

COMMISSIONE CANTONALE PER LA FORMAZIONE NEL COMMERCIO

Sessione **ESAMI 2015**

Sezione **IMPIEGATI DI COMMERCIO
PROFILO E/AFC+**

Materia **INGLESE**

Serie **1**

Luogo

data

candidato numero

cognome

nome

tempo accordato per l'esame
numero massimo di punti
mezzi ausiliari

150 minuti

100 punti

**dizionario bilingue per la parte di
comprensione alla lettura e per la
composizione scritta**

valutazione : *punti*

perito

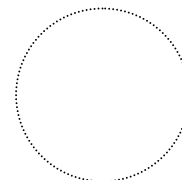
perito

*I Cantoni detengono il diritto d'uso degli esami ai fini scolastici.
Il testo d'esame non va utilizzato nelle classi fino al 30.06.2016
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Esami di AFC+ Sessione 2015

Inglese



Timbro della scuola

Istituto scolastico: Centro professionale commerciale

Nome e cognome: Classe:

Durata dell'esame: 150 minuti

Disposizioni generali:

- a) Scrivere il nome su ogni foglio
- b) Scrivere con penna o stilo
- c) Riconsegnare tutto il materiale
- d) Trascrivere a penna, dove richiesto, le risposte sugli **Answer sheets**. Faranno testo **unicamente queste risposte**.

Livello dell'esame (per la seconda e la terza lingua):

B1 (riferimento: Portfolio europeo delle lingue)

Punteggi e nota:

Comprensione all'ascolto (30 minuti/ nessun mezzo ausiliare)/ 25
Use of English (15 minuti/ nessun mezzo ausiliare)/ 15
Comprensione alla lettura (55 minuti dizionario mono-/bilingue cartaceo)/ 35
Espressione scritta (50 minuti: dizionario mono-/bilingue cartaceo)/ 25
Totale (Pass level 55%)/100

NOTA ESAME SCRITTO: _____

NOTA ESAME ORALE: _____

NOTA ESAME INGLESE: _____

Firma docente responsabile:

Firma esperto/a:

Tabella per la conversione punti in nota esame scritto (suff. 55%)

1	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0
0-8	9-17	18-26	27-35	36-44	45-54	55-64	65-73	74-82	83-91	92-100

Luogo e data dell'esame:



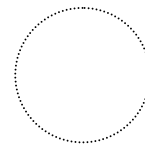
Nome e cognome:.....

Classe:

Listening comprehension

Time limit: 30 minutes
Dictionary: not allowed

Total points:... / 25



PART 1 (1x6 = 6 pts)

- You will hear a man leaving an answerphone message about electrical goods.
- For questions (1-6), fill in the gaps with the missing information using words, numbers or letters.
- You will hear the recording **twice**.

Mr Woodes, the caller works for (1)..... Department Store.

Mr Woodes works in the (2)..... department and his telephone number is (3).....

Mr Woodes would like to get (4)..... fridge and freezer brochures with (5)..... price lists.

One of Mr Woodes' customers is interested in dishwasher model JQ (6).....

...../ 6 pts

PART 2 (1x9 = 9 pts)

- You will hear a manager talking to his staff about changes in the company.
- Read the statements (1-9) and decide whether they are true (T) or false (F).
- You will hear the conversation **twice**.

1) The media was informed of the merger before the employees.

2) The merger talks have been with an American company and a British company.

3) After the merger nobody is in danger of losing his/her job.

4) The Americans want to change the location of the Head Office.

5) The date of the merger will be in May.

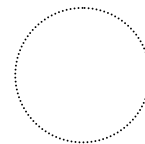
6) No problems will arise going from the old name to the new name.

7) After a discussion, the decision was made to keep the key as the logo.

8) After the merger the company will cut back on travelling.

9) In July the employees will be offered a course in corporate training.

...../9 pts



PART 3 (1x5 = 5 pts)

- You will listen to a telephone conversation between a customer, Ms McDonnell, and a bank employee.
- Fill in the missing information in the numbered spaces (1-5).
- You will hear the conversation *twice*.

Customer's name: Ms McDonnell
Sort code of her bank account: (1)
Account number: (2)
Amount of transfer: (3) £
Overdrawn by: (4) £
Date of last deposit: (5)

...../5 pts

PART 4 (1x5 = 5 pts)

- You will listen to woman, Mariam, talking about her career.
- Fill in the missing information in the numbered spaces (1-5).
- You will hear the conversation *twice*.

Mariam started working as an editor in publishing, but then she left the job because she didn't like working in an office all day long. Working on a (1) was also a problem.

