

I. READING

According to a McKinsey survey suggesting that competitive pressures are increasing in the Chinese consumer goods market, Chinese consumers are getting more price-conscious, less brand-loyal and generally harder to satisfy.

Last month, retail sales in China grew by 23 per cent year-over-year, and consumer activity remains positive, despite signs of a slowdown in sales of some items such as cars, says Jing Ulrich of JP Morgan Securities. But consumer-goods companies will have to work harder to satisfy „increasingly sophisticated” Chinese consumers. „This is not an easy market,” says Max Magni of McKinsey in Shanghai, „China is still a gold mine, but now there're thousands and thousands of miners that have discovered it.”

The conventional wisdom that Chinese consumers are more brand-driven than shoppers in more developed markets remains true, but the importance of brands, and brand loyalty specifically, is falling as the choices facing consumers multiply”. Chinese shoppers are noticeably more value conscious than last year, and loyalty to particular brands is declining: the proportion of consumers who said they would continue buying their existing food and beverage brand has halved. But the weakening of brand loyalty could be good news for foreign companies, the report says, because shoppers are less nationalistic in choosing a brand: a small majority of those surveyed showed no clear preference for brand origin. And premium brands could also benefit from a willingness to pay more for high-end products.

If the trend continues, „it will lead to the kind of polarized consumption patterns familiar in the West,” between „no-frills” goods and high-end products, the report says. Companies should compete at one or both ends of the market but avoid being stuck in the middle, it advises. Companies needed to differentiate more between regions too, noting that the traditional marketing strategy of classifying consumers by the size of the city they live in may no longer work.

1. Based on its use in paragraph 5, what happens to a company if it is stuck in the middle?

- ☐ A) a company makes lots of money from the mid-market
- ☐ Б) a company can't move to more profitable areas
- ☐ B) a company doesn't serve any part of the market very well
- ☐ Г) a company treats different regions indifferently

2. What could premium brands benefit from in the conditions of the weakening of brand loyalty in the Chinese market?

- ☐ A) from a willingness to pay more for top-of-the-range products
- ☐ Б) from classifying consumers by the size of the city
- ☐ B) from selling no-frills products
- ☐ Г) from being stuck in the middle

3. What is the reason why the importance of brand loyalty is declining in China?

- ☐ A) because of differentiation between regions
- ☐ Б) because of a wide choice of goods
- ☐ B) because of Chinese shoppers' price consciousness
- ☐ Г) none of the variants are correct

4. Max Magni considers China to be „a gold mine”. What does this expression depict?

- ☐ A) a source of great wealth, valuable information, or profit
- ☐ Б) a total failure
- ☐ B) a seriously bad state of its economy or finance
- ☐ Г) an unsatisfactory or feeble phenomenon

5. Based on its use in paragraph 4, what do „no-frills” products represent?

- ☐ A) no-frills products are the products which have lots of special features
- ☐ Б) no-frills products are the products which are basic and cost less
- ☐ B) no-frills products are the products which cost more than other products
- ☐ Г) no-frills products are the products which are most directly related to a company's core competencies

II. COMMUNICATION AND VOCABULARY

6. A: Sorry, Patrick, I didn't catch that. Could you slow down a little, please?

B:

- ☐ A) Right, I've got that so far.
- ☐ Б) Could you give me some more details?
- ☐ B) Oh, sorry. Right - I said, we need more point-of-sales literature.
- ☐ Г) That's good. Could you hold on a second while I get a pen?

7. A: Sorry, it's a bad line. Could you speak up, please? I can't hear you very well.

B:

- ☐ A) Sorry, I still can't hear you. I'll call you back, maybe the line will be better.
- ☐ Б) Sorry, I don't follow you.
- ☐ B) Ah, I see. I'll tell my boss immediately.
- ☐ Г) Yes, the line's awful. What did you say?

8. A: Judy told me you're a website designer and suggested I should call you. I hope you don't mind.

B:

- ☐ A) Well, would you be interested in helping us to redesign it?
- ☐ Б) How did you turn it around?
- ☐ B) I see. Any other points you'd like to mention?
- ☐ Г) Not at all. How can I help?

9. A: Hello! Haven't we met somewhere before?

B:

- ☐ A) Yes, it was last year, wasn't it - at the conference in Munich.
- ☐ Б) Sorry, sir. But I don't think so.
- ☐ B) I guess, you've mistaken me for someone else.
- ☐ Г) Yes, indeed! I do remember you! We were sitting next to each other at the presentation.

