

Speaking Part 1

In part 1 of the Speaking test you:

- **listen** to the examiner's questions
- **give** answers on personal and business-related issues

Focus Answering questions

1 Match the Part 1 questions to the first part of the answer.

	Question	Answer
1	Do you think TV advertising is the best way to reach a large audience?	A I suppose the most important one has been that everyone tends to think more internationally than before.
2	How much do you currently use English in your job?	B No, I don't. A lot of the world's problems seem to have been caused by business if you listen to the news, which of course isn't true.
3	What do you think have been the most significant recent changes in business practices in your country?	C I think it's made everything faster so you have to react more quickly to changes in markets, for example.
4	Which area of business do you think will be the largest employer in the future?	D Not as much as I'd like, actually, but I get to use it with clients at least once a week.
5	Do you think that business is always fairly treated in the media?	E Yes, I do. There are increasing numbers of speakers and it wouldn't make sense to replace it with a different one.
6	Do you think university effectively prepares students for working in business?	F I'd guess that it'll be the services sector, certainly in terms of the numbers of people employed.
7	Do you think English will remain the dominant business language in the future?	G In the past, that might have been true, but nowadays it's probably more effective to advertise online.
8	How do you think technology has influenced the way people do business in your country?	H Mostly, yes, but like in any profession, studying a degree can't get you ready for everything you'll face when you're working.

2 Think of ways of extending and completing the answers given in Exercise 1. Click [here](#) to see some other examples.

Understanding how your speaking is assessed:

3 The examiners who assess your speaking consider five criteria. Match the criteria (1 – 5) with their definitions (A – E).

- | | |
|------------------------------------|--|
| 1 Grammatical resource | A how well you interact with your partner and the interlocutor, including starting conversations, responding to others and moving the conversation on |
| 2 Lexical resource | B how easy it is to understand what you say, including how effectively you use intonation and stress. |
| 3 Discourse management | C how appropriately you choose words to express yourself, and how wide a range of words you use |
| 4 Pronunciation | D how effectively and accurately you use structures such as different tenses, and how wide a range of these you use |
| 5 Interactive communication | E how coherently you speak during the test, including how well you link what you say together and how much you hesitate |

Speaking Part 2

In part 2 of the Speaking test you:

- **choose** a presentation to give from three possible topics
- **give** a presentation about the topic you have chosen for about 1 minute
- **listen** to your partner's presentation and ask them a question about it

Focus Linking your ideas

1.

Look at the task below about advertising. Complete the candidate's presentation using the words in the box.

Advertising	How to ensure that advertisements attract the target market
--------------------	---

whereas	leads me on to	in order to	due to the fact that	firstly
for example	Furthermore	therefore	second point	In short

I'd like to speak to you today about what companies can do to make sure that any advertisements they use reach and **(1)** hopefully attract as many customers as possible from the target market.

I would **(2)** like to make the rather obvious point that if, **(3)** , a company is aiming to have maximum sales in North America, advertising must appear on media that people in that region have access to. **(4)**, this advertising must reflect the cultural norms of potential customers within that area.

The **(5)** I'd like to make is that the advert must be specifically designed to appeal to the target market. So, if the target market for a car is women in their twenties, it won't be beneficial to create an advertisement with music which generally doesn't appeal to that demographic.

That **(6)** my next point, which is that the company must advertise in places that the target market regularly access. An advert aimed at teenagers in a printed newspaper would not be successful **(7)** most teenagers don't read them, **(8)** an online ad campaign would be more suitable for this market.

(9), companies need to bear in mind exactly who their target market is **(10)** create effective advertising, and position their adverts in the most suitable places to reach them.

2.

Look at another task below about staff appraisals.

Staff management	The importance of carrying out staff appraisals
-------------------------	---

- A Spend a few minutes thinking about what you can say.
- B Attempt the task. Try to speak for at least a minute. Record yourself and listen to your performance. Think of things you did well and how you could improve it. Try and record yourself again.
- C Click [here](#) to listen to a sample response.
- D List the main points that the speaker makes in their talk.
- E Can you ask the speaker a question about their talk?

Speaking Part 3

In part 3 of the Speaking test you:

- **complete** a collaborative task with your partner
- **take part in** a discussion on a similar theme with your partner and the interlocutor

Focus Understanding the task

1. Look at task and situation below and answer the questions.

Staff parking

Your company is relocating soon to a new office building and has decided that there will be no staff parking at the new premises. You have been asked to submit ideas to make this idea more appealing to staff.

Discuss and decide together:

- how the company can justify not having parking for staff
- what the company can do to help staff travel to work.

1. What is your company going to do soon?
2. What does the company want to avoid having?
3. What have you been asked to do?
4. What do you need to discuss and decide?

2. Make a list of the justifications the company could give staff and what they could offer instead. Think of as many as you can.

- | | |
|---|---|
| • | • |
| • | • |
| • | • |
| • | • |
| • | • |

3. Click here to see a list. Are there any that you missed? Did you have any that are not on the list?

It's more environmentally friendly

Offer loans to staff to pay for bikes, or for train and bus season tickets

It will encourage the use of public transport

Reduces traffic in the local area

Provide company transport from the nearest train and bus station to the new premises

Provide bike parking and bikes which staff can borrow

It will save money on buying land and construction costs

Offer to refund some of the cost of parking in public car parks

It will take less time to construct the new premises

Negotiate cheaper rates for staff with local train and bus companies

Focus Suggesting, agreeing and disagreeing

4. Use the words and expressions in the box to complete the conversation.

wouldn't it be a good idea to	if you ask me	what do you think of	make a good point	as long as	exactly
not necessarily	I'd like to propose	of the opinion	see what you mean	wouldn't argue with that	

Candidate 1: I think staff are going to be really unhappy with this decision so how do you think we could sell the idea to them?

Candidate 2: Well, I'm (1) that any negative can be turned into a positive (2) we do it in the right way. With this in mind, (3) that we use the environmental benefits as our main justification.

Candidate 1: Yes, but that's (4) what people are most concerned with. They just want to get to work in the morning. (5) focus on cost savings instead?

Candidate 2: Yes, I (6) It will save the company money, which of course will make everyone's jobs more secure.

Candidate 1: But you did (7) there, about the environment. People will appreciate a workplace free from car pollution .

Candidate 2: That's it (8) People are very concerned about their health these days, (9) And so we could also focus on the health benefits of walking or cycling to work.

Candidate 1: Yes, both of these issues will be important to people. So we could offer loans for people to buy new bicycles. (10) that idea?

Candidate 2: That's a good idea. And to make it easier for staff, we could also offer free transport from the train and bus stations, like a coach or something.

Candidate 1: Yes, people (11) !

5.

A Think of some general questions that the examiner might ask about the topic of staff parking, transport to and from work, and helping the environment.

B How would you answer these questions?

6. Carry out the task in Exercise 1 with a partner, using the examiner questions you thought of in Exercise 5. Record yourselves then listen back to your performance and discuss what you can do to improve it. Record yourselves again.

If you can't find a partner to work with, write your own conversation like the one in Exercise 4.