

Directions: *There are 10 incomplete sentences in this part. For each sentence there are four choices marked A, B, C and D. Choose the ONE that best completes the sentence. Then mark the corresponding letter on the Answer Sheet.*

Unit 1

1. We can adopt the following selection methods in the recruitment process except ___D___.
A. Interview B. Reference check
C. Personality tests D. Job description
2. _____B_____ application letter is written applying for a specific, advertised opening.
A. Unsolicited B. Solicited
C. Unsophisticated D. Sophisticated
3. _____A_____ application letter is written expressing interest in an organization, but the writer is not certain if there are current openings.
A. Unsolicited B. Solicited
C. Unsophisticated D. Sophisticated
4. For a boy, when you go to an interview, you should not wear ___D___.
A. black suit B. white shirt
C. light color tie D. red color tie
5. For a girl, when you go to an interview, you should wear ___A___.
A. two-piece matching skirt or pant suit B. torn jeans
C. excessive jewelry D. mini skirt
6. We need to ___A___ our resume carefully in case of typos or obvious errors.
A. proofread B. verify
C. edit D. adapt
7. Which of the following statement is NOT true? C
A. A CV is a document that provides the details of an applicant.
B. A Resume is a short summary of the applicant's skill and experience.
C. A CV is actually a shorter version of a Resume.
D. CVs are more commonly used for applying for grants and scholarships.
8. Basic ___D___ in English is part of the admission requirement of many international companies.

- A. accuracy B. consistency
C. persistency D. proficiency

9. One should take his/her own _C_____ and weaknesses into account when finding a job.

- A. force B. drawbacks
C. strengths D. occupation

10. Being ___B___ is crucial on the day of interview because lateness is impolite to interviewers.

- A. enthusiastic B. punctual
C. innovative D. energetic

11. The primary difference between CV and resume are the ___C_____ and what is included.

- A. title B. objective
C. length D. applicant

12. Employers must consider all ___A_____ who want this job equally and without bias.

- A. candidates B. buyers

C. resumes A_____ catches the eye and makes the resume more interesting and therefore more likely to get read closely.

- A. numbers B. long texts
C. names D. educational background

14. He had a(n) ___A_____ at a restaurant in Greek Street at eight with Mr. Li, so he doesn't have time to attend our meeting.

- A. engagement B. agreement
C. management D. involvement

15. A newspaper published ___A_____ of the candidates to introduce them to the public in detail.

- A. profiles B. pictures
C. titles D. clothes

16. Leaders have to be able to offer opportunities for training, only in this way could staff develop their ___D_____ and deal with difficult situations at work.

- A. tier B. dimension
C. domain D. expertise

17. Influenced by old ideas, some units ____C___ tasks according to seniority.

- A. give B. deny C. assign D. leave

18. This CV has a clear ___D___, making it easy to read.

- A. word B. language
- C. spelling D. layout

19. You should make sure that your resume has a modern, _C_____ -looking design.

- A. fashionable B. old
- C. professional D. colorful

20. So if you're not fine-tuning and adapting your resume to different jobs, i.e. you could not

___B___ your resume to the job description, you might be losing out on interviews.

- A. optimize B. tailor
- C. skip D. send

Unit 2

1. When meeting an English speaker for the first time, address the person with ___A___ .

- A. the title and surname
- B. the title and given name
- C. the title and first name
- D. first name and surname

2. If your questions aren't answered during your first few days on the job, what should you do? C

- A. Ask your boss directly.
- B. Consult your relatives and friends.
- C. Ask your peers and immediate supervisor.
- D. Wait patiently and do not ask anybody.

3. Your full responsibilities and the company's expectations are ___A___ what is listed in the job posting.

- A. not necessarily limited to
- B. limited to
- C. excluded from
- D. often omitted from

4. It is important that you "speak the same language" as the company when it comes to _____D_____.

- A. salaries
- B. the company expectations
- C. advice and support
- D. policies and procedures

5. When offering a firm handshake in workplace, how long would it last usually? B

- A. 1-2 seconds.
- B. 3-4 seconds.
- C. 5-8 seconds.
- D. 10-15 seconds.

6. When making handshake in workplace, which of the following is true? C

- A. You should grip as hard as possible.
- B. Your grip should be soft and gentle.
- C. Your grip should be firm.
- D. You can offer either hand.