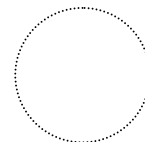
She thought about travelling and decided to do (2) work in Bolivia. There she taught children how to read and (3)

After this experience abroad, she went back to the UK, and did a landscape gardening course for (4) year. She has now been working in Bristol for 3 years.

Despite the possibility of working in bad (5) conditions, she loves her job.

...../ 5 pts

**WRITE ALL YOUR FINAL ANSWERS
ONTO YOUR ANSWER SHEET**



ANSWER SHEET

Listening comprehension

PART 1 (1X6 = 6 pts)

- 1) 2) 3)
- 4) 5) 6)

..... / 6 pts

PART 2 (1X9 = 9 pts)

Statements	1	2	3	4	5	6	7	8	9
T / F									

..... / 9 pts

PART 3 (1X5 = 5 pts)

- 1) 2) 3)
- 4) 5)

..... / 5 pts

PART 4 (1X5 = 5 pts)

- 1) 2) 3)
- 4) 5)

..... / 5 pts

TOTAL: / 25 pts

ANSWER SHEET

Listening comprehension

PART 1 (1x6 = 5 pts)

...../6 pts

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

PART 2 (1x9 = 9 pts)

...../ 9 pts

Statements	T/ F
1	
2	
3	
4	
5	
6	
7	
8	
9	

PART 3 (1x5 = 5 pts)

...../5 pts

- 1)
- 2)
- 3)
- 4)
- 5)

PART 4 (1x5 = 5 pts)

...../ 6 pts

- 1)
- 2)
- 3)
- 4)
- 5)

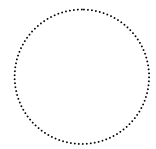
TOTAL:/ 25 pts

Nome e cognome:.....
Classe:

Use of English

Time limit: 15 minutes
Dictionary: not allowed

Total points:... / 15



EXERCISE 1- Choose the correct word (A, B, C or D) to fill in the spaces. There is only one possible answer. Write your answer onto the answer sheet. (10 x 0.5 = 5 pts)

1. I am _____ charge _____ a small team of workers.

- A in/of B at/of C in/to D at/to

2. My boyfriend doesn't earn much but it's _____ nothing.

- A good/than B better/than C worse/than D well/than

3. If I were you, I _____ about finding another partner for this venture.

- A thought B think C would think D will think

4. I often work _____ extra hours on Monday.

- A much B a lot C little D a few

5. In the last five years, the company _____ its sales by 60%.

- A has increased B increases C will increase D increased

6. The Fairtrade Foundation _____ 25 years ago.

- A found B was founded C was found D founded

7. Only two apprentices were interested _____ the project.

- A in B at C to D for

8. While I _____ home, I _____ my German teacher at the bus stop.

- A went/saw B went/seeing C was going/saw D was going/see

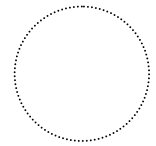
9. _____ time do you have for your lunch break?

- A How much B How many C How long D How

10. _____ do you think is going to get a bonus this year?

- A Which B Who C Which one D Whom

...../ 5 pts



EXERCISE 2 - Finish each of the following sentences in such a way that it has a similar meaning
To the sentence printed before it. **Write your answer onto the answer sheet.** (5x1 = 5 pts)

1. Would you like to go to the cinema?

How _____ to the cinema?

2. My friend Mario opened his first shoe shop in 2010.

My friend Mario _____ his first shoe shop since 2010 .

3. My company bought this mobile phone ten years ago.

This mobile phone _____ my company ten years ago.

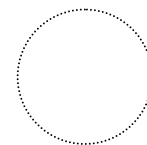
4. My colleague is more innovative than me.

I am _____ my colleague.

5. There is no information about the traffic jam.

We don't _____ information about the traffic jam.

...../ 5 pts



EXERCISE 3 - Read the text below. Choose the correct answer (A, B, C or D) to fill in the spaces. There is only one possible answer. Write your answer onto the answer sheet. (10 x 0.5 = 5 pts)

I have been working (1) _____ a freelance journalist (2) _____ six years. Before that I (3) _____ at a daily newspaper in the business section, but I didn't have the freedom to write stories I wanted to. In fact, I'm someone (4) _____ needs to work on her own – I really enjoy (5) _____ my own boss. My work (6) _____ me all around the world, investigating stories from Rio to Riyadh, (7) _____ to what interests me at the time.

