



personality when he has walked out of interviews, irritated and angry at the line of questioning and refusing intrusions into his personal life. He is not known for his patience.

"We can't have a heroic figure without a single flaw," was the assessment of David Plotnikoff, writing a profile earlier this year in local paper. Jobs gives the impression that he is extremely arrogant. And it is so obvious, actually, that most people cannot overlook that. With Jobs it's never enough to say "We're right on this and they are wrong." No, it was always "We're right on this and they are idiots." But Plotnikoff added, "There is simply no way the Mac could have been born without that supreme confidence." If there has been a theme to Job's success it has been his genius for finding other geniuses and promoting their brilliance.

From the Guardian

1. Steve Jobs was the _____ of Apple.
 - A. animation director
 - B. adopted son
 - C. pilot
 - D. co-founder
2. Steve Jobs grew up in _____.
 - A. Oregon
 - B. Wisconsin
 - C. California
 - D. Egypt
3. Steve Jobs studied _____ at Reed College.
 - A. four terms
 - B. three terms
 - C. one term
 - D. two terms
4. Steve Jobs met Steve Wozniak in a club called _____.
 - A. Homebrew Computer Club
 - B. The Pixar Club
 - C. The Apple II Computer Club
 - D. NextStep
5. Jobs and Wozniak started Apple in _____.
 - A. 1955
 - B. 1985
 - C. 1976
 - D. 1997
6. Jobs and Wozniak started the business in Steve Job's _____.
 - A. animation firm
 - B. family garage
 - C. computer company
 - D. college



7. The first Apple computers were called _____.
- A. Homebrew
 - B. Apple I and Apple II
 - C. Pixar
 - D. iTunes
8. When Jobs was 25 years old, he was worth _____.
- A. \$165m
 - B. \$21m
 - C. \$25m
 - D. \$1976m
9. Jobs left Apple in _____.
- A. 2013
 - B. 1997
 - C. 1976
 - D. 1985
10. Jobs started an animation company which made Toy Story and _____.
- A. Pixar
 - B. Finding Nemo
 - C. Hollywood
 - D. iTunes

Communication Skills

Choose the best answer for each item: a, b, c, or d.

11. When you ask for clarification, you say _____.
- A. 'Could you explain that in more detail?'
 - B. 'I suggest you call her.'
 - C. 'I was given your name by Mr. Steve Jobs.'
 - D. 'You should check your email every day.'
12. Which of the following statements is giving advice?
- A. 'I would like to ask a question.'
 - B. 'Sorry, could you repeat that?'
 - C. 'You should start work on time.'
 - D. 'I didn't (quite) catch that.'
13. When you summarise a call, you say _____.
- A. 'I didn't (quite) catch that.'
 - B. 'Let me go over what we've agreed on.'
 - C. 'Sorry, I don't follow you.'
 - D. 'I must apologise.'



14. When asking for repetition, you say _____
- A. 'Haven't we met before?'
 - B. 'Could you say that again, please?'
 - C. 'What do you mean by.....?'
 - D. 'Do you understand?'
15. To refer to previous meetings, you say _____
- A. 'Could you please clarify that?'
 - B. 'To summarise this call.....'
 - C. 'Your name sounds familiar. Have we met before?'
 - D. 'I'd like to ask a question.'
16. To check understanding, you say _____
- A. 'Am I correct in saying that...?'
 - B. 'Amma! suggested that I call you.'
 - C. 'Excuse me, I'd like to make a suggestion.'
 - D. 'It's very kind of you.'
17. When apologising, you say _____
- A. 'I don't understand that.'
 - B. 'What you are trying to say is...'
 - C. 'It's very nice of you.'
 - D. 'I'm terribly sorry'
18. To show sympathy, you say _____
- A. 'Your name sounds familiar.'
 - B. 'What you are trying to say is...'
 - C. 'I really have to leave.'
 - D. 'I know how you feel.'
19. When ending a conversation, you say _____
- A. 'Sorry, could you repeat that?'
 - B. 'I know how you feel.'
 - C. 'It's very nice of you.'
 - D. 'Sorry, I really must be off.'
20. To say 'NO' politely, you say _____
- A. 'Haven't we met before?'
 - B. 'That's very nice.'
 - C. 'It's very kind of you, but...'
 - D. 'Can we summarise the points we've agreed on?'

