



BULATS Speaking Part Three Discussion script and useful phrases

Answer key

Useful phrases

The parts in bold can be used more generally:

Candidate: Let me think/ Let me see/ I've never thought about this before, but...

Candidate: I think that one of the most important things must be advertising/ One thing could be marketing/ I would say that how much publicity the brand gets is vital

Examiner: Good point/ I think you're right/ That's certainly possible

Examiner: Can you think of anything else?/ Are there any other important factors?/ What else would you say has a big impact?

Candidate: I suppose famous people using a brand might have an effect/ I guess being used in films is also relevant/ You could say that a reputation for quality is also in the list of things to consider

Examiner: What kind of effect do you mean?/ What exactly do you mean by "being used in films"?/ Can you give an example of a brand which is popular because of its reputation for quality?

Candidate: For instance, an actress wearing a dress at the Oscars and then people rushing out to buy it/ One example is the James Bond car/ For example, Mercedes

Examiner: What about the image of the country that the brand comes from?/ How about word of mouth?/ Do you not think that the logo and name are at least as important?

Candidate: Actually, I think you're right/ I'm not sure about that, to be honest/ Not really...

Examiner: In my experience, an impressive shop in a major shopping street really changes people's impression of a brand/ I personally find myself most impressed by guerrilla marketing campaigns/ I once bought a computer just because the name sounded Japanese, and then later found out that the brand is Chinese

Candidate: The exact same thing happened to me/ I don't have any experience of that, but it sounds quite common/ In my own experience, the appearance of your local shop is more important

Synonyms

advertising/ publicity/ marketing

be an important factor/ have a big impact

for instance/ for example