The disadvantage of working for (8) _____ is that you never take (9) _____ time off. (10) _____, that doesn't matter to me, because I get to travel and work with a lot of interesting people.

- | | | | | |
|-----|-----------------|-------------|-------------|--------------|
| 1) | A as | B at | C just for | D that |
| 2) | A since | B for | C in | D at |
| 3) | A will work | B work | C worked | D works |
| 4) | A who | B which | C whom | D whose |
| 5) | A be | B being | C been | D is |
| 6) | A takes | B gets | C keeps | D gives |
| 7) | A in my opinion | B according | C as far as | D personally |
| 8) | A himself | B myself | C yourself | D herself |
| 9) | A enough | B rather | C only | D fully |
| 10) | A Honest | B Actually | C For real | D Eventually |

...../ 5 pts

**WRITE ALL YOUR FINAL ANSWERS ONTO YOUR
ANSWER SHEET**

ANSWER SHEET - Use of English

Exercise 1 Put the correct letter (*A, B, C or D*) in the boxes below. (10x0.5= 5 pts)

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.

...../ 5 pts

Exercise 2 Write only the missing words below. (1x5= 5 pts)

1.	
2.	
3.	
4.	
5.	

...../ 5 pts

Exercise 3 Put the correct letter (*A, B, C or D*) in the boxes below. (10x0,5= 5 pts)

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.

...../ 5 pts

TOTAL POINTS:/ 15 pts

ANSWER SHEET - Use of English

Exercise 1 Put the correct letter (**A, B, C** or **D**) in the boxes below. (10x0.5= 5 pts)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10	

...../ 5 pts

Exercise 2 Write only the missing words below. (5x1= 5 pts)

1.	
2.	
3.	
4.	
5.	

...../ 5 pts

Exercise 3 Put the correct letter (**A, B, C** or **D**) in the boxes below. (10x0.5= 5 pts)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

...../ 5 pts

TOTAL POINTS:/ 15 pts

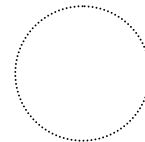
Nome e cognome:.....

Classe:

Reading comprehension

Time limit: 55 minutes
Dictionary: allowed

Total points: / 35



TEXT 1 – NOTES AND MESSAGES

- Look at the notes and messages below.
- What do they mean?
- For questions (1-5), mark the letter **A**, **B** or **C** next to the correct explanation. (5x1= 5 pts)

1.

The conference is from 5.30 to 6.30, with time allowed for questions from the participants. Refreshments are served at 7.00

- A The speaker will answer the questions if time allows.
- B There will be time to ask questions during the conference.
- C It will save time if questions are left until refreshments are served.

2.

To all staff:
Please submit applications for remaining annual leave before 31st December. Unused days must be taken by the end of next June.

- A The company will cancel any unused annual holiday at the end of the year.
- B The company will not allow any more holidays until next year.
- C The company needs to know about employees' unused vacation time.

3.

NOTICE TO RETAILERS
Due to production delays and unexpected demand, we are sorry to inform you that our product DOC/RC2701 is out of stock.

- A This item is not available at the moment.
- B Manufacture of this product is discontinued.
- C The suppliers have temporarily withdrawn this item.

4.

NEW SOFTWARE
List of retailers on www.softdoc.com
For demonstrations, ring your nearest stockist.

- A Customers can buy the new software from a sales outlet online.
- B Customers can see how the new software works on their computer.
- C On the internet, customers can find where the new software is sold.

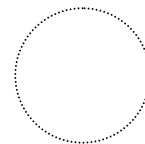
5.

Dear Robert,
attached is the program for this year's training courses. If you can't manage any of them, contact Allison.

What should Robert do?

- A Inform Allison if he cannot do all the courses.
- B Inform Allison about the schedule of his training courses.
- C Ask Allison how to plan his training courses.

..... / 5 pts



TEXT 2 – BUSINESS MAGAZINES

- Look at the notice below. It shows the contents of a business magazine.
- For each question (1-6), decide which section (A-H) would be most suitable for each person or company.
- There are extra contents you will **not** need to use. (6x0.5= 3 pts)

A) <i>Mergers & acquisitions</i>	B) <i>Making supermarkets more attractive</i>	C) <i>Recent changes to senior positions</i>
D) <i>Comparing new potential suppliers</i>	E) <i>The new developments in information technology</i>	F) <i>If you want to improve productivity, then...</i>
G) <i>CV: This month's profile: a top bank manager</i>	H) <i>Transfer central control of your business</i>	

1. Robert Smith wants to read about suggestions for raising production without extra costs.

Answer:

2. The *Jackson & Co.* is interested in relocating managerial authority and responsibility to lower levels in its organization.

