UNIcert® III Business English Written Exam Guidelines

In this 3-hour exam, you will complete a case study. You will be given the role of an intern and be asked to analyse a particular company for your manager. Your task will be to write an ~800-word report with your findings.

Sample situation:

You intern at a youth-focused consumer brand. Your manager wants to understand how established companies turn strong brands and customer loyalty into sustainable revenue and has asked you to analyse LEGO as a case study.

Sample task:

Write an ~800-word report analysing LEGO's business model. Your report should examine how LEGO generates revenue, the factors that have contributed to its long-term success, and how elements of its business model could be adapted to create a successful product or service for university students. To collect input for your written report, first complete the listening and reading sections of the exam.

Exam procedure:

1. Listening (~30 minutes): Answer the comprehension questions in short form.
2. Reading (~60 minutes): Answer the comprehension questions in short form.
3. Writing (~90 minutes): Write an ~800-word report of using the structure provided.

Timing:

These are recommendations based on the exam design, but you are free to manage your time as you wish. Please leave enough time for writing & editing the report at the end.

1. Listening

- You will watch a report twice with a 2-minute break between each viewing and must answer the questions in short form (full sentences are not required).
- You will have 2-minutes to read the questions before the first viewing.
- The questions are in chronological order.
- Language mistakes will only affect assessment if understanding is impaired.
- Recommended time: 30 minutes.
- Total: /25points

2. Reading

- You will read the one/two articles and must answer the questions that follow in short form (full sentences are not required).
- While the questions are in chronological order, the information needed to answer a particular question may not always be found in a single paragraph.
- Language mistakes will only affect assessment if understanding is impaired.
- Recommended time: 60 minutes.

- Total: /25 points

3. Writing

- Your report should include:
    1. A short introduction
    2. Business model analysis
    3. Application to a student market
    4. A short conclusion
- You should support your own ideas with examples, data, & clear explanations.
- The listening and reading parts of the exam provide the input required for the business model analysis.
- You must use you own ideas to propose how a similar model could be adapted to a student market.
- Recommended time: 90 minutes
- Total: /25 points. You will be assessed on:
    - Introduction and conclusion /4points
    - Analysis and evaluation /4 points
    - Student-market application /4 points
    - Organisation and cohesion /3 points
    - Language range and accuracy /10 points

Useful language for the report:

Introducing the company/topic

- *This report examines…*
- *The aim of this report is to examine…*
- *This report focuses on…*
- *[Company] is a company that specialises in…*
- *In recent years, [company/product] has gained considerable attention due to…*
- *The report will first examine…, before considering…*

Giving an overview

- *The following report will analyse…*
- *Particular attention will be paid to…*
- *The report will consider both… and…*

Analysing a company

- *The company generates revenue primarily through…*
- *A key source of revenue is…*
- *The business model is based on…*
- *The company's success relies heavily on…*
- *Another important aspect of the business model is…*
- *There are several factors suggesting that…*
- *One indication that this is more than a short-term trend is…*
- *A key factor behind its continued success is…*
- *The longevity of this business model can be explained by…*

Explaining cause and effect

- *This contributes to…*
- *This results in…*
- *As a result,…*
- *Consequently,…*
- *This is largely because…*
- *One reason for this is…*
- *This can be attributed to…*
- *The combination of X and Y means that…*

Making a judgement

- *Overall, the evidence suggests that…*
- *On balance, it can be argued that…*
- *This indicates that the company is not simply benefiting from…*
- *The combination of X, Y and Z suggests that…*
- *For these reasons, the business model appears to have long-term potential.*

Applying the model to the student market

- *A similar approach could be adapted to the student market by…*
- *One possible application would be to…*
- *The model could be adapted for students through…*
- *A student-focused version could…*
- *One way of applying this model would be…*

Making recommendations

- *It would be advisable to…*
- *The company should consider…*
- *A suitable strategy would be to…*
- *Another possibility would be to…*
- *To appeal to students, the company could…*
- *This could be achieved by…*

Explaining why the idea could work

- *This would appeal to students because…*
- *The main advantage of this approach is that…*
- *This could encourage students to…*
- *This would be particularly attractive to students who…*
- *The idea has potential because…*
- *This could create a sense of…*
- *In addition, the model could benefit from…*

Giving a concrete example

- *For example,…*
- *For instance,…*
- *A possible example would be…*

- *This could take the form of…*
- *One practical application would be…*

Comparing ideas / showing similarities and differences

- *Similarly,…*
- *In a similar way,…*
- *This could be applied to…*
- *Unlike the original model,…*
- *In contrast,…*
- *Whereas company x focuses on…, a student-oriented model could…*
- *The key difference would be…*
- *Both models would rely on…*
- *The student version would retain X while adapting Y.*

Summarising

- *In conclusion,…*
- *To conclude,…*
- *Overall, the analysis shows that…*
- *In summary, the main findings are that…*
- *The analysis has demonstrated that…*

Returning to the judgement

- *Overall, there are strong indications that…*
- *Taken together, the evidence suggests that…*
- *The business model therefore appears to be more than a short-term trend because…*

Returning to the student application

- *A similar model could be successfully adapted to the student market by…*
- *The proposed student model could be effective because…*
- *Ultimately, its success would depend on…*
- *If implemented effectively, this approach could…*