
Zentralkommission für
die Lehrabschlussprüfungen
der NKG

Englisch

Leseverständnis

Lehrabschlussprüfungen 2007
für Kauffrau / Kaufmann
Erweiterte Grundbildung (E-Profil)

Serie 2/3

Lösungen

Bewertungen

Name: _____

Vorname: _____

Kandidatennummer: _____

Datum der Prüfung: _____

Punkte (von max. 25): _____

Erlaubte Hilfsmittel

Wörterbuch, gedruckt oder elektronisch

Zeit

40 Minuten

Die Experten:

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Read the instructions on the opposite page and find the answers from the text below.

Consumer power

Discount shopping

Chinese consumers get their revenge on high-price shop-owners

On a quiet Friday afternoon in Guangzhou, a city in southern China, 500 shoppers meet outside a **Gome** electrical superstore in the city centre. They all arrive at the agreed time – June 16th at 4 pm – which they had previously set online. Several hours later, they come out carrying boxes after demanding 10–30% discounts on cameras, DVD players and flat-screen televisions. “It was fantastic,” says Fairy Zhang. “We have just bought an apartment and this way we can buy nice things for it.” The weekend before, over 100 other local people visited **Meizhu Central**, a popular furniture store, to negotiate over the prices of kitchen cabinets and dining-room furniture.



The idea of “tuangou”, or team buying, is to get unbelievably low prices by combining the internet with the power of a group of people. It is spreading through China like wildfire. The practice began in online chat-rooms but has quickly resulted in specialist websites, such as **www.51tuangou.com.cn** and **teambuy.com.cn**. Zhang Wei, who helped to set up **teambuy** less than six months ago, says the site has 10,000 registered members. The company plans to expand into Beijing and Shanghai.

The first team buyers met by accident as they chatted online about buying everything from electronics to cars and even apartments – and realized they could get a better price if they went shopping together. Getting a discount is also a sort of insurance policy against getting badly made or imitation goods from Chinese shops. Some shoppers just arrive at a store unannounced to see if they can get a discount, says Chen Shu, a 32-year old from Shanghai: “Sometimes we telephone the shop first, but often we just surprise them. Shopkeepers are unhappy, but in the end they want the business.” Others are using websites like Ms Zhang’s, which work with shops to organize team-buying sessions where discounts are guaranteed without much confrontation.

Although some shop-owners dislike this new shopping practice – foreign luxury-goods groups like LOUIS VUITTON say they only have fixed prices in China – others hope they can get back lost margins through the extra volume. The **Gome** store in Guangzhou, for example, closed its doors to normal customers when the team buyers showed up two weeks ago and gave each of them a sack of goodies as they left.

Team buying makes haggling, a tradition in China, into an art-form. That such aggressive consumer behavior has started in a country without much of a consumer economy and very weak individual rights is not really as surprising as it could seem. In the countryside there are more and more organized protests against a corrupt government and dictatorial landlords, with poor people now using technology like the internet and mobile phones to help. Now their middle-class brothers and sisters in the cities are using these tactics – if only for shopping. However, if China’s economy gets worse, city consumers could use their organizational ability to confront the government directly. Perhaps, Beijing is watching the increase in team buying with growing fear.

The Economist - July 1, 2006

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Task A1 (12 points) (2 points for each correct answer)

Which statement is best - A, B or C? Tick the box to indicate your answer!

1) Team-buying shoppers ...

- A meet outside a shop completely by chance.
- B make arrangements on the internet about where they want to meet.
- C always meet at 4 pm on Fridays.

2) Fairy Zhang ...

- A and her partner needed furniture for their new apartment.
- B and her partner got all the things they wanted with a 50% discount.
- C and her partner wanted to buy electronic goods for their apartment.

3) Team buying ...

- A would be quite complicated without the internet.
- B is a problem like the wildfires in China.
- C is already all over China.

4) A The government organises team-buying groups.

- B Buying in a team means that shop-owners can't sell cheap goods at high prices.
- C Team buyers always go to shops without telling the owners that they are coming.

5) Shop-owners ...