Answer:

3. Paul Barton, a new Purchasing Officer in his company, wants to learn what to look for when deciding which company to purchase goods from.

Answer:

4. Amanda Lincoln would like new ideas for improving the design and layout of their outlets.

Answer:

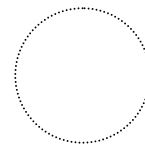
5. Mr Richardson, a new Chief Executive of a major electronics manufacturer wants to check if his promotion is mentioned in the magazine.

Answer:

6. Mark Thompson is always very interested in people's careers.

Answer:

..... / 3 pts



TEXT 3 – THE BRITON WHO USED ALL HER MONEY TO OPEN A RESTAURANT IN CHILE

You are going to read a short text about a woman, who decided to open a restaurant in Chile.

- **Exercise 1:** Match the following headings (A-F) to the paragraphs (1-5). There is one extra title you will not need to use. (5x1= 5 pts)

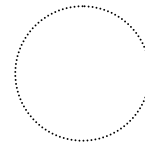
- A. Remembering your roots
- B. Daring to try a challenging experience
- C. Regretting choices
- D. The hard way of settling down
- E. Teaching new manners and habits
- F. Convincing the locals into trying new dishes

...../ 5 pts

- **Exercise 2:** Read the following statements (1-6) and decide whether they are True (T) or False (F). (6x1= 6 pts)

- 1. Cecile left England because she felt she needed a change in her life.
- 2. Cecile felt at home in Chile soon after her arrival.
- 3. Cecile and her husband contributed in many ways in the project of the *Blue Jar*.
- 4. The *Blue Jar* restaurant isn't different from the other local restaurants except for its cuisine.
- 5. Cecile sometimes feels homesick.
- 6. According to Cecile, keeping in touch with other emigrants from your country of origin helps a great deal in familiarizing with your new life abroad.

...../ 6 pts



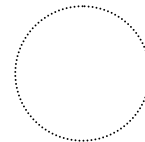
TEXT 4 – TECHNOFIT

You are going to read an article about Hiro Morabito, a man who started a company making equipment for fitness centres.

Are statements (1-8) true (T) or false (F)? 8x1=8 pts

1. The fitness industry took Hiro Morabito seriously from the very beginning.
2. TechnoFit was Hiro Morabito's first experience of producing fitness equipment.
3. Introducing TechnoFit before the market was ready was a mistake.
4. TechnoFit was successful mainly because Hiro Morabito managed to find people who wanted to try something different.
5. Hiro Morabito bought a company located in California.
6. Developing a programme for people with mobility problems turned out to be a good move.
7. Morabito's strategy to attract people is to have well-functioning machines.
8. Morabito is worried that competitors are copying TechnoFit products.

...../ 8 pts



TEXT 5 – Interview with Sprayground founder and street artist DBD

You are going to read a short text about teenagers and an entrepreneur (risk taker), who creates and markets bags to them.

*Read statements (1-8) and choose the correct answer A, B, or C according to the text.
(8x1= 8 pts)*

- 1. According to the interview, most customers need**
A cool looking things.
B something to carry their things.
C art that sells.

- 2. Typical customers that would love this product are**
A teenagers.
B a mix of customers.
C the graffiti kids.

- 3. How does marketing work for a fashion business?**
A Through building relationships with famous people.
B Through street vendors.
C Through acceptance at prestigious design schools.

- 4. What is most rewarding about creating a line of backpacks?**
A Helping young people to dress fashionably.
B Making money.
C How a little company can change an industry.

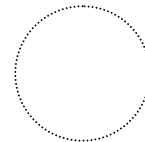
- 5. What is needed for creating high-end stylish products?**
A Stylish design.
B Quality.
C Competitors.

- 6. The most important factor in the fashion business is**
A creating ideas that can adapt to the customers.
B that people are different, so any art will do.
C manufacturing with unique materials.

- 7. Does the artist have to worry about product or brand protection?**
A No, there is no need for that.
B Protection is always guaranteed.
C He should try to copyright the design.

- 8. The company's future strategy for bag manufacturing is**
A to transition into accessories.
B to become a symbolic bag company for both men and women.
C to create one style of bag.