7. If you didn't catch the guest's name the first time, you should ____B____.

- A. wait for the next time
- B. ask them politely to repeat it
- C. pretend you know it
- D. let your secretary to ask

8. The first time you meet someone in business situations, you should use __A____.

- A. formal greetings
- B. casual greetings
- C. informal greetings
- D. uncommon greetings

9. Which of the following topics is appropriate for small talks? D

- A. Religion.
- B. Political views.
- C. The person's health.
- D. Sports.

10. How to conduct a small talk? C

- A. Talk about something personal.
- B. Discuss marital problems.

C. Ask open-ended questions.

D. Exchange political views.

11. In a job orientation, an employee will do the following things except ___A____ .

A. getting familiarized with boss and his family

B. understanding and adapting to their new work environment

C. completing the legal formalities

D. knowing the necessary and essential company policies

12. What is the difference between job-onboarding and job-orientation? D

A. There is no difference.

B. Job-orientation is a long-time event.

C. Job-onboarding is a one-time event.

D. Job-onboarding lasts a longer time than job-orientation.

13. Paperwork except ___D___ are needed to be filled in during the job-orientation.

A. non-disclosure agreement

B. non-compete agreement

C. direct deposit form

D. divorce agreement

14. When it comes to policies and procedures, “speak the same language” as the company means that a new worker should _A_____

A. align with the company.

B. use the same language as colleagues.

C. keep his own personality.

D. give up his own personality.

15. Employees should do the following things to prepare for job-orientation sessions except ___B___

A. dressing in formal clothing

B. leaving the session early

C. bringing along a notebook and a pen to jot down the critical information

D. taking the initiative and asking your mentor about the upcoming developments regarding your side

16. In a confidentiality agreement, a person or business may A ____.
- A. promise to treat specific information as a trade secret
 - B. make every effort to steal customer information from rivals
 - C. disclose intellectual property to others
 - D. exchange marketing information with others
17. The office culture or vibe does not include D ____.
- A. the time when are you expected to be “clocked in” at the office
 - B. the communication channels authorized to use
 - C. the pace of the workday
 - D. the performance review
18. B ____ can be considered as unethical workplace behavior.
- A. The use of leadership.
 - B. Discrimination and harassment.
 - C. Workplace romance.
 - D. Make secret contact with colleagues.
19. Which of the following is not used for greeting someone you have met for the first time? D
- A. Stand when someone new comes into the room.
 - B. Make eye contact and smile.
 - C. Shake hands with him.
 - D. Say “what’s up” to him.
20. Which of the following topics is not used for small talk? A
- A. The person’s health.
 - B. Food or cooking
 - C. Location or venue
 - D. Shows and movies.

Unit 3

1. How long are recommended to wait when you answer a call? B
- A. Five to six rings.
 - B. Two or three rings.
 - C. Right away.
 - D. Six seconds.
2. Which of the following behaviors is not right when you transfer the call? A
- A. Hanging up the phone directly after transferring the call.

- B. Saying goodbye politely before disconnecting from the call.
 - C. Transferring the call when the person is available.
 - D. Taking a message if the person is not available.
3. What is the disadvantage of a telephone script? A
- A. It can limit the ability to have spontaneous conversations.
 - B. It can build stronger relationships.
 - C. It has almost all the answers to any question.
 - D. It can make a rocky conversation.
4. If you want to meet callers' expectations in business calls, what shouldn't you do? C
- A. Understand the needs of callers.
 - B. Remain calm and ask questions.
 - C. Talk over the caller under any circumstances.
 - D. Allow the caller to express their needs.
5. Which of the following behaviors is civilized? D
- A. Chewing gum while calling.
 - B. Placing caller on hold without asking.
 - C. Leaving an open line.
 - D. Smiling as you pick up the phone.
6. How to end the business call appropriately? C
- A. Hang up immediately.
 - B. Use vulgar or rude language.
 - C. Communicate the reasons why requests cannot be met.
 - D. No need to be professional and patient.
7. Which of the following parts is not included in the writing format of English notes? B
- A. Date and salutation.
 - B. Attachment.
 - C. Body.
 - D. Signature.
8. Suppose you will schedule a meeting by email, what should the subject line be like? A
- A. The subject line should be concise and clear.
 - B. The subject line should be mysterious.
 - C. The subject line should be tedious.

