

# Lösungen

# Bewertungen

Name: \_\_\_\_\_

Vorname: \_\_\_\_\_

Kandidatennummer: \_\_\_\_\_

Datum der Prüfung: \_\_\_\_\_

Punkte (von max. 25): \_\_\_\_\_

### Erlaubte Hilfsmittel

Wörterbuch, gedruckt oder elektronisch

### Zeit

40 Minuten

Die Experten:

\_\_\_\_\_  
\_\_\_\_\_

**Task A** (5 points) (1 point for each correct answer)

Look at the list of companies below.

It describes the companies offering catering services in Whalley Bridge.

Decide which company (A – H) would be most suitable for each person.

Use only 5 of the 8 letters and never use a letter more than once.

Write the letter on the line on the right.

Whalley Bridge caterers		
<b>A</b>	<b>Garden Parties Ltd.</b>	We cater for all events from 50 to 500 people.
<b>B</b>	<b>Catering by Jerome</b>	Wine and dine in your own four walls with all the preparation and home cooking done for you.
<b>C</b>	<b>China City</b>	Mandarin dishes a speciality.
<b>D</b>	<b>Bella Luna</b>	If it's Italian we do it. Great for family celebrations (max. 25 persons).
<b>E</b>	<b>Harry's Steakhouse</b>	Your place or ours – our ranch barbecue is a real hit.
<b>F</b>	<b>Shoots and Sprouts</b>	Nothing but vegetarian and truly organic.
<b>G</b>	<b>Manhattan Diners Club</b>	Power lunch for financiers and executives on the go!
<b>H</b>	<b>Smuggler's Table</b>	Party service for fish fans. Shrimps, crab, lobster, too.

**Put the letter here**



1 Craig has just bought a Harley Davidson and wants to invite his biking friends to a real outdoor American-style cookout!

E

2 For their diamond wedding dinner, Jack has decided to organise a meal that his wife Lucy doesn't have to cook. Not having to leave the house will make it more relaxing, too.

B

3 Amanda and Tony love animals and can't stand the thought of eating meat. But where can they get what they want at a restaurant?

F

4 Bob wants to give Susanna a really special and exotic meal for her 30th birthday. A meal that will remind her of their time together in Beijing.

C

5 At the age of 38, Walter's daughter has finally decided to get married and – to celebrate the occasion – Walter is organising the biggest wedding the family has ever seen.

A

**Task B** (12 points) (2 points for each correct answer)

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

SOLE SURVIVOR: Nike limits **AF1** production to increase demand

# Still popular since Ronald Reagan

By *Stanley Holmes*

**New in the 1980s, Nike's Air Force 1 still gets attention – and super margins**

Once the word is out on the street, hundreds of teenagers start waiting at stores. So strong is demand that new sales happen only on weekends –



so students won't miss school. When the shop doors open, the shoes are sold out in hours. Tickets for the current Eminem tour? The new iPod music player? No. We're talking about a normal basketball sneaker, Nike Inc.'s **Air Force 1**.

First on the market in 1982 when Ronald Reagan was US President, the sneaker is really low-tech. However, **Air Force 1** remains totally urban cool. And while Nike Shox runners, Air Jordans and the Cole Haan and Converse brands made record profits of \$1.2 billion for sales of \$13.7 billion in the tax year ending on June 27, the **AF1** played a bigger role while scoring \$1 billion in sales and generating profit margins of 70%, say analysts – twice as much as for other popular sneakers. As Tasha-la Spellman, a 16-year-old **AF1** fan says: "I like the style." We hope so – she's got 10 pairs!

How do you keep an ordinary sneaker hot for 25 years? Nike's genius is that it has marketed a classic but kept its popularity with teens. At the same time, Nike makes consumers want to buy it by limiting supplies of new shoes and introducing collectible versions without much advertising. **Air**

**Force 1** is maybe the biggest basketball franchise in the industry," Gary M. DeStefano, Nike U.S. president says. "There's a way to keep it fresh."

**Air Force 1** hit the basketball courts and city playgrounds in the 1980s and quickly became popular with black youth, thanks to basketball star Charles Barkley. But soon Nike began building a mystery product by limiting the number of sneakers it made. **AF1** advertising is minimum today. Nike mostly lets the customers – and the rappers – do the talking. In 2002, hip-hop's Nelly rapped about "my **Air Force 1s**" and made a number 1 hit. And so popular is the shoe that teenagers hang out at [www.NikeTalk.com](http://www.NikeTalk.com) and other chat rooms to find out when the next **AF1** is coming.

Every two months or so, Nike introduces a newly changed shoe – for example, a camouflage version or one in time for carnival. Each new introduction is for about 350,000 to 500,000 pairs of shoes sold nationwide and each store gets about 25 to 30 pairs. "Nike continues to control the marketplace so carefully that they create demand for the shoe," says John Shanley, an investment bank analyst.

