
Zentralkommission für
die Lehrabschlussprüfungen
der kaufmännischen
und der Büroangestellten

Englisch

Leseverstehen

Lehrabschlussprüfungen 2005
für Kaufleute
Erweiterte Grundbildung

Serie 2/2

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

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Task A (5 points)

Look at the advertisement below.

It describes the evening 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.

City of London Vocational Training – Evening courses in 2005
These courses will help you to deal
with those aspects of your job that need improving!

Our courses:

- A** Advanced information technology
- B** Better presentations
- C** Coordinating your desktop
- D** Foreign languages for retail assistants
- E** Keyboard skills
- F** Macro world
- G** Mathematics in the office
- H** Printer or plotter?

Put the letter here



- 1 Jill works in a jeweller's shop in London but can only talk to customers who speak English. However, they are seeing more and more tourists from abroad. **D**
- 2 Roddy works for an insurance company and cannot explain to his clients how to calculate their pensions because he can't work them out either! **G**
- 3 Barbara often reports to her boss about her latest project, but all she has is facts and figures on paper. What course might help her? **B**
- 4 Alan's typing is terrible, full of misspellings and bad punctuation. **E**
- 5 Christine's knowledge of computers is not bad but she feels she needs to know more for her office career. But what will help her? **A**

Task B (12 points)

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

Sandwich boss used his loaf

HOW I MADE IT

Tim Roupell – founder of Daily Bread

Attached to Tim Roupell's computer is a scrap of paper that says: "To avoid seasickness look to the horizon." He has read it many times since quitting his job as a City commodities trader to start his own business making sandwiches.

He says: "The idea is that instead of worrying about unimportant things you should look at where you are going and not let the small stuff get in the way." Roupell, 48, had been a trader for 10 years when he realised he hated his job and really wanted to work for himself.

"I started off enjoying it, but it became soul-destroying. The trouble was I never really cared what the price of sugar or coffee was. I got to the point where I had to do something with my life."

In the end the decision to take the plunge was made for him when he was asked to leave his job. He invested £800 in a meat-slicing machine and a couple of baskets and worked from a friend's basement.

He says: "I literally got up at 4.30am the next morning and started making sandwiches, and then went round offices. It was a pretty humbling thing to do. The traders I used to work with thought I was mad." But on the first day he sold 35 sandwiches and Daily Bread was born.

As sales grew, Roupell recruited people to help him and also started supplying sandwich platters. "It was a logistical nightmare trying to get students or out-of-work actors to do basket rounds every day," he says. "Sometimes they didn't turn up or they'd have a bad day and sell only half the sandwiches."

After a year, Roupell had taken on five full-time staff and was able to move Daily Bread into its own premises. But after a decade, crisis struck.

Daily Bread lost two big clients, sales slumped and the business started losing money.

In a desperate attempt to revive sales Roupell decided to open a small outlet in Brixton. It was a big mistake. He says. "It was such a disaster, I pulled the plug after a month-and-a-half. We almost couldn't give the sandwiches away. And it was at a time when we could least afford to take a punt like that."

It was a tough test of his philosophy of keeping his eye on the horizon. He admits: "I got incredibly close to throwing in the towel. I was 40 years old with three children and I knew I never wanted to work for other people again, but I began to realise I might have to."

Then, Roupell took the bold decision to ditch the basket rounds and the platters and focus entirely on wholesale deliveries. He says: "It was a big step. But I realised that if we offered the best quality and service, then people would use us. And that is what has driven us ever since."

It worked. Daily Bread now sells 30,000 sandwiches a day and was recently awarded a royal warrant to supply sandwiches to the Queen. Sales are likely to be about £7m this year.

Roupell is in no doubt about the secret to his success: "They say that fear and greed are the two main drivers. Well I am totally driven by fear. Nobody likes to fail and sometimes there is a thin line between success and failure."

He is also a firm believer in playing fair. "I have always been very straight in my dealings with people. That's a nice feeling."

Rachel Bridge, THE SUNDAY TIMES

Now tick the best answer – A, B or C.

1 What describes Tim's philosophy best?

- A Always keep an eye on the horizon.
- B Concentrate on your target and don't make a fuss over details.
- C Before anything else, get rid of the unimportant things in life.

2 What made Tim change his job?

- A He was dismissed.
- B He had always wanted to do something with his life.
- C He was frustrated not having any personal reference in his job.

3 What were his major problems in the beginning?

- A Going round the offices to sell sandwiches to his former colleagues.
- B Finding skilled staff.
- C The discipline of his employees.

4 When did Daily Bread have its first serious problems?

- A Six weeks after operating in Brixton.
- B After ten years in business.
- C After a year.

5 The reason why Daily Bread is doing so well after all:

- A Even the Queen is now a customer of Daily Bread.
- B A large contract caterer increased Daily Bread's turnover.
- C Instead of selling directly to customers Daily Bread concentrated more on wholesale production.

6 Why does Tim think that he is successful?

- A He wants to make more money.
- B He believes in fairplay.
- C He is afraid of failing.

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.

Cyprus property

The Cypriot property market is booming. Demand has increased by between 15 (1) 20 per cent annually over the past three years, according to Cyprus property consultant Chris Michael. UK buyers amount to 60 per cent of the market. The next biggest buyers are Germans and Scandinavians.

(2) numbers of Russians and Ukrainians are buying in Cyprus, too. (3) the property market has grown strongly in the last few years, it looks like it will grow even more strongly in the near future. Cyprus finally enters the EU in May this year. If predictions are correct, investment in Cyprus will then increase and deregulation of industry will continue, which means that the economic life of the island will improve. More importantly, large numbers of Eastern European citizens may soon move to Cyprus and (4) well buy second homes there. The best advice is to buy now before eastern European states join the EU and accelerate the upward trend. Even so, Michael says that property in Cyprus is still cheaper than in comparable places like France and Spain. A large number of British expatriates buy second homes on the island, attracted (5) the traditional connections between the two countries. Many older people retire to the island as well, interested mainly (6) the generally low cost of living.

One key area of development in the property market is newly-built properties in the Greek south designed for foreigners. Some 2,500 applications for foreign property purchases were received by the government in 2002 compared with just 1,000 in 2000. The property market (7) in the Turkish Cypriot north of the island as well. Buyers are (8) to be careful of land ownership there. Some Greek Cypriot property in the North was abandoned after the troubles of 1974. More than one type of ownership document exists for land in the north, and experts say that some may be disputed after Cyprus joins the EU. Buying property or land in the north that was Turkish owned prior to 1974 is safe, however.

Investment International, February 2004

Put the letter here



| | | | | |
|---|--------------|--------------|----------------|------------------|
| 1 | A to | B and | C about | <u> B </u> |
| 2 | A Increasing | B Increased | C Increasingly | <u> A </u> |
| 3 | A Without | B Before | C Although | <u> C </u> |
| 4 | A would | B might | C will | <u> B </u> |
| 5 | A by | B through | C from | <u> A </u> |
| 6 | A in | B by | C for | <u> A </u> |
| 7 | A booms | B is booming | C boomed | <u> B </u> |
| 8 | A invited | B advised | C assured | <u> B </u> |