Choose the best answer for each item: a, b, c, or d.

21. One of these words applies to a good communicator.

- A. Articulate
- B. Hesitant
- C. Rambling
- D. Inhibited

22. One of these words applies to a bad communicator.

- A. Reserved
- B. Coherent
- C. Succinct
- D. Persuasive

23. The idiom "Out of the blue" means:

- A. Do your best
- B. It's raining very hard
- C. Very direct
- D. Something just happened unexpectedly

24. Red tape is an example of _____ that hinders a company's entry into a market.

- A. economic situation
- B. domestic marketing
- C. government bureaucracy
- D. international marketing

25. Because of the tight _____ regulations, the company profits could not be taken out of the country.

- A. product
- B. brand
- C. monetary
- D. advertising

26. Choose the odd one out.

- A. Growing market
- B. Developing market
- C. Expanding market
- D. Declining market

27. Choose the odd one out.

- A. Worldwide market
- B. International market
- C. Domestic market
- D. Overseas market



28. Sales staff who are polite with the customers of the company _____ its reputation.
- A. disrupt
 - B. damage
 - C. strengthen
 - D. endanger
29. Thanks to the new communications system, we are _____ relations with suppliers.
- A. improving
 - B. damaging
 - C. breaking off
 - D. promoting
30. The prefix "Ultra-" means:
- A. more than
 - B. former
 - C. too much
 - D. extremely
31. The prefix "Under-" means:
- A. with
 - B. better
 - C. again
 - D. too little
32. Our _____ office has state-of-the-art computers.
- A. ultra-small
 - B. ultra-modern
 - C. ultra-profit
 - D. ultra-big
33. She received a very generous _____ when she left the company.
- A. golden handshake
 - B. employment
 - C. bureaucracy
 - D. burn out
34. Trying to minimize risk is _____
- A. an important part of business strategy.
 - B. facing the increasing risk of running out of money.
 - C. eliminating all risk when entering a new market.
 - D. the setting up of a new business.
35. One of the following words doesn't come under the "MANAGE" heading:
- A. minimize
 - B. eliminate
 - C. reduce
 - D. calculate

36. One of the following words describes a LOW level of risk:
- A. terrible
 - B. significant
 - C. tremendous
 - D. slight
37. One of the following words describes a HIGH level of risk:
- A. quite
 - B. fairly
 - C. a bit
 - D. entirely
38. One of the following words is NOT an internet term:
- A. search engine
 - B. browse
 - C. surfers
 - D. economy
39. When you try to shop _____, you must have a valid credit card.
- A. online
 - B. offline
 - C. at directories
 - D. in traffic
40. Autonomy in business means:
- A. break down
 - B. independence
 - C. assessment
 - D. appraisal

Grammar

Choose the best answer for each item: a, b, c, or d.

41. You tell somebody "_____" to do his/her best.

- A. get straight to the point
- B. be on the same wavelength
- C. put it in a nut shell
- D. break a leg

42. He never gives you a straight answer. He always beats about the _____

- A. picture
- B. bush
- C. wire
- D. tail



43. Which word does NOT make a compound noun with the word 'sales'?

- A. figures
- B. targets
- C. forecast
- D. conditions

44. Which word does NOT make a compound noun with the word 'price'?

- A. range
- B. product
- C. rise
- D. promotion

45. Don't forget to clean _____ the meeting hall because it is very dirty.

- A. down
- B. away
- C. off
- D. up

46. Omar and I are different. We don't get _____ very well.

- A. up
- B. off
- C. on
- D. away

47. I have to _____ a contract with our customers.

- A. build up
- B. get straight
- C. draw up
- D. hold on

48. I _____ the client in Singapore three weeks ago.

- A. meeting
- B. meet
- C. met
- D. to meet

49. We _____ a conference with the sales team tomorrow. Please don't be late for it.

- A. had
- B. were having
- C. are having
- D. to have

50. They _____ the project now.

- A. are starting
- B. to start
- C. starting
- D. starts