

CEFR SUCCESS



By Doniyor Aslanov



Read the text below and choose the correct word for each space.

For each question, mark the correct answer **A**, **B**, **C**, or **D** on your answer sheet.

Questions 1-10.

Catching out the Dishonest Candidate

Most personnel managers agree that job interviews are one of the least objective recruitment methods. But the advantages of testing are not going to change the attraction of the interview to employers. The appeal of the interview has everything to do with the **Q1**_____ factor.

Most people believe they are a **Q2**_____ judge of character and trust their instinctive feelings. We might use some kind of test to aid the selection process, but we usually pick a candidate who interviews well, has good examinations and an impressive work record.

But **Q3**_____ the candidate lies or is less than completely honest, “This can be a serious problem for employers”, explains Alan Conrad, Chief Executive at Optimus Recruitment. “The most difficult liars to find out are those who **Q4**_____ half-truths rather than complete lies.” Research calculates that up to 75 percent of curriculum vitae are deliberately inaccurate. The most common practice is ignorance.

Interviewers should therefore concentrate on areas of **Q5**_____ such as gaps between periods of employment and job **Q6**_____ that seem strange. “Focusing on these areas will force candidates to tell the truth or become increasingly **Q7**_____. This is usually when people signal their **Q8**_____ by their body language. Sweat on the upper lip, false smiles and nervous hand movements all **Q9**_____ discomfort.”

Conrad does not suggest an aggressive police-style interview technique, but insists that **Q10**_____ inspection of curriculum vitae is absolutely essential. Only by asking the right questions can you confirm the suitability of the candidate or put pressure on those who are being less than completely honest.

Q1.	A)	emotion	B)	feeling	C)	human	D)	person
Q2.	A)	reasonable	B)	sensible	C)	substantial	D)	normal
Q3.	A)	pretend	B)	think	C)	suppose	D)	fantasise
Q4.	A)	say	B)	tell	C)	inform	D)	talk
Q5.	A)	error	B)	incorrectness	C)	uncertainty	D)	indecision
Q6.	A)	descriptions	B)	advertisements	C)	interpretations	D)	routines
Q7.	A)	untrue	B)	illegal	C)	dishonest	D)	criminal
Q8.	A)	annoyance	B)	anger	C)	anxiety	D)	disappointment
Q9.	A)	indicate	B)	prove	C)	present	D)	picture
Q10.	A)	immediate	B)	tight	C)	near	D)	close

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PART 2

In the following text, each line (Q11-Q20) has three underlined words or phrases marked **A**, **B**, or **C**. Find the word or the phrase which has a mistake and must be changed in order for the sentence to be correct. If there is no mistake in the line, choose **D** (no mistake).

E.g: A	According to <u>me</u> (A), she <u>mustn't</u> (B) leave <u>the</u> (C) company	D – no mistake
Q11.	<u>Regardless of</u> (A) he worked long <u>hours</u> (B), he was not able to finish the work <u>started</u> (C) that day.	D – no mistake
Q12.	<u>The</u> (A) Simons moved into a new <u>section</u> (B) of the town <u>not being</u> (C) aware of its problems.	D – no mistake
Q13.	The short stops we made at <u>historic</u> (A) ports of call satisfied my <u>crave</u> (B) for travel and <u>perfectly</u> (C) suited my temperament.	D – no mistake
Q14.	<u>On</u> (A) the first day, I explored the ship to get my bearings <u>and</u> (B) to find out about <u>board-on</u> (C) entertainment activities.	D – no mistake
Q15.	No way <u>was I going back</u> (A) to England after this cruise without a tan <u>that</u> (B) would be <u>the</u> (C) envy of my friends.	D – no mistake
Q16.	It is <u>this</u> (A) figure that sales management has to <u>monitor</u> (B), though, to ensure an effective marketing strategy and <u>producing</u> (C) effective profits.	D – no mistake
Q17.	Often the extra expenditure <u>has not accurately charged</u> (A) to the product and the result is that, <u>long before</u> (B) unit sales are noticeably falling, <u>the unit profit</u> (C) has already fallen.	D – no mistake
Q18.	The product <u>life cycle</u> (A), then, presents an imagination of what happened in the product's 'lifetime', <u>due to</u> (B) how can this be used as an ongoing aid <u>to management</u> (C) decision-making?	D – no mistake
Q19.	Every sales manager <u>having</u> (A) a chart on which the progress of sales <u>is plotted</u> (B) and this can be used <u>as</u> (C) a guide to the stage of development each product is currently in.	D – no mistake
Q20.	An <u>essential</u> (A) management skill is being able to <u>interpret</u> (B) sales results and draw in the stages as they <u>occur</u> (C).	D – no mistake

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PART 3

In the following text, fill in the gaps (21-30) with an appropriate word from the list (A-L).
Note: there are two extra words that you do not need to use.

List of words:

- | | | | |
|--------------|---------|-------------|-----------------|
| A) Up | B) over | C) tactics | D) By |
| E) obsolete | F) off | G) concepts | H) introduction |
| I) formulate | J) so | K) of | L) record |

One of the most important ... (Q21) ... in sales management and marketing is that of the product life cycle. This is a historical ... (Q22) ... of the life of a product, showing the stage in its life the product has reached at a particular time. ... (Q23) ... identifying the stage that a product is in or may be heading towards, companies can ... (Q24) ... better marketing plans. All products have 'lives' in as much as they are created, sell with varying profitability ... (Q25) ... a period of time, and then become ... (Q26) ... and are replaced or simply no longer produced. A product's sales position and profitability can be expected to fluctuate over time and ... (Q27) ..., at each successive stage in the product's cycle, it is necessary to adopt different ... (Q28) ... The two main features of the product life cycle are unit sales and unit profit. The unit sales figures usually jump on ... (Q29) ..., as a response to heavy advertising and promotion, as customers buy the product experimentally. This is generally followed by a levelling ... (Q30) ... while it is evaluated – the length of this period depending on the use to which the product is put.

WRITE YOUR ANSWERS HERE

	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30

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LEXICAL & GRAMMAR COMPETENCE

- Q1. C
- Q2. B
- Q3. C
- Q4. B
- Q5. B
- Q6. C
- Q7. A
- Q8. B
- Q9. D
- Q10. B
- Q11. A
- Q12. D
- Q13. B
- Q14. C
- Q15. D
- Q16. C
- Q17. A
- Q18. B
- Q19. A
- Q20. D
- Q21. G
- Q22. L
- Q23. D
- Q24. I
- Q25. B
- Q26. E
- Q27. J
- Q28. C
- Q29. H
- Q30. F

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