

Minitest

Inglês II
18 April 2012

A. Vocabulary (2 points)

The following sentences were taken from the business section of English language newspapers. Complete each space with a suitable word or expression. The first letter(s) and a paraphrase of the meaning are given. You will need to conjugate a verb, and/or you may need to add a preposition. (0.4 points each)

1. Signs of a consumer backlash against the dominance of Tesco are growing, with declining *b..... l.....* among shoppers, according to new research.

(tendency to buy the same brand because you trust/like it)

2. They can also be *c.....* by companies for incorporation into their own education and training programs

(adapted to a particular need or market)

3. Jamie Dimon, JP's chief, pocketed \$23m in pay and *p.....* last year.

(fringe benefits)

4. “[Banks] rank people across the departments in the bank, from top to middle to bottom, and in theory then pay according to the rankings. Beyond that it becomes a bit more murky, you never know exactly how things get calculated. By the way, they don't call it a bonus. It's, let me see, *p.....-r..... p.....*.”

(a salary that is dependent on how productive you are and is adjusted accordingly)

5. Alison Brittain, director of Lloyds' retail division, said 500 new jobs were also being created to *f.....* the sale

(make [something] easier)

B. Writing (12 points)

Write an application letter that would accompany your CV based on the job on page 4. Assume that the letter would be sent as a Word attachment. Do not invent qualifications or experience that you have not had. (Max. 1½ page) Your letter will be marked on relevance of content, control of the genre, appropriacy and range of structures and vocabulary, and grammatical accuracy.

C. Reading Comprehension (6 points)

Read the following text.

A guide for the ‘emotional journey’

By Tim Smedley

- 1 Stuart Lindenfield was 50 and working in telecommunications when he was given a brown envelope containing a redundancy settlement and a note. “It said I would be provided with six months of ‘outplacement’ support – I’d never even come across **the word** before,” he says.
- 5 He went along with it and at their first meeting, his outplacement consultant said he thought Mr Lindenfield would make a good outplacement consultant. Ten years later, Mr Lindenfield is head of outplacement (he prefers to call it “transition services”) at Reed Consulting and is helping people bounce back from redundancy every day. Outplacement involves career coaching and skills training for staff facing redundancy, usually from an external provider. **It** has grown from a senior management benefit to one offered to most employees in financial services when cuts are made.
- 10 Michael Higgins is a career coach in the City of London and manager of Schneider Trading Associates’ Outplacement Plus programme. He says: “It was a very niche offering 15 years ago – only for senior bankers. But it slowly became offered widely.
- 15 “There can still be variations, though. The most senior might get unlimited support, while a personal assistant might get three hours and a couple of learning events.” Traditionally, outplacement has been seen as cyclical – reliant on the economic cycles of boom and bust. However, continuing change in financial services is causing a steady demand for outplacement services.
- 20 For professionals to get the most out of outplacement – which, depending on the business, can range from months of support to a few hours – the individual’s mindset is crucial. All outplacement consultants talk about the “emotional journey” people navigate before getting their next job.
- “One of the things about being made redundant, particularly when **it’s** the first time, is that it’s like a monkey on their back,” says Mr Lindenfield. “They want to get rid of it as quickly as possible and move on to a new job. But **that approach** can be damaging if they land in a role they are not suited to. If they are feeling the victim of circumstance, it would be very dangerous to go into an interview with **that mindset**.”
- 25 Alongside the coaching relationship that is integral to outplacement, are services such as interview preparation, networking skills and skills seminars – Penna reports a large increase in demand for seminars on social networking, using sites such as LinkedIn.
- 30 At the same time, the CV health check remains important: “We have to identify the gaps,” explains Mr Lindenfield. “I once had a client who wanted to work within financial service in Spain, and I asked what seemed an obvious question – do you speak Spanish? He
- 35 answered ‘no’.
- “Sometimes, people need a hard-headed look at what is feasible, given the gap in their credentials. CVs need to be replete with evidence of the claims people make.” Mr Lindenfield also comments: “In October 2008, with recruitment going down the pan all of a sudden, you could go on the website of companies you previously thought of as
- 40 recruitment organisations and see a new link on their homepage for ‘outplacement’.
- “But it isn’t the same as recruitment where you are serving a client; outplacement is focused on the individual.”
- Meanwhile, the growth of outplacement in the City is a clear recognition of its value – when done well – both to employers and individuals. For example, the non-Spanish speaker whose dream job was in Spain – did he succeed? “Yes he did”, reports Mr Lindenfield. “He went on a fast-track language course, was hugely motivated, and found his job over there.”