D. The subject line should be incomprehensible.

9. Which is not the reason why attendees should send the confirmation before the meeting? B

A. Because attendees' confirmation can help you make reservations.

B. Because attendees' confirmation can impress you a lot.

C. Because attendees' confirmation can help you arrange food and beverages.

D. Because attendees' confirmation can help you plan meeting space.

10. Which of the following statements is true? C

A. In your email, it is not necessary to give your recipient options for the meeting, such as different times and locations.

B. All the issues can be resolved or discussed by email or over the phone.

C. Once you have received a confirmation, send a reminder a day or two before the meeting with the details of the place and time.

D. A long and complicated subject line can engage the recipient.

11. Which of the following behaviors is not recommended when you want to understand the needs and expectations from client in a business call? D

A. Allowing the caller to express their need.

B. Not talking over the caller under any circumstances.

C. Remaining calm and asking questions.

D. Talking more and listening less.

12. Which of the following behaviors is not recommended when you want to end the business call? A

A. Confirming the person is available.

B. Communicating the reasons why requests cannot be met.

C. Remaining warm and good-mannered.

D. Confirming client's request and the solution you provided.

13. What is the first touchpoint people have with most businesses? A

A. The telephone.

B. The hands.

C. The eye-contact.

D. The telegraph.

14. What can be reflected through the tone and the demeanor of the staff? C

A. The altitude.

B. The body language.

C. The attitude.

D. The gesture.

15. What is the purpose of managing calls? D

A. Making sure the callers can hear clearly.

B. Expressing the friendly attitude.

C. Losing the chance to build deeper ties with callers.

D. Assisting callers with their needs.

16. Which of the following behaviors can be regarded as “be helpful”? C

A. Pushing the customers off the phone.

B. Delivering the message to any client.

C. Taking message note with accurate information.

D. Transferring the call without knowing if someone will pick up.

17. The ability to B a meeting correctly and clearly is a communication skill that can help throughout your career.

A. open

B. schedule

C. end

D. sign

18. What should be concise, clear and include an interesting or personal detail to engage the recipient? A

A. The subject line.

B. The salutation.

C. The confirmation.

D. The reminder.

19. Generally, when starting your email with a salutation, “Dear Mr./Ms.” should be followed by the recipient’s B.

A. first name

B. last name

C. full name

D. pet name

20. Which kind of behavior can make the recipient feel the email is authentic? C

A. Using a businesslike format in a work setting.

B. Sending an email with full name.

C. Introducing yourself in the email and including a relevant detail.

D. Following up a business lead or exploring a project with a potential client.

Unit 4

1. A (an) B is a list of meeting activities in the order in which they are to be taken up, by beginning with the call to order and ending with adjournment.

A. letter

B. agenda

C. catalog

D. flyer

2. In Britain, punctuality is appreciated but C really minds if you arrive a little late for a one-to-one meeting.

A. neither

B. none

C. no one

D. not everyone

3. Who will be most possibly called upon to be the minutes-taker in a meeting? D

A. The chairperson.

B. The presider.

C. The guest speaker.

D. The secretary.

4. - Now that everyone is here, let's A business.

A. get down to

B. kick out

C. address

D. get started

5. - I'm afraid we're getting a bit off the point. Could we please _C___ the main problem here?
- A. hold on
 - B. spell out
 - C. stick to
 - D. make point
6. - That _B___ the last item on the agenda. Shall we call it a day?
- A. wraps in
 - B. wraps up
 - C. wraps around
 - D. wraps along with
7. - How about _A___ the next question?
- A. proceeding to
 - B. proceed to
 - C. proceeding with
 - D. proceed with
8. - To address this issue, I'd like to call upon our medical expert, Dr. Vincent Davis, to take the _D___.
- A. door
 - B. ceiling
 - C. step
 - D. floor
9. - I've asked Sam, as marketing director, to lay ___B___ the main points of the agenda today.
- A. in
 - B. out
 - C. for
 - D. from
10. ___C___ is (are) the written or recorded documentation that is used to inform attendees and non-attendees of the happening during the meeting
- A. Agenda
 - B. Memo

C. Minutes

D. Note

11. Business meetings usually start with _____A_____.

A. the introduction of the agenda

B. reviewing the meeting's decisions

C. assigning the tasks after the meeting

D. offering some suggestions

12. Meeting agenda may include the following parts except _____D_____.

A. the meeting's goal

B. the purpose for each task

C. the remarks of participants

D. the meeting agenda of last meeting

13. The presiding person came and started the meeting with "I call this meeting to __C__."

A. start

B. begin

C. order

D. open

14. - Sorry, I'm late. Can you please _B_ me _____ on where the meeting stands?

