

Task Sheet 2

**A: Advertising:** how to advertise a new product effectively

**B: Staff management:** the importance of assessing staff performance effectively

**C: Product Development:** the factors involved in deciding when to withdraw a product from the market

BEC Higher—PART TWO

Task Sheet 1

**A: Time management:** the importance of punctuality in all aspects of work

**B: Recruitment:** how to ensure that job advertisements attract appropriate applicants

**C: Customer relations:** how to set up an effective customer services system

BEC Higher—PART TWO

### Staff Relocation

Your company needs to relocate several members of staff to a new branch opening in another part of the country. You have been asked to submit ideas on how to make relocation attractive for staff.

Discuss, and decide together:

- which types of financial incentives the company could offer to staff
- what information staff would need to know about the new location

BEC Higher – PART THREE

## ASSESSMENT OF SPEAKING

Candidates are assessed on their own performance and not in relation to each other, according to the following analytical criteria: Grammar and Vocabulary, Discourse Management, Pronunciation and Interactive Communication. These criteria are interpreted at Higher level. Assessment is based on performance in the whole test and is not related to particular parts of the test.

Both examiners assess the candidates. The Assessor applies detailed, analytical scales, and the Interlocutor applies a Global Achievement Scale which is based on the analytical scales.

### Grammar and Vocabulary

This refers to range and accuracy as well as the appropriate use of grammatical and lexical forms. At BEC Higher level a range of grammar and vocabulary is needed to deal with the tasks. At this level grammar is mainly accurate and vocabulary is used effectively.

### Discourse Management

This refers to the coherence, extent and relevance of each candidate's individual performance. Contributions should be adequate to deal with the BEC Higher level tasks. Candidates should produce utterances which are appropriate in length.

### Pronunciation

This refers to the candidates' ability to produce comprehensible utterances. At BEC Higher level, meanings are conveyed through the appropriate use of stress, rhythm, intonation and clear individual sounds, although there may be occasional difficulty for the listener.

### Interactive Communication

This refers to the candidate's ability to take an active part in the development of the discourse. At BEC Higher level, candidates should be sensitive to turn-taking throughout most of the test and hesitation should not demand patience of the listener.