

Midterm test
English II
28 April 2014

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. Write your answers in the space provided below. (0.4 points each)

1. Mr Broughton [chairman of British American Tobacco] was taking his yearly pummelling from anti-smoking speakers at last week's *a... g... m....* (meeting held once a year to discuss the previous year's activities and accounts)
2. I have recently embarked on a level 5 *a...* with training provided by DH Associates which I hope to complete within the next eight months. (type of training that involves both theoretical components and practice)
3. Pauline Clifford has a spring in her step: her hobby of *c...* trainers has grown into a fashion phenomenon, with upmarket high street shops, style magazines and even Hollywood celebrities taking an interest. (adapting [a product] to suit the tastes or needs of a particular client)
4. Difficult *m... c...* could continue into 2011, Terry Smith warned yesterday as Collins Stewart, the stockbroking firm he chairs, reported an 80% drop in first-half profits. (the state of a particular market at a particular time)
5. 300 people were made *r...* last month. (out of work because they were dismissed from their jobs)

1.
2.
3.
4.
5.

B. Writing (12 points)

Write an application letter that would accompany your CV based on the job on page 4. The job was advertised in The Guardian, and 1st Place Graduate Recruitment is a recruitment agency. 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, discourse management, appropriacy and range of structures and vocabulary, and grammatical accuracy.

C. Reading Comprehension (6 points)

Read the following text and answer the questions that follow it.

Networking finds a new connection

By Maxine Boersma

1 Networking remains essential to career progression but it is evolving from
canapés and the random exchange of business cards to filtering and targeting. It
is no longer just about a “hard sell” and gathering bands of followers on social-
media platforms but about the quality of contacts. Successful networkers now
5 need to filter for what or who is going to help them excel in their role.

The idea of a more selective “salon” approach has been championed by
fashion designer Vivienne Westwood, who called for a return to the literary
salons of the 18th century. She has championed fashion as a platform for wider
cultural debate and often holds her shows in historic settings. Similarly, Dunhill,
10 the luxury goods group, uses London’s Bourdon House to host “Discovery”
evenings at which guests are offered champagne and debate. A salon is derived
from the French for living room and describes a gathering of intellectuals and
artists in a renowned setting. Gertrude Stein’s Paris salons attracted Picasso
and Matisse, for example.

15 Witnessing this growing need for a different style of making connections, Julia
Hobsbawm founded Editorial Intelligence in 2005, believing “life is about names
not numbers”. Editorial Intelligence is “an intelligent knowledge networking
business which runs an agenda-setting opinion-former network for those seeking
ideas and great connections”. Annual membership of the “eindividual” club
20 enables members to engage in a series of salons and private briefings.
Individuals from various sectors benefit from having a personal relationship
manager, customised introductions and connections, as well as “curated
knowledge” and specific coaching and mentoring around developing excellent
networks and knowledge. In addition, members receive priority places at “Names
25 Not Numbers”, an annual Editorial Intelligence residential thought leader
symposium which attracts high profile speakers.

Now the UK’s first honorary visiting professor of networking at Cass Business
School, Ms Hobsbawm believes better connections help people flourish,
personally and professionally. She has described herself as a matchmaker,
30 connecting people with people and ideas and considers effective networking to
be much longer term, more discreet and not just about “closing the deal”. Such
networking is attractive to employers as “enhanced knowledge networking” is
core to the skills needed by most teams.

“Fifteen years ago, employers valued physical fitness in candidates and
35 offered elite gym memberships to reflect this,” says Ms Hobsbawm. “Now, the
top companies prize intellectual fitness, especially when staff are overwhelmed
by data. Ambitious professionals now need to take responsibility for their own
intellectual development in an age when the economy has changed things for
ever.

40 “Some sectors such as banking and the law have witnessed a tipping point
where the old practices just don’t work any more. FTSE 250 companies are
looking for networking capability. If you are interesting and interested, there is no
doubt you will rise well above your competitors in the workplace. You will know
about more than just your silo and this undoubtedly has a real market value.”

The Financial Times 13 March 2013

What do the following expressions (highlighted in the text) refer to? (0.4 points each)

1. it (line 2)

.....
 2. Such networking (lines 31-32)

.....
 3. this (line 35)

.....
 4. their (line 37)

.....
 5. this (line 44)

.....
 Decide whether each statement is TRUE or FALSE according to the text. Write your answers in the boxes. (0.5 points each)

- 6. The purpose of the article is to promote networking agencies like Editorial Intelligence.
- 7. The idea behind a salon is that people from different business backgrounds and sectors can get together to discuss specific business problems.
- 8. One of the roles of a personal relationship manager is to make sure that you meet the right people for your needs.
- 9. The article emphasises the importance of knowledge in networking.
- 10. The article implies that networking is a fashion among employers at the moment.
- 11. Ms Hobsbawm believes that in the past the main purpose of networking was to hinder the closing of deals with other business partners.
- 12. One of the benefits of networking is that you will narrow your understanding of business practices and issues.
- 13. The vision of networking offered by Editorial Intelligence is similar to that of a 'career management network'.

Social Media Insights Executive

Employer: LIPTON FLEMING

Posted: 27 March 2014

Ref: 1525996

Contact: Matthew Woods

Location: London

Industry: Media - Digital Media

Function: Marketing / PR

Level: Entry Level

Contract: Permanent

Hours: Full Time

Salary: £20000 - £24000 per annum

We have a great opportunity to work in the growing Research and Insights hub of a global media agency, specialising in social media analysis, trends and brand insights. In all, it's a rounded research role in an excellent insights team at a genuine blue ribbon agency.

About the role:

You'll be part of the Insights hub, which uses a range of methodologies and tools to support clients in a range of markets. Specifically, you'll be...

- Helping set up projects and objectives for client briefs
- Setting up queries in social media tools
- Analysing and presenting findings in powerpoint and bespoke dashboards
- Reporting back to colleagues and clients
- Meeting clients
- Becoming the department's expert in Social Media Monitoring
- Going on to work across other insights projects later in your career, with great progression and development prospects

Skills and Experience for this role:

Essential

- Knowledge of Microsoft Excel and Powerpoint
- Excellent communication skills
- Numeracy and a gift for analysis of large sets of data

Desirable

- Market Research experience, preferably in Social Media Analysis
- Experience of using a social media monitoring tool such as Radian6, Crimson Hexagon or Sysomos or Brandwatch
- Proficiency in a foreign language (French, German, Spanish or a Scandinavian language)

If this is for you, or you know someone who would like to talk about the role, get in touch today! If you refer someone in your network and we place them in the job, we'll pay a £250 referral bonus.



Answers

A. Vocabulary (0.4 points each)

- a. annual general meeting
- b. apprenticeship
- c. customizing
- d. market conditions
- e. redundant

B. Writing (12 points)

A good answer will follow the conventions of an application letter, using appropriate language structures and vocabulary. Information flow will be fluent and there will be few grammatical mistakes. In the letter, the skills, qualities, professional knowledge and experience of the candidate that are relevant for the job will be grounded in real experience.

C. Reading

Reference, substitution & ellipsis (0.4 point each)

1. networking
2. the kind of networking advocated by Ms Hobsbawm, which is longterm, more discreet and not just about "closing the deal"
3. the fact that employers valued physical fitness in candidates
4. ambitious professionals'
5. knowing about more than just your silo

True/False (0.5 points each)

6. False
7. False
8. True
9. True
10. True
11. False
12. False
13. True