UNIcert® III Business English Oral Exam Guidelines

In this 20-minute exam, you will take on the role of a **business consultant**. You will receive a short real-world business scenario and will be asked to analyse the situation and present recommendations to a management team (i.e. two members of the English team).

The exam is designed to assess your ability to communicate in English in a professional business context. You do not need to find one “correct” solution. Instead, you should demonstrate that you can analyse a business problem, consider different perspectives, justify your ideas and respond effectively to questions.

Exam structure

1. Preparation - 5 minutes - read the scenario and brainstorm ideas
2. Presentation - 5-7 minutes - present your analysis and recommendations
3. Discussion - 7-10 minutes - answer questions & defend your recommendations

Before the exam

You should be familiar with the main business topics and vocabulary covered in the courses. You should be able to discuss issues such as:

- marketing and branding
- recruitment and human resources
- artificial intelligence in business
- sustainability and corporate responsibility

You should also practise giving reasons, comparing options, evaluating advantages and disadvantages, making recommendations and responding to questions. You will **not** be expected to memorise a presentation or prepare a specific solution in advance. The scenario you receive in the exam will be new to you.

1. Preparation – 5 minutes

You will receive a short business scenario and a few points to consider. Read the scenario carefully and use the five minutes to brainstorm and organise your ideas.

A useful structure

1. Situation: What is the main problem?
2. Analysis: What are the possible options? What are their benefits and risks?
3. Evaluation: What ethical, social, environmental or business issues need to be considered?
4. Recommendation: What should the company do, and why?

2. Presentation – 5-7 minutes

You will present your ideas to the management team. Your presentation should have a clear structure and should address all the points in the task.

Try to:

- introduce the situation clearly
- explain the main challenges the company faces
- evaluate different options
- support your ideas with reasons and examples
- acknowledge potential disadvantages or risks
- make a clear recommendation
- explain why your recommendation is the best option
- use appropriate business vocabulary and professional language

Remember that you are advising the management team. Your aim is not simply to describe the situation but to analyse it and offer a practical solution.

3. Questions & Discussion – 7-10 minutes

After your presentation, the management team will ask you questions about your recommendations. The questions may ask you to:

- explain or clarify an idea
- provide further information
- justify your recommendation
- consider a different perspective
- respond to a potential problem

You are not expected to know everything. If you need a moment to think, take your time and structure your response before answering.

What are you assessed on?

You will be assessed on your ability to:

- **Analyse** – identify and explain the key issues in the scenario.
- **Evaluate** – consider different options, benefits, risks and perspectives.
- **Recommend** – propose a realistic solution and clearly justify it.
- **Communicate** – present your ideas clearly and logically.
- **Use English effectively** – demonstrate appropriate vocabulary, grammar and professional language.
- **Interact** – respond appropriately and spontaneously to questions and defend your ideas.

Remember

There is no single correct solution to the scenario. Different recommendations are possible. What matters is how well you analyse the situation, how convincingly you justify your ideas and how effectively you communicate and respond to the management team.

Useful language for the presentation:

Analysing

- *The main challenge facing the company is...*
- *One possible explanation for this is...*
- *A key issue that needs to be considered is...*

Evaluating

- *One advantage of this approach would be...*
- *However, this could also lead to...*
- *From a business perspective...*
- *From an ethical point of view...*
- *A potential risk is...*

Recommending

- *I/ We would recommend that the company...*
- *My/ Our preferred option would be...*
- *I/ We believe the best approach would be to...*
- *This would enable the company to...*

Justifying

- *The main reason for this recommendation is...*
- *This would be particularly beneficial because...*
- *This approach would allow the company to...*

Useful language for the discussion:

Buying time

- *That's an interesting question. Let me think about that.*
- *There are several factors to consider here.*

Clarifying

- *What I mean by that is...*
- *To be more specific...*

Agreeing

- *I agree that this could be a concern.*
- *That's a valid point.*

Disagreeing politely

- *I see your point, but I would argue that...*
- *I understand that perspective; however, ...*

Defending your recommendation

- *I would still recommend this approach because...*
- *The main reason I would favour this option is...*

Adapting your answer

- *If that were the case, I/ we would suggest...*
- *In that situation, the company could...*