

Sample Paper 2

FURTHER CERTIFICATE FOR TEACHERS OF BUSINESS ENGLISH (FTBE)

Level 1

Subject Code: 610

Time allowed: **2 hours 30 minutes**

INSTRUCTIONS FOR CANDIDATES

- (a) The time allowed for this examination is **2 hours 30 minutes**.
- (b) Answer all **3 Sections**. Candidates should note that they are required to answer **only 2** questions in **Section C**.
- (c) All answers must be clearly and correctly numbered but need not be in numerical order.
- (d) Credit will be given for correct spelling, punctuation and grammar.
- (e) Adequate and appropriate communication is required rather than a particular number of words.
- (f) When you finish, check your work carefully.
- (g) The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.

SECTION A: Professional skills

QUESTION 1

Task 1

What factors do you need to take into account when teaching a post experience business English learner in a one-to-one situation?

(10 marks)

Task 2

Scenario

You have been asked to propose a course outline for a marketing manager from a leading manufacturer of building materials. The course will run for 12 weeks for 3 sessions a week. Each session will last 2 hours.

Although the manager's level of English is currently pre-intermediate, in 3 months his firm will be starting a joint venture with a large UK company.

He also wishes to prepare for a trade fair which is taking place next month where he will be representing the company and discussing its products in English.

(a) Based on this, what specific objectives would you propose to help your client prepare for his responsibility in the new joint venture.

(8 marks)

(b) What specific objectives would you propose to help him prepare for the forthcoming trade fair?

(8 marks)

(Up to 5 additional marks may be awarded for correct English in your answer.)

(Up to 4 additional marks may be awarded for creativity and/or providing relevant examples in your answer.)

(Total 35 marks)

SECTION B: Methodology and Materials

QUESTION 2

Task 1

What are the general advantages and disadvantages of working with authentic business materials?

(10 marks)

Task 2

Scenario

You are the trainer on an intensive one-week course where the course participants are middle managers from a paper manufacturer, but with extensive international interests, mainly in the UK and the USA. These interests are expanding and the top management is keen that everyone at this level, across all departments, should be able to communicate with clients in English whenever appropriate. There are 15 managers in your group and although all have a basic competence in English, their abilities in both spoken and written English vary quite widely.

(a) What would be the advantages and disadvantages of working with authentic business materials with this particular group?

(10 marks)

Task 2 continued

- (b) What kind of authentic materials would you consider using with this group? (10 marks)
- (Up to 5 additional marks may be awarded for correct English in your answer.)
- (Total 35 marks)**

SECTION C: Basic Business Awareness (Candidates must answer 2 QUESTIONS ONLY)

QUESTION 3

- (a) There are different ways of legally setting up in business. Name **3** of the legal structures. (3 marks)
- (b) Give a brief definition of the **3** selected. (3 marks)
- (c) Name **3** different sources of financing when setting up in business. (3 marks)
- (d) Name the **3** main types of company financial statement. (3 marks)
- (e) What does each financial statement represent? (3 marks)
- (Total 15 marks)**

QUESTION 4

Select **15** appropriate words or phrases from those listed below (each word or phrase may only be selected once) to complete the text extract.

global trend competitive market retail culture life assurer regulators compete
income combined financial share ownership cover market value short-term
consolidation asset structure cash insurance flow equity investment

British building societies have done it; so has Australia's largest insurer and America's largest _____ recently said it wants to do it too. Demutualisation - shedding mutuality for shareholder ownership - is a _____. But its greatest impact on _____ may be felt not in Britain or America - which both have a long-established share-owning _____ - but in South Africa, where holding _____ is still a novelty for most people.

South Africa's two biggest life assurers, Old Mutual and Sanlam, dominate the _____ sector. Hence, the buzz surrounding both companies' plans to abandon their mutual _____ and convert to companies listed in London and Johannesburg. The two insurers argue that they must turn their backs on tradition if they are to reinvent themselves as globally _____ financial-services companies offering everything from life and general _____ to banking and _____ services. The move has led to a flurry of activity as insurers forge closer ties with banks for fear of being left out of a swelling wave of _____.

South Africa's financial _____ are likely to stagger the new arrivals to soften the impact of such huge companies coming to _____. Old Mutual and Sanlam have _____ assets of almost 350 billion rand (\$70 billion) and free reserves of 36 billion rand. Old Mutual, the larger, is expected to have a _____ of 45 billion - 50 billion rand, or 4% of the Johannesburg stockmarket's current capitalisation.

Adapted from Business Week

(15 marks)

QUESTION 5

Task

Re-write the letter in an appropriate style including the following information:

- the dates you require the trade fair stand
- where you heard about the '98 trade fair
- two products which you wish to display

You will be awarded marks for the following:

- (a) Layout and consistent use of conventions (British or American) (5 marks)
- (b) Paragraph structure (2 marks)
- (c) Style and appropriateness. (6 marks)

<p>Berlin Exhibition Centre Eurometall 2000 Herr Anton Gerber Trade Fair Organiser D-2300 Berlin Greiffenclaustr 108</p> <p>Dear Sir/Madam</p> <p>We want to have a stand at the trade fair in Berlin next year. We want to display our latest products and we need a ready-made stand of 50 m². We have heard that your fair '98 was a great success.</p> <p>Can you also send a price list and registration forms? Are there ample parking facilities and what are the dates of the exhibition? When is the closing date for the registrations?</p> <p>Yours faithfully</p> <p>Paulo Castana Director</p>	<p>San Madro Metall SA Madrid 9210 Avenue de las Picas 120 Spain</p> <p>3 July 19</p>
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(Up to 2 additional marks for an appropriate standard of English.)

(Total 15 marks)