A. tell, about

B. fill, in

C. help, with

D. show, about

15. Business meeting should end with _____A_____.

A. an action plan

B. a conclusion

C. answering the questions

D. a vote

16. __A__ should be worn (even in hot climates. as a sign of professional respect for a formal business meeting.

A. Business suits

B. T-shirts

C. Jeans

D. Bizarre dress

17. Which of the following behaviors is inappropriate for a formal meeting? C

A. Being punctual.

B. Being prepared.

C. Dressing casually.

D. Speaking loud enough.

18. Which of the following behaviors is inappropriate for a formal meeting? D

A. Active listening and participating.

B. Following the agenda.

C. Taking turns speaking.

D. Asking questions at any time.

19. In order to let everyone participate in the meeting, share ideas and give suggestions, ___C___ atmosphere is paramount.

A. tense

B. gloomy

C. open

D. competitive

20. When you write an agenda, you need to set an ___C___ goal to keep your meeting as focused as possible.

A. unusual

B. ultimate

C. achievable

D. ambitious

Unit 5

1. How is a marketing survey expected to be conducted? D

①Developing the research plan;

②Defining the problem and research objective;

③Implementing the research plan;

④Interpreting and reporting the findings.

A. ②③④① B. ①②③④ C. ①③②④ D. ②①③④

2. Which of the following is not the way to attract new customers? C

A. Make regular requests for customer feedback via timely surveys.

B. Offer a discounted item with the local business.

C. Provide adequate logistics and professional management.

D. Build positive relationship with loyal customers for referrals.

3. ____B____ can help your business find new customers through word-of-mouth referrals.

A. Digital marketing.

B. Satisfied customers.

C. Promotion.

D. Partnerships.

4. Which of the following is NOT true about market research? C

A. It can be done through surveys, product testing, and focus groups.

B. It can offer deep insight into your customers, competitors, and chosen industry.

C. It is a subjective, systematic way of learning about the market and potential customer base.

D. It can help business owners make wise decisions about the company's strategies.

5. ____B____ is used to evaluate a company's competitive position by assessing its internal and external factors, as well as current and future potential.

A. Promotion.

B. SWOT analysis.

C. 4P theory.

D. Content marketing.

6. As the powerful component of marketing, satisfied customers will ____D____.

A. Have the exact product they wanted at first sight.

B. Get a discount from the specific salesperson.

C. Receive personalized free service after the purchase.

D. Help find new customers through referrals.

7. What does the "S" in SWOT analysis stands for? C

A. Specialties.

B. Status.

C. Strengths.

D. Systems.

8. Which of the following statement about 4P theory is TRUE? A

A. 4P theory has evolved into more Ps in many marketing occasions.

B. 4P theory was proposed from the customers' perspective.

C. 4P theory can solve all the problems in marketing.

D. 4P theory is already outdated now.

9. Among the four elements of the 4P's of Marketing Mix, ___ B_____ is dependent on various factors like its product range, market and prevalent economic conditions of that place.

A. product.

B. price.

C. place.

D. promotion.

10. Which of the following is NOT the components of the 4P theory? C

A. Product.

B. Price.

C. Projection.

D. Promotion.

11. Which of the following is NOT included in marketing? C

A. Competitor analysis.

B. Customer survey.

C. Investment attraction.

D. Product promotion.

12. What is the relationship between promotion and marketing? B

A. Marketing is a process of promotion.

B. Promotion belongs to the 4Ps of marketing.

C. Marketing is to present your product, increase demand, and differentiate it.

D. Promotion is to analyzing consumers' needs and competitors' products.

13. Giving discounts, flash sale, free shipping and gifts are examples of ____B____.

- A. advertising
- B. sales promotion
- C. public relations
- D. personal selling

14. Which of the following is NOT the method of digital marketing? D

- A. Investing in a mobile-friendly website.
- B. Developing an email marketing campaign.
- C. Creating social media profiles.
- D. Magazines and newspapers.

15. Which type of marketing strategy could help deliver marketing messages to the potential customers most effectively? C

- A. Free samples.
- B. Advertisement.
- C. Target marketing.
- D. Reducing price.

16. Which statement about the relationship between marketing and selling is TRUE? C

- A. Marketing and selling is the same thing.
- B. Marketing is a part of selling in real business activities.
- C. Selling is one activity of the entire marketing process.
- D. Selling involves researching customers and shaping product designs.