...../ 8 pts



TEXT 3 – THE BRITON WHO USED ALL HER MONEY TO OPEN A RESTAURANT IN CHILE

by Trish Lorenz

Paragraph 1: Heading

There is a touch of culinary England in the government quarter of downtown Santiago, the capital of Chile. Sitting at a table in the shade of a tree outside *Blue Jar*, the restaurant she owns with her husband, Cecile Latham-Koenig shows us proudly the menu: fish and chips, salmon fish cakes, strawberry trifle, treacle* puddings and a big breakfast as English as it gets, featuring eggs, home-baked bread and freshly made marmalade.

Latham-Koenig, 54, is British and was head of music and arts projects at London's Barbican centre when, in 1997, she fell in love with a Chilean and decided to move to Santiago. *"I had worked at the Barbican for 16 years and had an amazing job that I loved. And I loved London, too. When I made the decision to leave I don't think I realized how brave I was being or how big a decision it really was,"* she says.

Paragraph 2: Heading

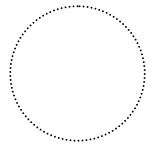
Moving to the other side of the world for love or work is undoubtedly exciting but it can also be immensely challenging. Latham-Koenig says that, for the first few years, she was *"profoundly lonely and frustrated"* in part because she didn't speak the language. *"I had gone from organizing huge events and having complex conversations about classical music and here I found it difficult to order a meal in a restaurant,"* she says.

A few years later, the relationship that brought her to Santiago ended, but by that time she had acclimatized to Chile and learnt Spanish, so she stayed. She soon met her Chilean-born husband, chef Nicolas Baudrand, and the pair shared the love for food and fine wine. The couple opened *Blue Jar* in 2007 and according to Latham-Koenig it has since become a staple of* the government quarter, hosting ministers, presidential hopefuls and public servants of both parties. *"We say that Blue Jar is the ministry that survives any change of government,"* says Latham-Koenig.

Paragraph 3: Heading

The restaurant is a success today but opening it was a brave experiment, not least because the pair invested all their savings in the project. *"We partly called it 'Blue Jar' because we were broke when we opened it, and were saving all our money in a big jar,"* says Latham-Koenig. *"It's a very personal place because of that. We didn't have any money so everything in the restaurant, from the chairs to the coat hooks, was handmade by us and by local craftsmen."*

The modern Chilean and British menu was initially challenging for local customers: while Chile has an abundance of fresh products and produce fine wine, the culinary scene is still relatively limited. *"There are great ingredients here but not a great cuisine,"* says Latham-Koenig. *"We are one of the few chef-owned restaurants in Chile and we were the first to use ingredients like quinoa. We are still breaking down attitudes to some ingredients. Posh people don't eat pulses* here so it was a challenge when we had lentils and beans on the menu. It has taken six years but our regular clients trust us enough now to try new things."*



Paragraph 4: Heading

Chileans also have a relaxed attitude to punctuality. *"Initially it drove me mad,"* says Latham-Koenig. *"Now I have instituted a rule that if you are more than 15 minutes late for your reservation we give the table away. It took a bit of getting used to, especially for ministers and other dignitaries, but now it really works."*

There is a relatively strict social hierarchy in the country – it is still very class focused and Latham-Koenig says customers were surprised to see her working in the restaurant. *"I serve the food, clear tables and so on, but being served by the owner is unusual here. I feel that we're helping to change some social perceptions and I'm proud of that."*

Paragraph 5: Heading

Today Latham-Koenig is happy to call Santiago home. She has three children, aged 15, 13 and 9, and the family have a 1940s house in Vitacura, one of the wealthier suburbs. [...]

Making a success of a life on the other side of the world doesn't mean losing touch with your home country. Latham-Koenig's children go to school in Santiago but still identify with their British heritage. *"Although they were born here, they eat Marmite* and like to watch Doctor Who,"* she says.

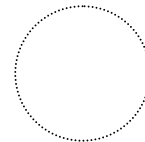
Latham-Koenig says she still pines for some aspects of London life. *"I miss my family, of course, and things like browsing in Daunt Books, walking on Hampstead Heath, good oriental food and the diversity of the city."*

She has two key tips for others moving abroad: *"learn the language intensely and well and don't mix with other expats"*. Of the latter she adds: *"It's depressing to hear other people moan about what they miss about home. It's far better to develop your own techniques to stay in touch with the things that matter to you. I have Radio3 on my iPad and we now wake up every morning listening to it. It helps me feel connected with Britain."*

Taken and adapted from: [www.ft.com\(18/07/2014\)](http://www.ft.com(18/07/2014))

Glossary:

- *treacle*: a sort of syrup
- *a staple of*: a large or important part of
- *pulses*: seeds of some plants that are eaten as food such as peas or lentils
- *Marmite*: a dark substance made from yeast and spread on bread



TEXT 4 – TECHNOFIT

When Hiro Morabito founded TechnoFit, a manufacturer of gym equipment, he took a big risk by opposing the current idea that exercise machines should be designed only to build up physical strength. He created his business round the belief that it was less important for people to be strong than to be generally fit. At first, he was not taken seriously by his competitors in the industry, who thought his ideas could not work.