10. A: So, did you complete the deal?

B:

- ☐ A) I'm not sure, to be honest, but we did make progress.
- ☐ Б) Well, I need to confess - I slipped up there.
- ☐ B) No, I'm afraid we didn't. the whole project was an expensive failure.
- ☐ Г) Yes, I'd say so.

11. If we have the meeting in London, we can go and visit my mother at the same time and

- ☐ A) take the bull by the horns.
- ☐ Б) smell a rat.
- ☐ B) let sleeping dogs lie.
- ☐ Г) kill two birds with one stone.

12. Seven-day to China including flights, hotels, and excursions.

- ☐ A) stop-over ☐ Б) guided tour
- ☐ B) package holiday ☐ Г) business trip

13. is a state formally cooperating with another for a military or other purpose, typically by treaty.

- ☐ A) ally ☐ Б) civilian
- ☐ B) troop ☐ Г) refugee

14. Some people make money by buying and selling on the

- ☐ A) lump sums / exchange rate.
- ☐ Б) shares / stock market.
- ☐ B) instalments / mortgage.
- ☐ Г) overdrafts / interest rate.

15. I'd better go home now. If I'm late again, my dad will

- ☐ A) give me a hard time. ☐ Б) kill time.
- ☐ B) take my time. ☐ Г) make up for lost time.

III. GRAMMAR

16. the car unlocked.

- ☐ A) If only I hadn't left ☐ Б) If only I didn't leave
- ☐ B) I wish I hadn't left ☐ Г) I wish I didn't leave

17. I was disappointed at my exam results.

- ☐ A) deeply ☐ Б) bitterly
- ☐ B) rather ☐ Г) pretty

18. „I can't get this tin open.” - „ do it for you?”

- ☐ A) Will I ☐ Б) Am I going to
- ☐ B) Shall I ☐ Г) Won't I

19. said / we / a / Lovell / have / Houston / problem

- ☐ A) Lovell said, „Houston, we have a problem.”
- ☐ Б) „Houston, we have a problem,” Lovell said.
- ☐ B) „Houston,” said Lovell, „we have problem.”
- ☐ Г) „Houston,” Lovell said, „we have a problem.”

20. We to disturb you, but we you the news from us.

- ☐ A) weren't going / thought / should hear
- ☐ Б) were going / had thought / should have heard
- ☐ B) weren't going / think / shall hear
- ☐ Г) were going / thought / shan't hear

21. The personnel remove patient files from the surgery; they are confidential.

- ☐ A) mustn't ☐ Б) may not
- ☐ B) aren't allowed to ☐ Г) can't

22. What a pity! They're going to our local cinema and build a car park.

- ☐ A) come up ☐ Б) crash into
- ☐ B) knock down ☐ Г) put back

23. Lithuania a part of the Soviet Union.

- ☐ A) would be ☐ Б) used to be
- ☐ B) is ☐ Г) had been

24. The company has been going through a bad period recently.

- ☐ A) suffering ☐ Б) completing quickly
- ☐ B) stopping operating ☐ Г) experiencing

25. made / that / employee / up / a / by / resentful / story / was

- ☐ A) That story was made up by a resentful employee.
- ☐ Б) That story was made by a resentful employee up.
- ☐ B) That employee was made up by a resentful story.
- ☐ Г) That resentful story was made by a employee up.

26. With his criminal record, there isn't a jury in the world him.

- ☐ A) is believing ☐ Б) that will ever believe
- ☐ B) to believe ☐ Г) that is going to believe

27., I found the exhibition disappointing.

- ☐ A) To be honest ☐ Б) To tell the truth
- ☐ B) Frankly speaking ☐ Г) To cut a long story short

28. She loves him, he is selfish.

- ☐ A) even though ☐ Б) even although
- ☐ B) even ☐ Г) even if

29. „It rained heavily today.” Sara mentioned

- ☐ A) that it has rained heavily that day.
- ☐ Б) it had rained heavily that day.
- ☐ B) that it rained heavily that day.
- ☐ Г) that it had rained heavily that day.

30. If you the door, she away.

- ☐ A) don't open / will go
- ☐ Б) had opened / wouldn't have gone
- ☐ B) would open / went
- ☐ Г) will open / goes