

BEC PRELIMINARY PRACTICE TEST READING

PART FOUR

Questions 16 – 22

- Read the article below about graduate recruitment in America.
- Are sentences **16 – 22** on the opposite page 'Right' or 'Wrong'? If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't say'.
- For each sentence **16 – 22**, mark one letter (**A, B** or **C**).

In September, the campuses of America will be full of not only returning undergraduates, but also employers offering jobs to the best 10% of them. "We are seeing a far more competitive market for talent," says Steve Canale, a recruitment manager at General Electric (GE). Companies are also looking at summer work-experience students more as potential full-time employees than as temporary staff. 60% of GE's graduate recruits in America this year, for instance, will come from more than 2,000 summer students.

Firms are working harder to improve their image in the eyes of undergraduates. GE focuses on 38 universities where it actively promotes itself as an employer.

PricewaterhouseCoopers (PWC), an accounting firm, targets 200 universities and gives a partner responsibility for each. PWC says that each of these partners spends up to 200 hours a year "building relationships on campus".

According to a survey by Universum, which asked 30,000 American students to name their ideal employer, PWC came second in 2005 (up from 4th in 2004), beaten only by BMW. Yet the German carmaker, which replaced Microsoft as the leader in 2005, avoids campuses, relying for its popularity, says Universum, on the "coolness" of its products.

Adapted from *In Search of the Ideal Employer*
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BEC PRELIMINARY PRACTICE TEST READING PART FOUR (cont. ...)

- 16 The competition for recruiting graduates has grown recently.
A Right B Wrong C Doesn't say
- 17 General Electric is offering jobs to all its work experience students.
A Right B Wrong C Doesn't say
- 18 Not many work experience students complete their studies.
A Right B Wrong C Doesn't say
- 19 Companies want to make more of an impression on students.
A Right B Wrong C Doesn't say
- 20 PWC gives each partner responsibility for one of 38 universities.
A Right B Wrong C Doesn't say
- 21 In 2005 BMW was the most popular employer for students.
A Right B Wrong C Doesn't say
- 22 BMW visits many university campuses to recruit staff.
A Right B Wrong C Doesn't say