- A don't mind team buying because their margins are just as high.
- B close their shops to other customers when team buyers arrive.
- C earn their money by selling lots of goods with low margins.

6) A Haggling is a new method of buying in China.

- B The use of digital technology in China is limited to the middle classes.
- C The Chinese government may feel that the principle of team buying will be used against them in politics.

Task A2 (8 points) (1 point for each correct answer)

Read the article below.

Which is the best expression for each gap – A, B or C?

Put the correct letter on the line on the right.

Hi-tech gadgets lead drivers astray

By Tom Kelly



Hundreds of motorists will never forget how their satellite-navigation systems have sent them into a 120 cm-deep river in the village of Luckington.

1) the source of the Avon, the river normally flows 30 cm deep, but it is dangerous for the biggest vehicles when it is swollen by rain.

Lesley Bennett, 59, **2)** lives next to the river, said: “There are traffic signs that say it is unsuitable for vehicles, but the idiots drive on nevertheless! When the car stops, the driver says, ‘My satellite navigation told me it was this way’.”

This has become such a **3)** happening that some local people are making a profit by asking £25 to pull cars out with tractors. Others offer a free tumble dryer service for drivers’ wet clothes. “We do what we can,” said Mrs Bennett. “I dry people’s clothes while they wait for help. The other day, my husband came home and I had to explain why a driver’s trousers were in our tumble dryer. The driver was sitting in his van in his boxer shorts.”

Julie Jackson and her mother **4)** abandon their Rover 220 when it stopped in the water. “We went in, the car stopped and then we heard this gurgling sound and water came into the car over our feet,” said Julie Jackson, 45. “This is my daughter Jane’s car, so I’m **5)** to tell her.” Motoring experts say that most cars that go through water over 30 cm deep are risking a short-circuit in the electrical system.

6) the problems, sales of satellite-navigation systems are booming with motorists spending £305 million on them last year, up from £50 million in 2003. Their popularity has even

7) due to a drop in prices, from £1,000 when they were introduced to as low as £100 today. A spokesman for **TomTom** satellite-navigation systems said: “Safety is an absolute priority for **TomTom**. We **8)** our customers to report any problems they find.”

Put the letter here



1	A Near	B Close	C Immediate	<u>A</u>
2	A which	B the	C who	<u>C</u>
3	A frequent	B often	C rare	<u>A</u>
4	A have to	B had to	C must	<u>B</u>
5	A afraid	B keen	C angry	<u>A</u>
6	A Unless	B Because of	C In spite of	<u>C</u>
7	A remained	B increased	C fallen	<u>B</u>
8	A animate	B stimulate	C encourage	<u>C</u>









Task B (5 points) (1 point for each correct answer)

Look at the computers below.

Decide which computer/computer company (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.

<p>A</p>  <p>Acer "Ferrari 5000" series portables</p>	<p>B</p>  <p>Sony Vaio U1 pocket notebook</p>	<p>C</p>  <p>IBM Desktop</p>	<p>D</p>  <p>Desktop computer incl. pine cupboard</p>
<p>E</p>  <p>iMac G5</p>	<p>F</p>  <p>Getac W130 rugged laptop</p>	<p>G</p>  <p>Apple Macintosh computer</p>	<p>H</p>  <p>Computer Parts Corp.</p>

Put the letter here



- Jack has to travel all over the world to some really rough places, like Afghanistan, Peru and North Africa. He needs a portable computer that's built for a hard life.
- Bob has had enough of computers without any features. As he is an electronics engineer, he has decided to build the computer of his dreams himself.
- Dorothy has retired and would like to find one of the old desktop computers that she used when she started work for a graphics agency 15 years ago. It wasn't very big and the computer and the monitor were integrated in the same casing.
- Eleonora wants a complete computer deal plus printer that is always ready to use but out of sight when not in use. It would be nice if it was like the wooden furniture in her old but large country cottage.
- Jenny is an ambitious young businesswoman who needs a really trendy portable computer that can handle all the complex software she uses. Her company is important so the computer must look big and impressive.

F

H

G

D

A