5/100

Level: B1

Company: Accenture

Vocabulary (10pts total) 10pts

Complete the sentences using the words in the box.

Investigate - Communication - Automated - Record - Anticipate -
Manufacturing - Manage - Innovation - Brand - Milestone

1. Good **communication** is essential when working in a team so everyone understands the plan. ✓
2. The company reached a big **milestone** when it sold its one-millionth product. ✓
3. Engineers need to **investigate** the cause of the machine's sudden failure.
4. Many factories use **automated** systems to make production faster and more efficient.
5. Nike is a very popular sportswear **brand** around the world.
6. The car **manufacturing** process has become much faster thanks to new technology.
7. The smartphone's new design is a big **innovation** that makes it easier to use. ✓
8. The company must **record** all accidents that happen on their premises. ✓
9. We **anticipate** that sales will increase during the holiday season. ✓
10. It can be difficult to **manage** a large project without help from others. ✓

Grammar (20pts total) 20pts

Fill in the gaps with **must**, **have to**, or **should**.

1. You **should** speak to your brother and try to solve that problem ✓
2. You **should** come with us to the cinema; the film we are going to see is marvellous ✓
3. If you want to watch TV, first you **must** finish your homework ✓
4. You cannot go out with your friends. You **must** stay at home because you have fever ✓
5. In internal flights you **have to** check in one hour before the departure ✓
6. Our teachers have told us that we **must** be quiet during the class ✓
7. I **have to** go to the bank to get some money ✓
8. You **should** read more; it is very good for your education ✓
9. I must leave immediately; it is very late and tomorrow I **have to** get up early ✓
10. You **must** get up; it is very late ✓

Complete the sentences with the **Present Simple** or **Present Continuous** form of the verbs in brackets.

1. They never listen (listen) to rock music. ✓
2. Mary and John usually go (go) to bed late. ✓
3. It's 8.30 now, so he is going (go) to school. ✓
4. What are you doing? (do) - I'm a teacher. ✓
5. What is your sister doing? (do) - She's sleeping. ✓
6. I am playing (play) basketball now. ✓
7. They always write (write) letters on Mondays. ✓
8. Sally and Jim are dancing (dance) to the music now. ✓
9. I am not cleaning (not clean) my room right now. ✓
10. He doesn't like (not like) playing computer games. ✓

Reading (15pts total) 10pts

What does it mean to be innovative in business?

In order for a business to survive in today's world, it is important that we regularly review what we are doing and how we are doing it. By considering new ideas and new ways of doing things, and trying to innovate, we can improve on our products/services, increase sales, reduce costs and make our processes more effective and efficient. Innovation is key to increasing profits.

There are several ways a company can be innovative with their products and services. Today we will look at four of them.

1. Using the latest technology to improve your product/service

When we think of innovation, we often think of new technologies. While they might be impressive, we should not use new technologies just because they are available. It is important to consider how a new technology can improve our product/service and make a difference to our customers. Companies that produce cars, toiletries, household appliances etc. often have a large R&D department to work on making their products better.

2. Responding to customer demands by changing what is on offer

By listening to customer feedback, we can get their opinions on how we are doing and find out about what it is that they want. We also need to be aware of changes in customer demands and keep up with them. When the fast-food restaurant McDonald's realised that the market wanted healthier choices, they introduced fruit and salads, while removing the 'super-size' option from their menus.

3. Offering a new product/service to reach new customers

Your business might be doing well, but there is no growth or development and there is a risk that your competitors might take away some of your customers. Innovation sometimes means developing a new product that targets a different market. Although video games were often played by boys, in 2006, video games giant Nintendo introduced the game console Nintendo Wii, successfully targeting girls and older customers with games like Cooking Mama and Brain Training.

4. Changing the way you provide a service

By looking at the changes to the customer's lifestyle and needs, we sometimes realise that there might be better ways to serve them. Customers who do not have a lot of time might prefer to have their food or their shopping delivered to their homes, or they might like to do their banking online rather than in an actual bank.

Not all innovation will bring success to our businesses, but it can give us the opportunity to grow and learn more about what we do and what our customers might want.

Mark the sentences as true or false:

1. We innovate because we want to increase the amount of money our businesses make. FALSE ✕
2. Being innovative is all about using the newest technology in your business. TRUE ✕
3. Customers often don't know what they want. FALSE ✕
4. McDonald's has remained popular since they started. FALSE ✓
5. If you always serve the same customers, you might lose them to your competitors. TRUE ✓
6. Nintendo understood that only boys will play computer games. FALSE ✓

Listening (15pts total) 12, 13

Listen to the audio and choose the best answer

1. How popular is Chris Svensson's book?
 - a. Not very popular
 - b. Very popular
 - c. It's new. People don't know it yet.
2. What is the work-life balance like in traditional workplaces?
 - a. Work lives and private lives are clearly divided.

b. People work too much overtime and so they have no private life.

c. People are free to manage the balance themselves.

3. How often do people do overtime?

a. Often X

b. Sometimes

c. They don't.

4. In traditional workplaces, do people work at weekends or when on holiday?

a. Yes, it's normal.

b. No, never.

c. Usually, they don't.

5. How has technology helped people work with more flexibility?

a. They can send and receive emails from their phones from home.

b. Their working hours can be easily tracked.

c. Robots can do their work for them.

6. Traditional divisions between work and life are fading. What does this mean for employees?

a. Everyone has to do overtime, all the time.

b. People have to work while they're on holiday.

c. They can be flexible to work when and where it suits them.

Writing (20pts total) 16/20

You recently bought a new wireless mouse online, but when it arrived, it was damaged. Write an email to the customer service department.

In your email:

- Explain when you bought the mouse and what the problem is.
- Ask for a solution (refund, replacement...)
- Say how you would like them to contact you.

Dear Customer Service Department,

I am writing because I recently bought a wireless mouse from your online store. I received it, but unfortunately, I noticed that it was damaged and not working properly.

The mouse does not function as expected, even after trying it on different devices. For this reason, I would like to ask how I can proceed in this situation. I would like a replacement or a refund.

Please contact me by email to let me know the next steps.

Kind regards,

Claudio

Dear Customer Service Department,

I am writing because I recently bought a wireless mouse from your online store. I received it, but unfortunately, I noticed that it was damaged and not working properly.

The mouse does not function as expected, even after trying it on different devices. (specify a little) **The bluetooth doesn't connect at all, even if the mouse is properly charged.** For this reason, I would like to ask how I can proceed in this situation. I would like a replacement or a refund.

Please contact me by email to let me know the next steps.

Kind regards,

Claudio

Speaking (20pts total) 7/20

What role does social media play in finding a job? What platforms have you used for networking? Do you think it's a good way to search for a job?

