

B Write a reply (40–55 words) in which you:

- state your preferred topic
- give reasons for your choice.

To: O. Anderson
From:
Subject:

C Read the passage below about customer relationship management.

- In most of the lines 1–10 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) in the space provided.
- If there is an **extra word** in the line, write that word in the space.

Many organisations talk about doing more business electronically, as implementing cost-cutting measures and improving efficiency. Despite all this talk, some inspired business leaders have understood what the key of any business connection is: people. Customers do of course they expect quality products and fair prices, but this is not the whole story. They also expect to deal with people who have been a positive attitude, who are enthusiastic about the business if they are in, and who care for them. Therefore, a growing number of companies have come to realise so that any transaction can potentially mark the start of a lifelong and relationship. They are now aware that a large part of the success of any company depends on the quality of customer services and CRM, which is the short for 'customer relationship management'.

- 1 *as*
- 2 ✓
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10