

Minitest
Inglês II
6 April 2011

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 may need to add a preposition. (0.4 points each)

1. The introduction of **m.....-.....** thinking into government has changed the relationship between the state and citizen.

([thinking] that is based on identifying gaps in the market and attempting to fill them)

2. "We would have liked to see other measures, such as a clampdown on **b.....-.....**, and effective controls on point of sale advertising included."

(the practice of using an existing brand to sell a new product)

3. Then, the government spent a lot of money beefing up Jobcentre Plus so unemployed people were given **c.....** help to get them back into work.

(specifically and individually adapted)

4. Our proposals are designed to ensure that NHS commissioning involves all **s.....** – GPs, certainly, but also nurses, hospital doctors, and representatives of social care and local communities.

(people with an interest [in the firm/service])

5. Executives at Morgan Stanley are facing an uncomfortable summer as the US government's equal opportunities watchdog takes the investment bank to court alleging it **d.....** female employees.

(treated [female employees] differently [from male employees])

B. Writing (12 points)

Write an application letter that would accompany your CV based on the job on page 3. 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.

The careerist: Writing a covering letter

By Rhymer Rigby

1. Many people still regard a covering letter as a pro-forma adjunct to their CV. But taking **this attitude** could mean that your CV does not even get read.
Why are covering letters important?
Your covering letter is likely to be the first thing any prospective employer sees of you.
5. "It's important to stand out from the crowd and a well thought out covering letter can make the difference between being shortlisted and being dropped," says Clive Davis, a director at financial recruitment consultancy Robert Half. "The whole point of the covering letter is to get you the interview."
What points should I make?
10. Your letter should target the job you are applying for. "You need to remember that at the forefront of the reader's mind is the question: 'Why should I employ this person?'" says business writing consultant Stephen Lloyd. "Give them reasons. Summarise why you should be interviewed. It needs to be a sales letter."
James Phillips a senior adviser at The Fuller CV, adds: "It is very important to do some research on the company and the role and how you meet their requirements."
Mr Davis suggests you give examples of projects where you have added value for employers and link your experiences to the role being advertised. It is fine to mention your interests and show a bit of your personality too, but **this** should not be a main point.
20. What about style?
The last thing you want to do is sound like everyone else. "Your letter should sound individually crafted and fresh," says Mr Lloyd. "Don't use a common letter for all applications and don't copy sample letters off the internet."
He adds that your letter will also provide the first example an employer will see of your communication skills. "Your covering letter doesn't just support your CV, it also shows how you communicate. It needs to be clear, accurate, well written and the tone needs to be appropriate."
25. How long should it be?
Brevity is a must as employers are unlikely to devote much time to first-round applications. "**It** should be no more than one page and there should be a fair amount of white space," says Mr Phillips. Mr Davis advises: "If anything takes too long to explain, just leave it out."
What should I avoid?
"Try and stay away from clichés such as 'I'm a team player' and 'I have a lot to offer'," says Mr Lloyd. "**They** mean very little and don't differentiate you."
He also warns against relying entirely on spellchecks. "**They** won't pick up subtle mistakes like principle and principal and form and from."
You should not mention negatives unless asked about them. "Avoid humour and being cute," adds Mr Davis. "You can often get away with cleverness verbally, by using the right tone of voice and body language. But you won't be there when your letter is read."
40. What if I'm applying online?
The letter should be essentially the same. "[However], with a covering e-mail, a lot of companies use sophisticated software to search for key words," warns Mr Davis. "So
45 use words relevant to the job and mention them more than once."

The Financial Times, 13 February 2011

What do the following expressions (in **bold**) refer to? (0.5 points each)

1. this attitude (lines 1,2);
2. this (line 21);
3. It (line 31);
4. They (line 36);
5. They (37).

Name:.....

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

6. Rhymer Rigby distinguishes between a cover letter and an application or motivation letter.
7. The content an applicant should put in the covering letter depends mainly on the job requirements.
8. Mr Davis suggests that correct spelling is important.
9. Rhymer Rigby implies that a recruiter reads the covering letter before the CV.
10. Rhymer Rigby suggests that a standardized covering letter can be appropriate.
11. Clive Davis implies that many applications are automatically rejected by a computer program.
12. An e-mail covering letter is dissimilar to a printed covering letter.

Graduate Opportunities in Corporate and Political Communications, based in South America

Employer: F1 RECRUITMENT
Posted: 14 March 2011
Ref: KH
Location: Opportunities across South America
Contract: Permanent
Hours: Full Time
Salary: Dependent on experience

Further information

With offices in Sao Paulo, Mexico and Bogota, our client works across Latin America providing corporate and public affairs consultancy support to a range of foreign investors and emerging industries. From providing support to engage government to public relationships campaigns to build brand awareness and reputation management campaigns to prevent negative fallout from issues and attacks, they combine local knowledge and contacts with strategic understanding of how best to achieve objectives.

They are keen to develop their own future talent pool and with this in mind are looking to recruit potential Country Managers of the future to join their Graduate Training Programme. You will be given the opportunity to spend time in each of their core Latin American countries, working with the experienced team of locals and expats, learning more about the trends and issues facing emerging markets and industries and as well as developing a sound basis in corporate and political communications.

At least a 2:1 undergraduate degree from a top University, in a subject such as Politics, Economics, PPE or Latin American Studies, is a prerequisite. You will have travelled, ideally to Latin America, during your gap year or holidays, so are familiar with the cultural/personal challenges you would face living in such environments. Spanish or Portuguese language skills are a must. On top of this you should be able to demonstrate an interest in pursuing a career in corporate/political communications – ideally will have completed work placements in this field – and a huge appetite to be thrown in at the deep end, in a foreign country to learn and forge a highly successful career.

F1 RECRUITMENT

f1 recruitment specialises in finding professional staff for the in-house communications and marketing teams of visionary companies and the most edgy and creative marketing, advertising, public relations and events consultancies that service them.

Minitest Answers

Inglês II
12 April 2010

A. Vocabulary (2.5 points)

1. The introduction of *market-led* thinking into government has changed the relationship between the state and citizen.
2. "We would have liked to see other measures, such as a clampdown on *brand-stretching*, and effective controls on point of sale advertising included."
3. Then, the government spent a lot of money beefing up Jobcentre Plus so unemployed people were given *customised* help to get them back into work.
4. Our proposals are designed to ensure that NHS commissioning involves all *stakeholders* – GPs, certainly, but also nurses, hospital doctors, and representatives of social care and local communities.
5. Executives at Morgan Stanley are facing an uncomfortable summer as the US government's equal opportunities watchdog takes the investment bank to court alleging it *discriminated against* female employees.

B. Writing

A good answer will explain how the applicant developed the following skills and knowledge areas:

- Knowledge about emerging markets in South America;
- Sensitivity to and interest in different cultures;
- Good verbal and written communication skills in different languages;
- Knowledge of and interest in politics;
- Knowledge of how corporations work;
- Knowledge of foreign investment practices;

C. Reading comprehension (5 points)

1. this attitude = regarding a covering letter as a pro-forma adjunct to your CV.
2. this = to mention your interests and show a bit of your personality
3. It = The covering letter
4. They = clichés such as 'I'm a team player' and 'I have a lot to offer'
5. They = Spellchecks
6. False
7. True
8. False
9. True
10. False
11. True
12. False