

## TAPESCRIPT

### PART ONE. QUESTIONS 1 to 8.

#### 1: Which chart is correct?

M: ...and I'm pleased to announce that we've had a small but steady increase in ice cream sales, in spite of the unusually low temperatures in the last three months. We'll see whether this trend continues.

#### 2: What kind of packaging do they decide to use?

F: What packaging do you recommend for the smaller type of bottle?

M: Well, I'd wrap it in clear plastic and tie it at the top.

F: OK. But don't you think a box would be better, perhaps with a pattern on it?

M: Boxes are dull and a pattern on the plastic would look untidy.

F: Right, we'll do as you recommend.

#### 3: Where is Mike going to take the visitors first?

F: Mike, could you show some people round the factory tomorrow?

M: Certainly. The usual tour – from reception to the warehouse?

F: They are particularly interested in our production techniques, so I would start there.  
M: OK, and then through customer relations and into the warehouse.  
F: Thanks.

**4: Who is Anne going to write to?**

M: Anne, that supplier we use has become very unreliable, and we've decided to look for another one.  
F: Seems a good idea.  
M: We don't need to inform our clients, but could you send a note round to all our departments when we've decided who to replace the supplier with?  
F: Yes of course.

**5: What's the new time for the meeting?**

F: What time's the MD back tomorrow?  
M: Erm... just after lunch, I think. Why?  
F: Well, I've got a meeting tomorrow at a quarter past two, but I need to be here when the MD arrives – I'll rearrange my meeting for three.  
M: Well, Paul's coming to that meeting, and he has to leave early.  
F: OK, I'll make it a quarter to, then.

**6: Which product has been the most successful?**

M: Our sales figures show that toy trains haven't done very well, although we've sold a reasonable number of the dolls. As for model cars, we've sold so many that we can't produce enough!

**7: What is the purpose of the meeting?**

F: We've got to fill those vacancies in research urgently. That's why today's meeting's so important.  
M: Yes, but the advertisement's only just gone out. Why discuss the interviews now?  
F: The closing date is next Friday. It will take us a day to look at the applications. If we decide on the interview questions today that'll save time.

**8: Which chart shows the company's market share this year?**

F: Is the company doing better this year?  
M: It's a mixed picture really. Sales have risen by about fifty per cent, which is excellent, but our total market share is down to five per cent from twenty per cent last year.

**PART TWO. QUESTIONS 9 – 15.**

F: Human Resources, Helen speaking.  
M: Hello. It's Alan Thomas, phoning about the vacancies here in Customer Services.  
F: I'll just take the details to put in the ad. It's for 5 telephone operators, isn't it?  
M: It was 5, but we're busier now and also 2 staff are leaving this week, so we need 8 new people.  
F: OK. I'll put that. And are these grade 1 posts, salary 14 to 15 thousand?  
M: Starting salary is fourteen thousand, but I need some people with experience, so we'll pay up to sixteen thousand nine hundred and fifty. That's the top of grade 2.  
F: Fine.  
M: Holidays, next.  
F: The usual 21 days a year?  
M: Actually, the telephone staff are working longer shifts now, so they get an extra 12 days off a year. Together it's 33 days.  
F: OK. Do you have a reference number for these posts?  
M: Yes, it's CS zero eight zero double one.  
F: Right. We'll advertise next week, September the 7th. What start date shall I put? The 6th of October?  
M: I wanted them to start on the 1st, but your date is better. So, put that.  
F: And will you be their line manager, Mr Thomas?  
M: They'll actually report to Sue Blackmann, that's double N.  
F: And who can people contact?  
M: Sue. She's on 795 double 3 5.  
F: Right.....

**PART THREE. QUESTIONS 16 – 22.**

M: Okay, I just want to update you on our main plans for promotion this autumn. The main campaign will of course be the pocket dictionary, but we also have a reasonable budget for the new road map, which is coming out next month, as you know. For both titles, we've already taken full-page adverts in 'Travel' magazine and I'm also considering space for the dictionary in that new monthly 'Reference Now'. For window and general shop display, our designer has produced the wonderful stands you can see in the corner. I'm sure you'll agree that the orange is an improvement on the green stands we had last year! Erm, we're looking at a range of free gifts for handing out at exhibitions – currently on order are calendars and keyrings, but possibly in future larger things too, like umbrellas for major clients. I'd like your views on that idea before I go ahead. Alison's managed to negotiate some air time on Radio East and I'm going to visit a TV network on Friday – that's more relevant to our future titles

though. Now, publicity material – everything is listed in the annual catalogue, which will be ready to send to booksellers in December. And talking of bookseller mailshots we've also got one going out in September, which will be our information sheet. Finally, I can confirm the venue for the dictionary launch party, which is next month. Some of you know we were trying to get the university library, but in fact, we've now booked the management centre, which will be excellent. Their catering is supposed to be very good...

#### PART FOUR. QUESTIONS 23 – 30.

F: There's quite a lot to talk about.  
M: Well Sue, it doesn't matter if we don't cover everything today.  
F: Ok, David, let's see how we go.  
M: Things are looking good, aren't they?  
F: Definitely. I'm very pleased. We've gone beyond our sales targets. Our share price is stable. And, of course, you know Eurocom were going to move but they've chosen to keep their contract with us after all. But winning the prize for British Exporter of the year was the best thing, as far as I'm concerned.  
M: On the other hand, there is the problem of rising costs.  
F: Yes, even though we avoided another rent increase...  
M: But all those expensive newspaper advertisements...  
F: Yes, that's the real problem. Although they are partly balanced by the decrease in import duties.  
M: Mmm ... meanwhile, you want to limit our expenses where possible?  
F: Yes, certainly. Actually, the budget for entertaining clients is fairly reasonable, and very necessary. It's the cost of phone calls that worries me. It seems far too high.  
M: Everyone should be using e-mail wherever possible if you want to save on communications generally. Um, we've already got cheaper paper from the printers, which is a start.  
F: True. Now on to training. We need to be clear where this demand for training is coming from.  
M: Well, our own success, basically. Our customer base is expanding all the time. Our staff...  
F: ...who are up to date with new computer applications...  
M: Yes, they're ok for that, but they have to deal with all these new clients. They'll need a wider range of skills than they have at the moment...  
F: We could contact the business school. Perhaps they could send us some of their trainers.  
M: Or what about the courses they run?  
F: But then again, it seems a pity not to use our own training department.  
M: Doing it ourselves, you mean? Well, yes ... after all,

it's the people here who know what we do best and can really understand our needs.

F: I agree. OK, what's next?  
M: Um, there's the printing of the new brochure.  
F: Is the basic information changing?  
M: I shouldn't think so but the whole thing really needs to look a bit better. The current one just doesn't give the right idea at all...  
F: Much too old-fashioned. Yes, a new presentation, a proper lay-out. What about out-of-date products?  
M: Steve's already taken them out. Now, do you want to talk about the supplier situation?  
F: You mean the situation with Johnson's?  
M: Yes, they're just not giving us what we need. Their prices have always seemed very reasonable, but the products aren't good enough. There's no point being cheap and on time if we don't actually get what we want.  
F: Right, well, we need to deal with the situation. What contact have you had with them?  
M: I wrote to them twice last month, and it didn't seem to have any real effect. We've looked at every order as it comes in, so we already have a fairly clear picture of the problem.  
F: Hmm... I think you should start by ringing some other firms, see if they can match Johnson's deal. Then I'll make a decision.  
M: Right. Great, we did manage to discuss everything.  
F: Yes, good.