17. What does the “W” in SWOT analysis stands for? A

- A. Weaknesses.
- B. Workflows.
- C. Warehouses.
- D. Wages.

18. What does the “O” in SWOT analysis stands for? B

- A. Options.
- B. Opportunities.
- C. Operations.

D. Organizations.

19. What does the “T” in SWOT analysis stands for? D

A. Trademarks.

B. Touchpoints.

C. Targets.

D. Threats.

20. ____ B ____ highlights a business’s knowledge in a given field and can instill trust from consumers.

A. Digital marketing.

B. Content marketing.

C. Email marketing.

D. Target marketing.

Unit 6

1. ____ C ____ is money that is invested in projects that have a high risk of failure, but that will bring large profits if they are successful.

A. Insurance

B. Bonus

C. Venture capital

D. Interest

2. ____ C ____ is used to refer to the process of coordinating and moving resources—people, materials, inventory and equipment.

A. Business plan

B. Market research

C. Logistics

D. Unique Selling Proposition

3. Which of the following statements on unique selling proposition (USP) is TRUE? D

A. USP isn’t necessary in a business plan.

B. A company’s USP can be copied easily.

C. Discount and free shipping are good examples of USP.

- D. USP differentiates your brand from your competitors.
4. Which of the following is NOT the possible reason for the failure of a new business? C
- A. Poor customer service.
- B. Poor logistics and cost management.
- C. Adequate product.
- D. The lack of a business plan.
5. What does the “T” in SWOT stand for? B
- A. Trends.
- B. Threats.
- C. Tips.
- D. Tactics.
6. Which of the following is NOT the requirement for business executive summary? D
- A. Captivating.
- B. All-sided.
- C. Less than three to four pages.
- D. Detailed.
7. ___A___ is the degree to which a product satisfies a strong market demand.
- A. PMF
- B. SWOT
- C. USP
- D. VC
8. Which of the following is NOT needed in the part of Financial Factors of a business plan? B
- A. Projected profit and loss statements.
- B. Logistics.
- C. Balance sheets.
- D. Cash flow.
9. In a business plan, the operation plan will not highlight ___C____.
- A. various responsibilities of the management team
- B. tasks assigned to each division within the company
- C. competitive advantages over opposing companies

D. capital and expense requirements related to the operations of the business

10. Which of the following statement about business plan is NOT true? D

A. A business plan gives start-ups the best possible chance of success.

B. A business plan can be created either by professional consultants or by entrepreneurs themselves.

C. Writing a business plan needs a lot of time and energy.

D. A business plan cannot be changed once it is finalized, for any change may make operation less efficient.

11. A ___D___ is your business roadmap which helps entrepreneurs in forming a full picture of their business performance and analyze the potential advantages and disadvantages of making certain decisions.

A. promotion plan

B. financial plan

C. marketing plan

D. business plan

12. Which is NOT the standard of writing a business plan? B

A. An attractive beginning.

B. Flowery language.

C. A well structured body.

D. Convincing supports.

13. Business plans are very important because ___A___.

A. They keep you moving forward when faced with obstacles.

B. They can ensure that you can attract large investments.

C. They can avoid all the risks for new entrepreneurs.

D. They serve as the top secret in your company.

14. Which part of a business plan has a high requirement for “being captivating”? A

A. Executive summary.

B. Business description and overview.

C. Products or services.

D. Operation and management.

15. What should be talked about in the business description part? B

- A. The human resources of your business.
- B. The purpose of your business.
- C. The budget management of your business.
- D. The product of your business.

16. Which of the following is NOT true about brand positioning? A

- A. A company should follow its competitors in its brand positioning.
- B. Effective brand positioning enables a firm's brand to be distinguishable in the marketplace.
- C. Brand positioning plays critical role in the marketing strategies.
- D. Identifying your direct competitors is helpful to your brand positioning.

17. A list of your assets, liabilities and net worth is what's known as a __C__ sheet.

- A. data
- B. flow
- C. balance
- D. finance

18. A __C__ analysis is an analysis of a company's financial "health".

- A. market
- B. consumer
- C. cash flow
- D. competitor

19. A good business plan defines your business and _____C_____ your goals.

- A. defines
- B. idents
- C. identifies
- D. idealizes

20. When you write a business plan, ensure that your executive summary doesn't exceed __B__ pages if you don't want to bore the reader.

