

BEC HIGHER PRACTICE TEST LISTENING

PART TWO

Questions 13 – 22

- You will hear five different business people talking about how they changed the way they ran their business.
- For each extract there are two tasks. For Task One, choose the reason for the change from the list **A – H**. For Task Two, choose what solution they chose from the list **A – H**.
- You will hear the recording twice.

TASK ONE – REASON

- For each question **13 – 17**, match the extracts with the reasons, listed **A – H**.
- For each extract, choose the reason stated.
- Write one letter **A – H** next to the number of the extract.

13

14

15

16

17

A to improve management of suppliers

B to measure business performance

C to retain market share

D to improve customer satisfaction

E to keep up with expansion

F to measure market share

G to improve staff motivation

H to streamline administration

Intelligent Business

TASK TWO – SOLUTION

- For questions **18 – 22**, match the extracts with the solutions, listed **A – H**.
- For each extract, choose the solution described.
- Write one letter (**A – H**) next to the number of the extract.

18

19

20

21

22

- A** They invested in new software.
- B** They set up project teams.
- C** They designed a customer feedback programme.
- D** They implemented a new cost-cutting system.
- E** They created a customer database.
- F** They hired an outside consultant.
- G** They encouraged more staff involvement.
- H** They found a new supplier.