



This worksheet is based on Part 2 of the BEC Higher Speaking test (Laura's mini-presentation).

■ **Task One**



Watch the beginning of Part 2 on the DVD and listen carefully to the interlocutor's instructions. Write the missing information in the box below.

Interlocutor: Now, in this part of the test, I'm going to give each of you a choice of _____ different topics. I'd like you to select _____ of the topics and give a short presentation on it for _____. You will have _____ to prepare this and you can make _____ if you want. After you have finished your talk, _____ will ask you a question.

■ **Task Two**

1. Laura chooses the topic:

Product Planning: the factors involved in deciding on the name of a new product

In small groups, think of the names of some products you know in English or in your own language, for example *Sensodyne* (toothpaste), *Galaxy* (chocolate bar) or *Uncle Ben's* (rice). What image do you think these brand names convey? Choose from the words below and add other words if you want:

<ul style="list-style-type: none"> • upmarket • teenage • exotic • humorous • • 	<ul style="list-style-type: none"> • glamorous • classic • hi-tech • natural • • 	<ul style="list-style-type: none"> • feminine • sporty • scientifically proven • comforting • •
---	--	---

2. Apart from the image of the name, what other factors could be important when choosing the name of a new product?

- a) _____
- b) _____
- c) _____

3. Now work with a different partner and take it in turns to do the Part 2 task. Your new partner should listen and ask you a question when you have finished.

■ **Task Three**



Now watch Laura doing the task on the DVD and answer these questions:

1. Which aspects of the topic does Laura talk about?

2. How could she improve the organisation of her ideas?

3. How relevant is Paolo's question to her talk?
