

Part I Oral Communication

Task 1

You are Bruce Wilson, Sales Manager of a large beverage company. Your company needs a business innovation recently. You are going to listen to a presentation in your city about the secrets of Coca-Cola's success, and then report its main points to the CEO of your company. Remember that your director has not heard the presentation.

After you listen to the presentation, you will have **120** seconds to prepare and **90** seconds to speak.

Task 2

You are Mike Colleen, CEO of a start-up company specializing in developing computer games. You will give a presentation to a group of potential investors, explaining your ideas to attract investment. You should cover the following points:

- what you are doing;
- why it is worth investing;
- what benefits can be delivered.

You will have **120** seconds to prepare and **70** seconds to speak.

Task 3

You will listen to an audio clip between Katy and Tyler, representatives of two companies. They are talking about the payment and order schedule of a new model of manufacturing tools. Suppose you

are Tyler. Continue the dialog by summarizing what you and Katy have agreed on, then giving your compromise solution to what has not been agreed on yet and explaining why.

After you listen to the audio, you will have **120** seconds to prepare and **90** seconds to speak.

Part II Written Communication

Task 1

Read the following passage on ad tech and martech, and use **NO MORE THAN FIVE** words to fill in each blank in the outline below.

Engage Your Customers in the Right Platforms

1 Articles, webinars and discussions on marketing can spur some confusion in reference to advertising technology and marketing technology (sometimes shortened to “martech”). The straightforward difference between the industries of ad tech and marketing tech is the difference between targeting the audience you don’t have and targeting the audience you already have. Ad tech is made to build your brand and draw in the unknown customer to your business. It works on a larger scale, casting a net on a large number of people to interest them in your brand. Marketing tech is more intimate, covering the group of people who are already customers to foster their continued business with you. Both require analytics to be successful, and specialists debate which one should be a priority for businesses. They are two sides of the same coin, to be sure, and businesses need to at least implement some form of both.

2 Ad tech is commonly seen as platforms and tools that help you not only advertise online, but target ads to make them more effective, build your outward brand to attract potential customers to you, and track the effect of all this on your revenue. At the same time, ad tech is utilized by publishers who want to build revenue by selling advertising opportunities. It helps publishers optimize their advertising platforms and gives them analytics for tracking revenue and ROI (return on investment).

3 For example, Undertone is an ad tech company that helps you design cross-platform advertising campaigns. The company guarantees quality ads with high viewability. With high-impact ads that briefly encompass the screen as well as interactive, user-controlled ads, Undertone’s goal is to make your business stand out. This company also has a strong focus on mobile advertising; AdPushup is an ad tech company for publishers who want to balance their own user experience and optimized placement of ads on their websites. This platform allows you to segment and personalize different ad layouts for different audiences. The ad script itself is optimized for fast-loading ads that don’t slow down your site; Tapad is a tracking tool that assigns users a digital ID to track their web usage across devices. This makes it easier for companies to understand buyer behaviors.

4 On the other hand, marketing tech takes the more personable approach to reaching customers. Tools and software under the martech approach use direct methods of fostering good relationships with those who have been identified as your company’s target audience—past customers or those who have expressed interest in becoming customers. This specifies another clear difference between ad tech and martech audiences. Martech audiences have opted in to interactions with your company

in some form, while ad tech audiences are mostly unsolicited, targeted by their demographics and available consumer data.

5 For instance, Buffer, on its surface, may seem like just a social media manager, but for businesses, it's a marketing tech tool to help you become closer and more accessible to your customers via social media. A growing subcategory of marketing tech is social media tools that allow you to better support customers and gain a positive reputation. Buffer's Reply platform is a customer service-oriented social media manager that lets your support representatives filter customer questions for multiple social media platforms and assign them. Another example is SEO, or search engine optimization, which is a type of strategy to boost your landing pages in search engine results. Keywords within site content are used to move up where a website appears on Google's results pages. Also, social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and Snapchat are used to reach clients and build trust between the customer and business. Your posts can add value to your interactions with potential and existing clients.

6 After you understand the difference between ad tech and martech, you should gain an understanding about their bottom lines. Ad tech and martech are both essential tools for a successful business, and there's a lot of crossover and synergy between the two. Advertising is a way to field interest from large swaths of targeted individuals, and once they express interest in your company, that's when martech takes over to further engage them. For martech to be effective, you need a large base of current customers to market to and serve. Ad tech cannot function optimally without data, and marketing tech can provide vast amount of data. Building a profile of your most likely customers, you can target your ads using search keywords and frequently visited websites. Many ad tech and martech companies and products are already converging to form all-in-one platforms where data from ad tech could be used for martech and vice versa, so that is something to watch for.

Engage Your Customers in the Right Platforms: An Outline

I. General introduction of ad tech and martech

A. Different purposes

- a. Ad tech: to build a brand and to attract potential customers
- b. Martech: to encourage 1 _____ between you and current customers

B. Similarities

- a. Both require analytics
- b. Both are important for businesses

II. What is ad tech?

A. Ad tech is used to

- a. Advertise online
- b. Target ads to enhance effectiveness
- c. Build an 2 _____

d. Track the effect of the above factors on revenue

e. 3 _____ the platform and get data for analysis

B. Examples of ad tech

a. Undertone

- Designing cross-platform ad campaigns
- Allowing 4 _____ ads, interactive ads, user-controlled ads and mobile ads

b. AdPushup

- Balancing between 5 _____ and optimized placement of ads
- Enabling segment and customization of ad layouts
- Optimizing 6 _____ for fast-loading

c. Tapad

- Tracking users' web usage to better understand 7 _____

III. What is martech?

A. Martech is used to build good relationships with past or would-be customers

B. Distinguishing the differences

a. Martech audiences: choosing to interact with a company

b. Ad tech audiences: approached by companies

C. Examples of martech

a. 8 _____

- Providing better customer support and earn a good reputation

b. SEO

- Boosting landing pages to improve its ranking in 9 _____

c. Social media platforms

- Building trust between the customer and business

IV. Bottom lines for ad tech and martech

a. Once ad tech has successfully attracted a large number of customers, martech takes over