The Financial Times 4 April 2012

What do the following expressions (highlighted in the text) refer to? (0.5 points each)

1. the word (line 3-4);
2. it (line 10);
3. that approach (line 25-26);
4. that mindset (line 27-28).

Decide whether each statement is TRUE or FALSE according to the text. (0.5 points each)

5. These days anyone made redundant in the financial sector – regardless of whether he/she is a secretary or a senior manager – receives outplacement support.
6. One of the aims of outplacement support is to build the morale of person who has lost his/her job.
7. In an economic downturn the need for outplacement counselling decreases.
8. The financial sector has a high turnover in job structure.
9. Recruitment and outplacement differ in terms of their goals.
10. The recent financial crisis spurred the development of outplacement counsellors.
11. The purpose of outplacement is to help employers find suitable employees.
12. When a person has been laid off, outplacement counsellors advise him/her to take the first job to get back into work and to restore his/her confidence.

Financial Sales and Analytics Programme: Graduate scheme fact file

Application closing deadline: open/ongoing

Starting date: ongoing

Starting salary: competitive

Number of vacancies: 150

Sector(s): financial services, IT and telecoms

Region(s): England – Greater London

Vacancy type: full-time

Skills required: European Languages and an interest in finance

Job/scheme locations: London

Day's holiday for new starters: 25

Benefits:

Bonus (discretionary)

Gym membership/subsidy

Life insurance

Pension scheme (with company contribution)

Private healthcare

Season ticket loan

Dental Care and annual Bonus

The role

We are looking for highly motivated individuals with a strong passion for current events, finance and sales who have demonstrated critical thinking and communication skills to join our training program.

Your career will begin in our Analytics department, where you will receive comprehensive training on our products and services, our clients, as well as insight into the global financial markets. By consulting our clients on their questions and unique financial needs, assisting with their use of the Bloomberg Professional® Service, and demonstrating the advantage our products can give them, you will develop the knowledge and skills needed to progress in your career at Bloomberg.

While in Analytics, you will specialize in one of the following market sectors: Fixed Income, Equities, or Foreign Exchange (FX) and/or Commodities and set the foundation for further career opportunities. Your career path may include, but is not limited to advanced specialties, leadership roles or positions within our Sales department. You will gain the opportunity to build relationships, support and sell the suite of market leading solutions we provide to our high-level clients.

Enjoy the challenges and rewards of a career at Bloomberg.

Qualifications:

- Bachelor's degree or equivalent work experience is required
- Prior experience with use of the Bloomberg Terminal is a plus
- Strong interest in the financial markets
- Desire and flexibility to learn and grow in a fast-paced environment
- Excellent verbal and written communication skills
- Multi-tasking skills
- Ability to work well under pressure
- Strong critical thinking and problem solving skills
- Team player
- Fluency in a 2nd European language is desirable
- Interest in technology is a plus
- Strong presentation skills
- Strong MS Excel skills

The company:

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength, delivering data, news and analytics through innovative technology, quickly and accurately - is at the core of the Bloomberg Professional service, which provides real time financial information to more than 300,000 subscribers globally. Bloomberg's enterprise solutions build on the company's core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively. Through Bloomberg Law, Bloomberg Government and Bloomberg New Energy Finance, the company provides data, news and analytics to decision makers in industries beyond finance. And Bloomberg News, delivered through television, radio, mobile, the Internet and two magazines, Bloomberg Businessweek and Bloomberg Markets, covers the world with more than 2,300 news and multimedia professionals at 146 bureaus in 72 countries. Headquartered in New York, Bloomberg employs more than 13,000 people in 185 locations around the world

Minitest Answers

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A. Vocabulary (2.5 points; 0.4 points each)

1. Signs of a consumer backlash against the dominance of Tesco are growing, with declining *brand loyalty* among shoppers, according to new research.
2. They can also be *customised* by companies for incorporation into their own education and training programs
3. Jamie Dimon, JP's chief, pocketed \$23m in pay and *perks* last year.
4. “[Banks] rank people across the departments in the bank, from top to middle to bottom, and in theory then pay according to the rankings. Beyond that it becomes a bit more murky, you never know exactly how things get calculated. By the way, they don't call it a bonus. It's, let me see, '*performance-related pay*.’”
5. Alison Brittain, director of Lloyds' retail division, said 500 new jobs were also being created to *facilitate* the sale

B. Writing (12 points)

A good answer will explain how the applicant developed the skills and knowledge areas listed under qualifications in the ad:

C. Reading comprehension (5 points; 0.5 points each)

1. the word = outplacement
2. it = outplacement support
3. that approach = trying to find a job as quickly as possible
4. that mindset = feeling the victim of circumstance
5. False
6. True
7. False
8. True
9. True
10. True
11. False
12. False