- A. one to two
- B. three to four
- C. five

D. ten

Unit 7

1. In order to travel in comfort, we need to do the following things except__A__.

A. checking luggage often during the travel

B. charging phones before the flight

C. eating healthy during the travel

D. bringing a roller bag for under the seat

2. Which of the following statements about business itinerary is not true? D

A. Business itinerary includes the times of arrival and departure of planes and trains.

B. You need to schedule your business itinerary in advance.

C. You need to confirm all your meetings and trip arrangements on business itinerary a few days before you trip.

D. You only need to make a verbal business itinerary.

3. After greeting a new guest , the first action of receptionist in a hotel is to_C__.

A. ask the guest the length of his stay B. ask the guest to register

C. check the guest's reservation D. call the bellman

4. Which one should be the proper response to the sentence “ Here is the registration form, please fill in it. Would you like a pen ?” A

A. Yes, thank you. B. It is a pleasure.

C. I'm very glad. D. What a pleasure.

5. Which one should be the proper response to the sentence “Which do you prefer, tea or coffee?” A

A. I prefer coffee to tea. B. I prefer both.

C. Yes, I do. D. No, I do not.

6. Which part in the product introduction provides you with an opportunity to show your audience how your product is being used and how customers have benefited or will benefit from

the product? C

- A. Agenda.
- B. Company Information.
- C. Examples/successes.
- D. Product Description.

7. During the product introduction, you are supposed to introduce the B of your product so as to let your audience know how your product is different and why they should listen to the rest of your presentation.

- A. history
- B. positioning
- C. brand
- D. benefit

8. Which of the following is not a procedure or place you must go through before getting on an airplane? B

- A. Security check.
- B. Duty-free store.
- C. Customs declaration.
- D. Passport control.

9. Which of the following is the feature of direct flight? D

- A. Taking such flight costs more time.
- B. The food on such a plane is excellent.
- C. The air fare is very cheap.
- D. You can go directly to your destination without transferring.

10. Which of the following behaviors conforms to dining etiquette? C

- A. Complaining about the food after eating.
- B. Playing with mobile phone during the meal.
- C. Waiting for everyone's order to arrive before starting to eat.
- D. Talking while the mouth is full.

11. It is recommended that you write a packing A beforehand – anything you think you might forget.

- A. list
- B. arrangement
- C. schedule
- D. itinerary

12. Which of the following does NOT belong to travel items in the suitcase? D

A. Business files.

B. ID card.

C. Business suits.

D. A pillow.

13. Which of the following does not belong to the business reception etiquette? D

A. Offering visitors a beverage.

B. Being attentive to visitors' needs.

C. Greeting visitor verbally.

D. Letting visitors get in by themselves when receptionist is busy talking on the phone.

14. _A_ is the greatest connection to their own identity and individuality.

A. A person's name.

B. A person's title.

C. A person's company.

D. A person's nationality.

15. If your business has any awards, you can display them on the wall or in a ___B___ cabinet.

A. smoke-free

B. dust-free

C. duty-free

D. stress-free

16. Which of the following can not make visitors feel welcome? C

A. Helping visitors find your business.

B. Greeting visitors in a personalized manner.

C. Keeping visitors waiting when the boss is not available.

D. Creating a professional atmosphere.

17. Which of the following is NOT a clear instruction you can give to visitors on how to reach you?

D

A. Possible access codes and procedures.

B. Who to ask for.

C. Transport tips.

D. Souvenirs for visiting the company.

18. Which of the following should a receptionist NOT do when dealing with clients? D

A. Offer visitors a beverage.

B. Pay attention to any other needs they may have.

C. Greet visitors verbally.

D. Ignore visitors when they're busy talking on the phone.

19. Which of the following is NOT a part of a business itinerary? B

A. Hotel information.

B. Dishes for lunch or dinner.

C. Meeting arrangement.

D. Flight information.

20. When introducing a product, which of the following does NOT need to be introduced? C

A. The function of the product.

B. The strengths of the product.

C. The shortcomings of the product.

D. The feature of the product.

Unit 8

1. Which of the following is NOT true about negotiation? C

A. Before entering into a negotiation, it is necessary to study the other side of the negotiation.

B. During a negotiation, the first offer is the most important offer and should be bold and aggressive.

C. In order to achieve a successful negotiation, no concessions should be made in the negotiation.

D. Although fierce confrontations often occur in negotiations, cooperation and compromise are, to some extent, necessary conditions for reaching an agreement.