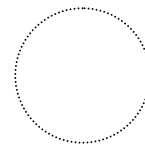
In the early days, Hiro Morabito made some mistakes. He invented equipment that was at the time highly innovative in its technology – it exercised the body in a way that was very comfortable for the user. TechnoFit had invested a lot of effort in research and development of the product. But this was still a time when people believed they could only benefit from exercise if it was painful, and customers were not prepared to buy the machine.

However, he continued to push the theory that gyms should promote general health, and it paid off. Consumers began to accept his ideas and he came to be seen as an innovator. TechnoFit was not just another company making the sort of machinery you could find in any gym – they were selling something original and they were able to create a niche in the market.

Ten years on, Hiro Morabito, is still experimenting and researching. His most recent activities include the TechnoFit Senator project, designed to improve life for people with sports injuries and for older people who have difficulty walking. He is also developing a 'Health and Fitness Park' in California as an international centre for the promotion of healthy lifestyles. R&D is always at the top of Hiro Morabito's agenda and this means looking for ways to help people enjoy exercise. He believes that customers today expect gyms to be places that are pleasant for the senses as well as for the body. His company has now opened several fitness centres, equipped with TechnoFit machines. These are attractive to look at and operate smoothly and quietly. The equipment is made of top quality materials that are pleasant to touch, and the air in the centres is kept fresh.

'I'll always remain committed to the health of the body', says Hiro Morabito, 'and I don't regret that I've dared to be different in my vision to fitness business. A lot of companies are now copying what TechnoFit does, and this shows that the hard work was worthwhile.'

Text taken from BEC 5, 2014



TEXT 5 – Interview with Sprayground founder and street artist DBD

Cristian: Hi Daniel and welcome. Tell us a bit about yourself.

DBD: Hello I'm David Ben-David "DBD" from Miami, Co-Founder and Creative Director of *Sprayground bags* in NYC.

Cristian: And naturally, you're running a fashion business. What is this about?

DBD: Fashion moves faster than life, to be on top of the game I have to forecast the future every season...everyday.

Cristian: You have created some unique backpacks based on a concept that I believe is very appealing to artists.

DBD: We have single handedly changed the bag market with the "*Hello MY Names*" bag and *Graffiti Utility Backpack* and have started a new market of conceptually designed bags. We first started out as a blank bag company that can hold spraycans, after those bags sold-out, I expanded the idea to make cool cutting-edge designs on bags.

Cristian: How did you come up with the idea?

DBD: The market is full of "black bags" and "repeat-pattern bags", and we saw an opportunity to transform this category into a major accessory that people now need to wear to match with their outfit. Just like what Skullcandy did to the headphone industry, Sprayground plans to transform the bag industry.

Cristian: Who is the typical customer that would love your products?

DBD: All ages, everyone needs a bag to carry their stuff. The beauty about Sprayground is that we cater to a crossover of customers. We make bags for the skater kid, for the hip-hop kid, the graffiti kid and the hipster kid etc.

Cristian: Did you get support or recognition from other artists? How does marketing work for a fashion business?

DBD: We did some collaborations already with artist Cope and photographer Henry Hargreaves. Our "*Graffiti Utility Backpack*" is used by all the top graffiti artists. In regards to marketing, we have gotten bags onto celebrities thru their stylists and building relationships with them.

Cristian: As an artist, what was the most rewarding about creating a line of backpacks?

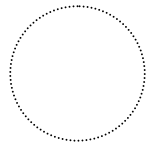
DBD: To me, the reward is about how a little company with 2 employees managed to sell to the best retailers and changed an industry...and the most rewarding is when I see someone in New York City walking around with my bag on.

Cristian: What are the main ingredients for creating a high-end, stylish and functional product?

DBD: First comes the design then the style of backpack. You need all the right ingredients in making a durable bag for today's tech kid to fit his skateboard, laptop, ipod, iphone...the list goes on and on, but we are there to hold his life in his bag.

Cristian: Thinking about artists, I think one of their challenges is that they can't only focus on the artistic part, but also need to make "art that sells". What's your view on this?

DBD: Yes, that is the most important key in this business if the art is poor then no one will buy it. You gotta find the right concept for the right consumer.