Analysts say retailers who sell **Air Force 1s** at a lower price will not receive as many shoes the next time or none at all. And retailers are happy to play ball: after all, **Air Force 1** makes money and brings customers into their shops. Retailers get full price for the shoe, basic versions of which sell for \$85 to \$100. Collectible versions, such as one designed by famous graffiti artist Mr. Cartoon, sell for \$180 in the shops. And **AF1** increases sales of other Nike footwear, says Shanley. Nike's sell-through rate – how fast a product leaves the shops in the first week – is over 20% of the shop's inventory, compared with an average of 10%. The sell-through rate for **AF1s** is 100%.

**Air Force 1** is a Nike profit machine. Shanley says that the company sells each pair to shops for about \$48.50 but only pays \$12 to make them in Asia. Since the design is almost unchanged, there are no development costs. "It makes a bigger margin because no celebrity is endorsing it," Shanley says. How long will **Air Force 1** remain hot in the trendy sneaker business? "Nothing will change but if they get greedy with **Air Force 1**, or if kids think Nike is manipulating them, you will see a profitable business disappear," says Jeffrey Bliss of Javelin Group. Until then, take a number and stand in line, as Nelly says, "So I can get to stompin' in my **Air Force 1s**."

Now tick the best answer (A, B or C).

1) New AF1s ...

- A  can be bought at all shoe stores throughout the year.
- B  are so popular that they are bought in large quantities.
- C  are not available at shoe stores on weekdays.

2) AF1s ...

- A  have only been available for a few years because they are hi-tech.
- B  are popular among city people even though they are not hi-tech.
- C  are popular because they are hi-tech.

3) AF1s are ...

- A  hot because they are 25 years old.
- B  unattractively styled like all classic designs.
- C  a hit among young people partly because of their limited availability.

4) Shoe-store owners

- A  who sell more AF1s for less money get more shoes from Nike.
- B  do not mind selling AF1s at a high price.
- C  do not sell more Nike shoes just because of AF1s.

5) AF1s are ...

- A  very inexpensive to manufacture.
- B  expensive because their constant redesign is costly.
- C  are expensive for Nike to make because famous people are paid to advertise them.

6) AF1s will ...

- A  sell well if Nike increases prices a lot.
- B  sell well even if Nike exploits the fun that kids get from AF1s.
- C  continue to sell well, but everyone will have to be patient.

**Task C** (8 points) (1 point for each correct answer)

Read the article below.

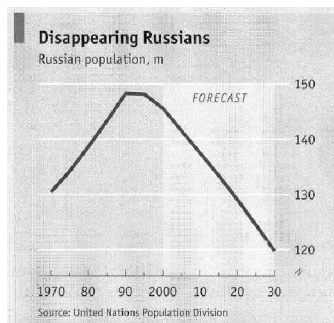
Choose the best expression to fill each gap – A, B or C.  
For each answer, put the letter on the line on the right.

## Death wish

### Russia appears to be committing suicide

While Western Europe has a demographic problem, Russia has a catastrophe. Its population has **(1)** ..... by around 3.5 million since the end of the Soviet Union. A drop like this normally results from mass emigration or war, but Russia has been largely peaceful and an importer of people. The reason is simpler: about 10 million more deaths than births **(2)** ..... the end of communism.

Russia's birth rate collapsed at the start of the 1990s. It has since stabilised. But wide infertility, caused partly **(3)** ..... excess abortion and sexual diseases, will help to make recovery unlikely. Many rich countries have comparably low birth rates, though; it is Russia's death rate that



is unbelievable. It rocketed in the early 1990s; dropped between 1994 and 1998 “from the catastrophic to the appalling”, as Nick Eberstadt of the American Enterprise Institute in Washington, DC, puts it; but has since exploded again. Male life expectancy is much lower than it was 40 years ago. **(4)** ..... half of 16-year-old Russian boys will reach 60.

Russian men are dying **(5)** ..... than before of hardship, and also before other, even poorer people elsewhere. Disregard for their own health is a big factor — especially their great interest in vodka. Russians are among the heaviest drinkers in the world; but it is mainly what they drink, and how (mostly in binges), that explains their **(6)** ..... heart disease, industrial and traffic accidents, and murder and suicide. In Russia, a man is around ten times more likely to die a violent or accidental death than a man in Britain. As Mr Eberstadt notes, the Russian government's only interest in the problem (apart from film shots of the president's judo matches), is in looking at fertility. It is also in a **(7)** ..... with the beer industry: a ban on drinking beer in the streets (a habit of many Muscovites on their way to and from work) looks probable. However, shop-bought vodka remains a bargain, to say nothing of the toxic moonshine that everyone drinks.

How **(8)** ..... can Russia's population go? Perhaps to 100 million by 2050, or less if the country continues to neglect its Aids problem.

**Put the letter here**



- |   |             |                    |               |   |   |
|---|-------------|--------------------|---------------|---|---|
| 1 | A decreased | B destroyed        | C reduced     | ↓ | A |
| 2 | A for       | B during           | C since       |   | C |
| 3 | A of        | B by               | C through     |   | B |
| 4 | A Over      | B More than        | C Not even    |   | C |
| 5 | A same      | B later            | C earlier     |   | C |
| 6 | A love of   | B tendency towards | C respect for |   | B |
| 7 | A battle    | B competition      | C race        |   | A |
| 8 | A deep      | B profound         | C low         |   | C |