2. Which of the following is a basic principle that applies to every negotiation? B

A. Be really cautious when you make your first offer.

B. Always have something to give away without hurting your negotiating position.

C. Continue the negotiation anyway if you feel things are getting nowhere or the other party seems stuck in their position.

D. As a buyer, it is OK to disclose your budget or other limitations in your negotiating position.

3. ___D___ a software for the device within a limited time is one of the types of after sales services followed by companies.

A. Changing B. Replacing C. Repairing D. Upgrading

4. It is very essential that ___B___ is provided if user is going to be handling the product.

A. upgrading B. user training C. warranty services D. return/replacement

5. Which of the following is NOT true about after sales service? B

A. In case of surgical equipments, it is very important that the doctor has to get training on the machine.

B. After sales service is not important because it will not bring any profit to the company.

C. E-commerce companies have started offering online support for any product-related queries.

D. Warranty service is perhaps the most common type of after sales service provided by almost every company for almost every product.

6. ___D___ is very effective for software services and laptop support. The customer service can share the screen and resolve the problem immediately in most of the cases.

A. Pre-installation services

B. User training

C. Warranty services

D. Online support

7. Which of the following is NOT true about business letters? A

A. Business letter should be long and detailed.

B. Necessary information should be conveyed straightforwardly.

C. The content of the business letter should be transparent.

D. Information like dates, place, venue, or any details related to monetary matters should be thoroughly checked before sending the letter.

8. ___D___ refers to the receipt letter made by the seller after receiving the buyer's order.

A. Inquiry letter B. Offer letter C. Order letter D. Acknowledgement letter

9. Which of the following is NOT a part of a formal response to a customer complaint? B

A. Starting by thanking the customer for their custom or for their feedback.

B. Promoting the company's new products.

C. Acknowledging the validity of the complaint and saying what you'll do internally.

D. Reiterating the complaint and apologise on behalf of the company.

10. Which of the following is a good option for a formal response to a complaint? D

A. We hope this is all OK for you now.

B. Don't be shy! Call or email me if there's anything else you need.

C. I heard you were not happy with the service you received.

D. I would like to apologise on behalf of the company for any inconvenience caused.

11. Which of the following is useful in achieving a successful negotiation? B

A. Emotion.

B. Unblinking discipline.

C. Magic.

D. Luck.

12. Which of the following is NOT true about how to prepare for a negotiation? D

A. You should know about the party you're negotiating with so you can capitalize on your strengths and the party's weaknesses.

B. Many negotiators develop patterns and certain styles that you may be able to use to your advantage.

C. If you are a buyer, make sure you are thoroughly familiar with the product or service that will be the subject of the negotiation.

D. Most negotiators do not have a price target or goal in mind before they start.

13. Which of the following does NOT belong to clues you can look out for during a negotiation?

A. Reactions to what you say. C

B. Speech patterns.

C. Clothes.

D. Body movement.

14. Which of the following is NOT the function of after sales service? D

A. Increasing the goodwill of company in the market and amongst the customers.

B. Retaining the customers.

C. Bringing back lost customers.

D. Generating revenue for the company.

15. In the case of surgical equipment which are used in the operation theaters, it is very essential that the doctor gets ___A___.

- A. User training
- B. Online support
- C. Return/Replacement
- D. Warranty services

16. ___C___ is perhaps the most common type of after sales service provided by almost every company for almost every product.

- A. Upgrades.
- B. User training.
- C. Warranty services.
- D. Online support.

17. Which of the following is NOT true about a business inquiry letter? D

- A. It is written to ask for information about specific jobs, products, or services.
- B. By writing an inquiry letter or email, you can ask the company to provide you a catalog or brochure with more details of their product.
- C. Business Inquiry Letter is written in a formal business letter format and should be straightforward, compact and precise.
- D. It refers to the receipt letter made by the seller after receiving the buyer's order.

18. ___B___ refers to the request, reply and introduction made by the seller to the buyer.

- A. Order letter
- B. Offer letter
- C. Acknowledgement letter
- D. Inquiry letter

19. Which of the following does NOT belong to the contents of offer letter? D

- A. The price and quality of services or goods available.
- B. Transaction mode.
- C. Insurance.
- D. An order for the required goods or services.

20. Which of the following does NOT belong to the characteristics of language for writing an

order letter? A

A. Casual.

B. Easy to read and understand.

C. Professional.

D. Formal.