- Cristian:** What about protecting your products, brand and so on? Is this something to worry about? Any advices for other artists?
- DBD:** Fashion changes so fast that there is hardly any protection, but the best thing to do is Copyright the art that a designer is using.
- Cristian:** I had a look on your site and your products are available at select retail stores in NYC, LA, Miami. Can you name a few locations?
- DBD:** Amazing shops like: *Kiston, Nordstroms, Bodega, Shoe Gallery, Atmos, Goliath, Karmallop.com...* to name a few.
- Cristian:** How did the crisis affect your market? Or better said what were the main factors that assured your success?
- DBD:** The accessories business has been strong thru this financial disaster mainly because people usually buy 1 or 2 bags a year..we just have to make sure it's our bags they are buying.
- Cristian:** What about the future? Planning to expand with other product lines?
- DBD:** Just grow into an iconic bag company that is involved in all types of bag categories for men and women.
- Cristian:** Any final words you would like to address readers?
- DBD:** Do what you love and you'll never work a day in your life!

Taken from Entrepreneurship-Interviews, digital 2011

**WRITE ALL YOUR FINAL ANSWERS
ONTO YOUR ANSWER SHEET**

ANSWER SHEET

Reading comprehension

TEXT 1 – Notes and messages (1X5 = 5 pts)

Statements	1	2	3	4	5
A, B or C					

..... / 5 pts

TEXT 2 – Business Magazines (0.5X6 = 3 pts)

Questions	1	2	3	4	5	6
Answers A-H						

..... / 3 pts

TEXT 3 – The Briton Who Used All Her Money To Open A Restaurant (1X5 = 5 pts) + (1X6 = 6 pts)

Exercise 1

Paragraphs	1	2	3	4	5
Headings A-F					

...../ 5 pts

Exercise 2

Statements	1	2	3	4	5	6
T / F						

..... / 6 pts

TEXT 4 – 7 TechnoFit (1X8 = 8 pts)

Statements	1	2	3	4	5	6	7	8
T / F								

..... / 8 pts

TEXT 5 – Interview with Sprayground founder and street artist DBD (1X8 = 8 pts)

Questions	1	2	3	4	5	6	7	8
A, B or C								

...../ 8 pts

TOTAL:/ 35 pts

ANSWER SHEET

Reading comprehension

TEXT 1 – Notes & messages (5x1 = 5 pts)

...../5 pts

Statements	A, B or C
1	
2	
3	
4	
5	

TEXT 2 – Business Magazines (6x0.5 = 3 pts)

...../ 3 pts

Questions	Answers A-H
1	
2	
3	
4	
5	
6	

TEXT 3 – The Briton Who Used All Her Money To Open A Restaurant (5x1= 5 pts) + (6x1= 6 pts)/ 11 pts

Exercise 1

Exercise 2

Paragraphs	Headings A-F
1	
2	
3	
4	
5	

Statements	T/ F
1	
2	
3	
4	
5	
6	

TEXT 4 – TecnoFit (1X8 = 8 pts)

...../8 pts

Statements	T / F
1	
2	
3	
4	
5	
7	
8	

TEXT 5 – Interview with Sprayground founder and street artist DBD (8x1= 8 pts)

...../8 pts

Questions	A, B or C
1	
2	
3	
4	
5	
7	
8	

TOTAL:/ 35 pts

Nome e cognome:.....

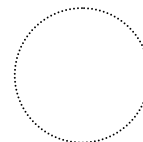
Classe:

Writing

Time limit: 50 minutes

Dictionary: allowed

Total points:... / 25



Compito A (obbligatorio)

Situazione

Lavori per l'agenzia di viaggi " *GlobeTrotter*" (www.globetrotter.com).
Avete appena pubblicato il nuovo catalogo, nel quale avete aggiunto la sezione " *Business Travel* " in oriente.

Per promuovere il vostro nuovo servizio, offrite uno sconto del 10% a tutte le aziende che prenoteranno un viaggio aziendale per almeno due persone entro il 31 dicembre 2015.

Compito

Il tuo superiore ti incarica di scrivere **una mail** alle ditte della zona, che si sono sempre affidate alla vostra agenzia per organizzare i loro viaggi.

Nella tua mail:

- promuovi il nuovo servizio offerto dalla vostra agenzia;
- informi dello sconto e delle condizioni;
- indichi il sito, dal quale possono accedere alla versione elettronica del catalogo.

Inizia e concludi la mail come si conviene. Scrivi **50-60** parole.

