

<p><b>PART 1</b> <b>Listening</b> <b>(approx. 10 minutes)</b></p>	<p><b>Task type:</b> Multiple choice <b>Format:</b> ten unrelated dialogues of about 30 seconds' duration, each followed by a 3-option multiple choice item</p> <p>The candidates listen to a short dialogue, then choose the correct statement from three that are based on the dialogue. The recordings are dialogues between two interacting speakers (conversations, interviews, discussions, etc.).</p> <p><b>Task Focus:</b> <i>identifying detail, understanding and interpreting information, specific information, gist, detail, main idea, function, purpose, attitude, opinion, etc.</i></p> <p><b>Marking Scheme:</b> 10 items x 2 points = 20 points</p> <p><b>NOTE:</b> Each part is heard twice.</p>
<p><b>PART 2</b> <b>Knowledge of Linguistic Means</b> <b>(20 minutes)</b></p>	<p><b>Task type:</b> Multiple choice <b>Format:</b> 18 4-option multiple choice sentences <b>Task Focus:</b> <i>lexical</i></p> <p><b>Marking Scheme:</b> 18 items x 2 points = 36 points</p> <p><b>Topic areas:</b> types of sales; the marketing mix; product descriptions/details; distribution and pricing; payment options; costs and profit; describing change/benefits; the marketing and sales force; sales systems/presentations/forecasts/territories/ethics; opening/following up/negotiating/closing a deal; commissions; consumer problems/behavior; promotion and sales; networking; Internet sales; branding; markets and competition; customer relations management; marketing research/strategies/environments/ethics; campaign assessment; endorsements and sponsors; market segmentation; advertising; marketing and technology; international marketing</p>
<p><b>PART 3</b> <b>Knowledge of Language Functions</b> <b>(15 minutes)</b></p>	<p><b>Task type:</b> Multiple choice <b>Format:</b> 16 2-option multiple choice exchanges <b>Task Focus:</b> <i>lexico-grammatical</i></p> <p><b>Marking Scheme:</b> 16 items x 1 point = 16 points</p> <p><b>Functions:</b> introducing yourself (on the phone); highlighting strengths; discussing goals/risk; describing differences/experience/benefits/consequences/mixed results; asking for clarification/an opinion/help/advice/more time/repetition/if someone is available; getting someone's attention; giving praise/advice/a reminder/a negative response; listing options; agreeing/disagreeing with an opinion; stating goals/preferences; double-checking something; ending a conversation; identifying a problem; approving a plan; changing topics; making a recommendation; providing examples/reassurance; expressing a reservation/ surprise</p>
<p><b>PART 4</b> <b>Reading</b> <b>(10 minutes)</b></p>	<p><b>Task type:</b> Multiple choice – True/False/Doesn't say <b>Format:</b> Three short texts (60-100 words each) containing factual information related to the field of sales and marketing; the first two texts are followed by two 3-option multiple choice questions each, while the third text is followed by two True/False/Doesn't say questions. <b>Task Focus:</b> <i>understanding detail, specific information, implication, attitude, reference and meaning</i></p> <p><b>Marking Scheme:</b> 6 items x 3 points = 18 points</p> <p><b>NOTE:</b> All the texts are related to the specific field of study.</p>
<p><b>PART 5</b> <b>Writing Awareness</b> <b>(5 minutes)</b></p>	<p><b>Task type:</b> A gapped or jumbled text of approx. 200 words <b>Format:</b> Gapped text – a text with five gaps to be filled with either one sentence from a choice of three or, one pair of sentences from a choice of six or, an appropriate word or, information from two short texts. Jumbled text – seven or eight paragraphs, of which five are to be organized into a text. <b>Task Focus:</b> <i>Recognition of writing features and language as required in their field of studies.</i></p> <p><b>Marking Scheme:</b> 5 items x 2 points = 10 points</p> <p><b>NOTE:</b> The candidate may be asked to complete a <b>job posting, a marketing plan, a resumé, a list, a worksheet, a catalogue listing, an item inventory, a design report, a diagram, an email, a memo, a report, promotional material, notes, tips, a flyer, an announcement, records, a letter, a FAQs page, a proposal, a review, a quiz, a survey, an evaluation report or an incident report.</b> This task is based on elements of writing that the candidates will need to produce in the field of sales and marketing for professional purposes.</p>
<p><b>Duration:</b> 60 minutes</p>	<p><b>Marks:</b> <b>TOTAL:</b> 100 points</p>