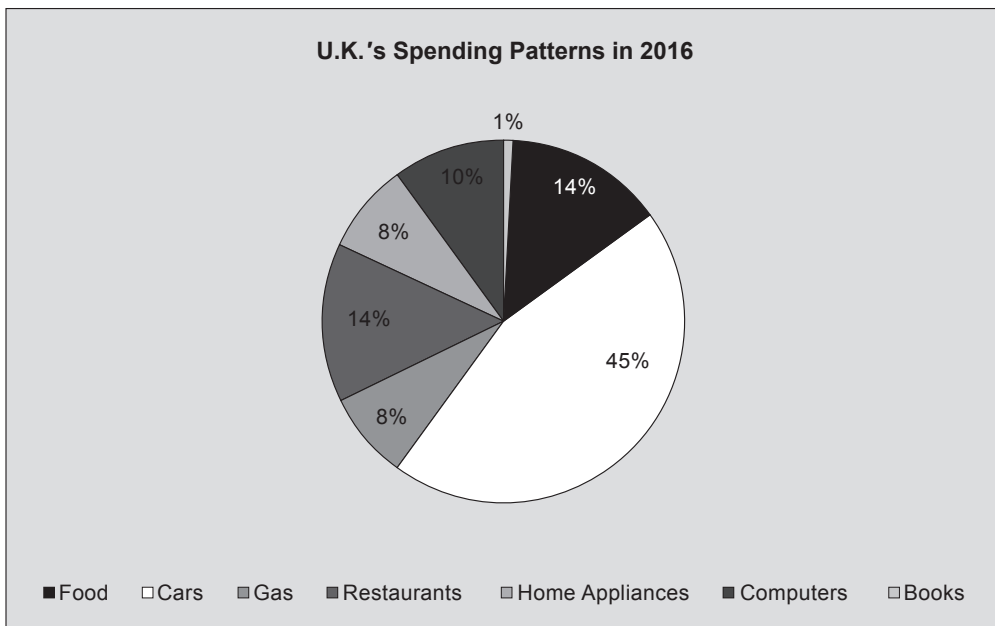
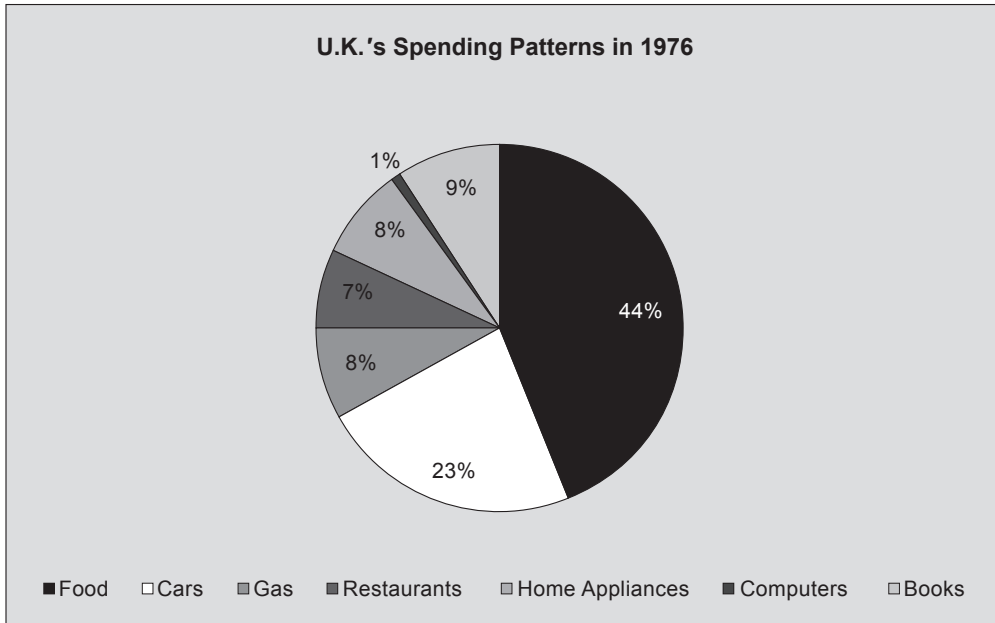
b. Martech requires 10 _____ to be effective

c. Martech provides customer data for ad tech to function optimally

d. Ad tech and martech are converging

Task 2

The two pie charts below show the U.K.'s spending patterns in 1976 and 2016. Using the information from the charts, write a **REPORT** of 150-200 words describing and comparing the changes in the spending patterns.



Task 3

You work for a consultancy company Skyline Consultancy who provides business solutions and

consultations to clients. You are asked to write a proposal to one of your clients at Jungle Jam to help increase their declining sales. Your survey has generated the following results.

1. The overall performance of sales representatives varies:

- Statistically, the best employees achieved 150% of the designated quotas, while some only achieved as little as 80%;
- There is no practical way of tracking and evaluating performances.

2. Some factors the proposed solution should take into consideration include:

- cost of the solution;
- feasibility of the solution;
- support of the solution.

Write your client a **PROPOSAL** of about **300** words which includes:

- a summary of your client's issues or challenges;
- a possible solution to the identified issues or challenges;
- the benefits of the proposed solution.