
Zentralkommission für
die Lehrabschlussprüfungen
der kaufmännischen
und der Büroangestellten

Englisch

Leseverstehen

Lehrabschlussprüfungen 2005
für Kaufleute
Erweiterte Grundbildung

Serie 1/2

LÖSUNGEN

Diese Prüfungsaufgabe darf 2005 nicht im Unterricht verwendet werden. Die Zentralkommission hat das uneingeschränkte Recht, diese Aufgabe für Prüfungs- und für Übungszwecke zu verwenden. Eine kommerzielle Verwendung bedarf der Bewilligung des Autors, des Inhabers des Urheberrechtes. ©

HAG 4002 - 300

printed by www.klv.ch

Task A (5 points)

Look at the advertisement below.
It describes the courses offered at a commercial college.
Decide which course (A–H) would be suitable for each person.
Do not use any letter more than once.
Write the letter on the line on the right.

Framingham Business School
Interested in business? Why not take one of our courses in 2005?
Call 0193 740 2531 for more information!

Our courses:

- A Accounting**
- B Administration**
- C Computer networks in offices**
- D Financing a new company**
- E Human resources**
- F Marketing**
- G PR & Communication**
- H Website development**

Put the letter here



- 1 Harry Beech is fascinated by the business process and would like to know more about getting people interested in products. **F**

- 2 Suzy Loxley likes recruiting people (the right people for the right kind of job) and needs some theory so she can do this professionally. **E**

- 3 Alex Rubin has a flair for design and very good software programming skills. **H**

- 4 Sally Sanford loves socializing and is a persuasive conversationalist. She would like a course that would help her get a job where she could do what she likes best. **G**

- 5 John Harris has always been interested in maths and figures so a course that would help him to read financial statements would be ideal. **A**

Task B (12 points)

Read the following text and the instructions on the opposite page.

Stuffed

By Jennifer Langdon

It's usually nice to be at the top of an international league, but perhaps not this one. In the world of chocolate consumption, Britain is the most self-indulgent country among the world's big economies.

That may not last. Afraid, perhaps, of becoming overweight and angry, perhaps, because of their inability to see their feet, the British seem to be turning away from chocolate. The market has not moved for five years and this is troubling Nestlé, Cadbury and Masterfoods, the three dominant firms in Britain. "It's a saturated market," says Jeremy Cunnington, an analyst for Euromonitor, a market research agency. "Penetration has gone as far as it can." Mintel, another market research firm, says the same, and predicts a slight drop in sales by 2006. With profits limited by supermarket prices, firms will try to extend some super-brands, absorbing existing products into them and trying to improve sales value rather than volume.

If they do, this will continue a trend towards emphasising established brand names instead of new ones. Not all the news is bad. There are lively niche markets, where consumers' social consciences and a liking for luxury have been improving sales. Clever companies satisfy both at once. Green & Black's, a small firm that sells expensive, organic (= non-genetically modified) cho-

colate, has seen sales increase five times since 1999. Although the firm is moving away from its 'green' name to concentrate on its quality, many people have 'organic' and 'premium' in their heads.

The 'fair trade' segment is impressive. Such organisations guarantee producers in poor countries a minimum price to protect them from an erratic world cocoa market. The Fairtrade Foundation says that Britain ate 1,000 tonnes of their chocolate in 2003 – up from 82 tonnes in 1998. This is over 12 times more chocolate within five years. Co-op announced in 2002 that it would get all its own-brand chocolate from 'fair trade' suppliers and most British supermarkets now offer a 'fair trade' chocolate.

So will good-quality, socially responsible chocolate win the battle? Probably not, says Mr Cunnington. Luxury firms are not in competition with the big companies - their products are quite different. British chocolate contains vegetable solids, and has a different taste from the chocolate that the luxury firms offer. As for 'fair trade', higher prices for producers mean higher prices for consumers, limiting its appeal to a cost-conscious public. Although the two sectors will continue to grow strongly, they will stay in their niches. The future is consolidation, limited innovation and a gentle drop in sales volume.

The Economist, July 3, 2004

Now tick the best answer – A, B or C.

1 How do British people feel about chocolate?

- A They eat more chocolate than people in any country in the world.
- B They are afraid and angry about the fact that British people eat the most chocolate.
- C They are not buying more chocolate.

2 What is the situation in the British chocolate market?

- A If anything, the market is moving down rather than up.
- B Chocolate manufacturers are going to increase their customer base.
- C Sales will increase by 2006.

3 How are superbrands going to develop?

- A They are going to increase in number.
- B Manufacturers are going to incorporate other less popular products within them.
- C Manufacturers are going to increase the total number of chocolate products.

4 Why is expensive chocolate so popular?

- A Customers buy luxury chocolate because they have bad social consciences.
- B Green & Black's chocolate is organic and will be better quality in future.
- C Green & Black's organic chocolate is expensive but people enjoy luxurious things.

5 What role does fair-trade chocolate play at the moment?

- A It helps to keep the price of chocolate low.
- B It is the only chocolate sold by supermarkets.
- C It is gradually becoming a popular alternative to established brands.

6 What will be the future of fair-trade chocolate?

- A It will replace expensive luxury chocolate.
- B It will not ultimately be the chocolate that most people buy.
- C It will be combined with luxury brands.

Bitte wenden!

Task C (8 points)

Read the article below.

Choose the best expression to fill each gap – A, B or C.

For each answer, put the correct letter on the line on the right.

One third of UK adults consider working abroad

Britons are eager to trade a life on our rainy island for a new start **(1)** abroad, according to a survey by Abbey National Offshore.

The report reveals that 38 per cent of those surveyed say that it is the quality of life they may have abroad rather than earning a tax-free salary that is attractive to them. The desire for new life experiences was also seen **(2)** a major factor that **(3)** lead people to pack their bags, with 30 per cent voting for this.

Surprisingly, only 11 per cent of people see living and working in warmer climates as a key reason to move. However, this figure jumps considerably to 29 per cent for those questioned living in Scotland.

Geoff Birch, a financial consultant currently living in Cyprus, agrees that it was the promise of a better quality of life that first **(4)** him leave the UK 5 years ago in search of work abroad. "I used to sit in my office by the M25 motorway each day and think 'There's got to be more to life than this'. When I was living in the UK, I felt like I saw everything by a 25-watt light bulb. **(5)** people I know enjoy their lives more working and living overseas."

However, Cyprus is not the ideal destination for most people considering a move. Top of the list is the US, with 22 per cent keen **(6)** travelling there. Australia and Spain were also favourites, posting 14 and 11 per cent respectively. 36 per cent said they would prefer to work in a city overseas. For people aged over 65, the preference was to live near the coast.

Malcolm Corrigan at Abbey said: "Working overseas provides the chance to experience new cultures and a different type of lifestyle, and **(7)** as many as 250,000 people make the move each year, it is important to focus on the financial practicalities before you **(8)** the step."

The survey was carried out in December 2003; 2,010 adults in the UK were interviewed.

Investment International, February 2004

Put the letter here



| | | | | |
|---|-------------------|------------------|-----------------|-------------------------|
| 1 | A work | B working | C worked | <u> B </u> |
| 2 | A like | B as | C how | <u> B </u> |
| 3 | A would | B will | C wish | <u> A </u> |
| 4 | A let | B had | C made | <u> C </u> |
| 5 | A The most | B Most | C A lot | <u> B </u> |
| 6 | A in | B to | C on | <u> C </u> |
| 7 | A although | B because | C with | <u> A </u> |
| 8 | A take | B taking | C took | <u> A </u> |

