

<p>PART 1 Listening (approx. 10 minutes)</p>	<p>Task type: Multiple choice Format: 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>Task Focus: <i>identifying detail, understanding and interpreting information, specific information, gist, detail, main idea, function, purpose, attitude, opinion, etc.</i></p> <p>Marking Scheme: 10 items x 2 points = 20 points</p> <p>NOTE: Each part is heard twice.</p>
<p>PART 2 Knowledge of Linguistic Means (20 minutes)</p>	<p>Task type: Multiple choice Format: 18 4-option multiple choice sentences Task Focus: <i>lexical</i></p> <p>Marking Scheme: 18 items x 2 points = 36 points</p> <p>Topic areas: 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>PART 3 Knowledge of Language Functions (15 minutes)</p>	<p>Task type: Multiple choice Format: 16 2-option multiple choice exchanges Task Focus: <i>lexico-grammatical</i></p> <p>Marking Scheme: 16 items x 1 point = 16 points</p> <p>Functions: 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>PART 4 Reading (10 minutes)</p>	<p>Task type: Multiple choice – True/False/Doesn't say Format: 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. Task Focus: <i>understanding detail, specific information, implication, attitude, reference and meaning</i></p> <p>Marking Scheme: 6 items x 3 points = 18 points</p> <p>NOTE: All the texts are related to the specific field of study.</p>
<p>PART 5 Writing Awareness (5 minutes)</p>	<p>Task type: A gapped or jumbled text of approx. 200 words Format: 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. Task Focus: <i>Recognition of writing features and language as required in their field of studies.</i></p> <p>Marking Scheme: 5 items x 2 points = 10 points</p> <p>NOTE: The candidate may be asked to complete a 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. 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>Duration: 60 minutes</p>	<p>Marks: TOTAL: 100 points</p>