

PART FOUR

Questions 19–33

- Read the article below about plans for a new telephone banking centre.
- Choose the best word to fill each gap from **A, B, C** or **D** on the opposite page.
- For each question (19–33), mark one letter (**A, B, C** or **D**) on your Answer Sheet.
- There is an example at the beginning, (0).

Promise of Jobs with Telephone Banking Centre

An £80-million telephone banking centre is to open in Scotland, with the (0) of about 500 new jobs. Grand Union Group, which owns the Dundee and Western Bank, said today it hopes to have the (19) fully operational by next August. It will be based at the new Caledonian Industrial Estate currently being built near Edinburgh.

The centre is being (20) through a joint partnership (21) global telecommunications firm Concept and customer care specialists Businesslink.

Sara Grimaldi, chief executive of the Dundee and Western Bank, said, 'I'm delighted we will be working in (22) with Concept and Businesslink and I'm confident we will (23) from their considerable experience. The new centre will make (24) use of innovative business procedures which will (25) to an improved service and experience for our valued customers.' Callum Martin, president of global accounts for Grand Union Group, added that he was very pleased his company will play a key role in such an important development employing state-of-the-art technology.

The local council said new jobs were (26) of the efforts made to (27) investment to the region. Council leader Hugh MacArthur said, 'It's good news for Grand Union, but it will also (28) us to promote Edinburgh to companies considering a (29) to Scotland. The council will continue to work hard to ensure that today's (30) is just the latest (31) in our attempt to create high quality jobs in the area.'

Scotland has become a European leader in terms of telephone banking centres and has (32) itself an excellent reputation. The call centre sector as a whole employs more than 28,000 people at more than 170 sites in Scotland. Taking this into (33), it seems likely that this new centre will be another success story.

Example:

A production B design C invention D creation

0	A	B	C	D
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- 19 A facility B plant C function D situation
- 20 A assisted B invested C funded D paid
- 21 A consisting B engaging C containing D involving
- 22 A venture B teamwork C enterprise D collaboration
- 23 A benefit B improve C grow D advance
- 24 A inclusive B uniform C extensive D universal
- 25 A help B contribute C provide D combine
- 26 A facts B reasons C data D evidence
- 27 A acquire B gain C attract D win
- 28 A necessitate B ease C support D enable
- 29 A reorganisation B reassignment C relocation D replacement
- 30 A announcement B publication C notice D acknowledgement
- 31 A method B step C point D action
- 32 A achieved B taken C drawn D earned
- 33 A mind B regard C account D note

PART FIVE

Questions 34–45

- Read the text below about how consumers decide what to buy.
- In most of the lines (34–45) there is one extra word. It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines, however, are correct.
- If a line is correct, write **CORRECT** on your Answer Sheet.
- If there is an extra word in the line, write **the extra word** in CAPITAL LETTERS on your Answer Sheet.
- The exercise begins with two examples, (0) and (00).

Examples:	0	C	O	R	R	E	C	T	
	00	O	F						

Consumer Behaviour

0 The consumer is the focus of all retail business and it is important to appreciate how
 00 consumers are influenced in their buying decisions. Most of consumers, before making a
 34 purchase, gather information and evaluate with the alternatives, but the extent to which
 35 they look for information depends on the type of purchase. For example, in the case of
 36 routine grocery purchases most consumers respond to automatically. However, for
 37 purchases where the risk of making the wrong decision is greater, like buying a new
 38 car, so the search for information is more important. The decision to purchase is never a
 39 single decision but a number of these separate decisions, and at any time during this
 40 process, consumers can change their minds about and choose an alternative route. For
 41 example, although a consumer may have decided where to buy a product only to realise
 42 at the last moment that this is, in fact, having the wrong choice. The price in the store may
 43 be too high or the staff unhelpful. On the other hand, a lack of queues, favourable credit
 44 facilities and efficient staff all lead to a too positive impression, so retailers should
 45 remember how difficulties in these areas that can affect a sale or even lose a customer
 permanently.