To: Our customers

From: *GlobeTrotter*

Subject:

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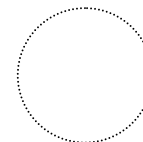
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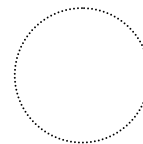
Valutazione compito A:

Punti	Comunicazione completa delle informazioni
3	La produzione scritta contiene tutti i punti da trattare.
2	Nella produzione scritta manca un punto.
1	Nella produzione scritta mancano due punti.
0	Nella produzione scritta mancano più di due punti.

Punti	Comprensibilità della produzione scritta (Fluency)
3	La produzione scritta risulta comprensibile grazie ad una formulazione chiara e corretta.
2	La formulazione risulta talvolta poco chiara e ciò crea alcuni problemi di comprensione.
1	La formulazione risulta spesso poco chiara e ciò crea diversi problemi di comprensione.
0	La produzione scritta risulta incomprensibile.

Punti	Correttezza (Accuracy) Strutture di base elencate nei programmi scolastici 1° - 3° anno
4	La produzione scritta presenta solo alcuni errori grammaticali e/o sintattici che non compromettono la comprensione del messaggio.
3	La produzione scritta contiene frequenti errori grammaticali e/o sintattici che però non compromettono la comprensione del messaggio.
2	La produzione scritta presenta errori grammaticali e/o sintattici che possono compromettere la comprensione del messaggio.
1	La produzione scritta presenta errori grammaticali e/o sintattici che ostacolano la comprensione del messaggio.
0	La produzione scritta risulta incomprensibile.

..... /10 pts



Compito B (obbligatorio)

Situazione

Sei giunto al termine del tuo apprendistato. Un giorno, navigando in internet, sul sito "www.travelwork.com" trovi il seguente annuncio:

Sei giovane e hai voglia di visitare il Cile?
Vuoi imparare a cucinare?
Sai parlare lingue straniere e potresti aiutare anche in
piccoli lavori amministrativi?

Se sì, allora manda la tua candidatura a:

Cecile Latham-Koenig
Las Condes
Santiago, Cile 7550006

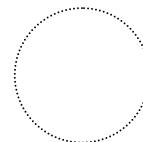
Decidi di candidarti.

Compito

Scrivi la **lettera** di candidatura all'attenzione della signora Latham-Koenig, in cui:

- fornisci una tua breve presentazione (nome, età, stato civile, nazionalità, hobby e interessi, formazione scolastico-professionale ed eventuali esperienze professionali);
- descrivi le tue competenze personali/professionali, le tue conoscenze linguistiche e culinarie;
- richiedi maggiori informazioni sulla durata dell'impiego, sull'alloggio e sul salario;
- chiedi consigli sui luoghi da visitare durante il tuo soggiorno.

Inizia e concludi la lettera di candidatura come si conviene. Scrivi **120-140** parole.



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Valutazione compito B

Punti	Comunicazione completa delle informazioni
4	La produzione scritta contiene tutti i punti da trattare.
3	Nella produzione scritta manca un punto.
2	Nella produzione scritta mancano due punti.
1	Nella produzione scritta mancano tre punti.
0	Nella produzione scritta mancano più di tre punti.

Punti	Comprensibilità della produzione scritta
4	La produzione scritta risulta comprensibile grazie ad una formulazione chiara e corretta.
3	Un punto non è comprensibile.
2	Due punti non sono comprensibili.
1	Tre punti non sono comprensibili.
0	Più di tre punti non sono comprensibili.

Punti	Correttezza (Accuracy) <i>Strutture di base elencate nei programmi scolastici 1° - 3° anno</i>
3	La produzione scritta presenta alcuni errori grammaticali e/o sintattici che però non compromettono la comprensione del messaggio.
2	La produzione scritta presenta errori grammaticali e/o sintattici che a tratti rendono difficile la comprensione del messaggio.
1	La produzione scritta presenta frequenti errori grammaticali e/o sintattici che possono compromettere la comprensione del messaggio.
0	La produzione scritta risulta incomprensibile.

Punti	Lessico
4	Il vocabolario generico e specialistico è adeguato e consente di svolgere i compiti assegnati con relativa facilità.
3	Il vocabolario permette di risolvere i compiti assegnati, anche se con qualche difficoltà.
2	Il vocabolario è limitato e permette di risolvere solo una parte dei compiti assegnati.
1	Il vocabolario è molto limitato e rende molto difficile risolvere i compiti assegnati.
0	Il vocabolario non permette di risolvere i compiti assegnati.

..... /15 points