

COMMISSIONE CANTONALE PER LA FORMAZIONE NEL COMMERCIO

Sessione **ESAMI 2016**

Sezione **IMPIEGATI DI COMMERCIO
PROFILO E / PROFILO B**

Materia **INGLESE**

Serie **1**

Luogo

data

candidato numero

cognome

nome

tempo accordato per l'esame **90 minuti**
numero massimo di punti **70 punti**
mezzi ausiliari **dizionario bilingue**

valutazione : *punti*

nota

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 30.06.2017
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PART 1

- Listen to two messages left on an answering machine.
- Fill in the missing information below.
- You will hear the recordings twice. (7x1=7pts)

Message 1

Photocopier model number: Sony

Phone number:

Closing time: pm

Message 2

Company name:

Price for model PXL2005: £

Discount on orders over 12:

Deadline for decision: Friday, 2016

____/ 7 pts

PART 2

- Listen to five short recordings.
- For each question, mark one letter (A, B or C) for the correct answer.
- There is only one correct answer per question.
- You will hear the recordings twice. (5x1=5pts)

1. Who is going to the conference?

- A. William
- B. Tom
- C. Fred

2. Which graph shows what the sales reps are talking about?

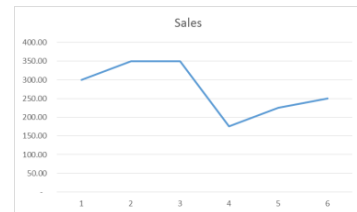
A.



B.



C.



3. At what time will the colleagues meet?

- A. 3.00 pm
- B. 4.15 pm
- C. 1.30 pm

4. How much will the couple offer for the house?

- A. 450,000
- B. More than 450,000
- C. Less than 450,000

5. Who is Terry going to write to?

- A. the staff
- B. the supplier
- C. the clients

____/ 5 pts

PART 3

- Listen to two people negotiating a sales deal.
- For each question, choose one answer A, B or C.
- There is only one correct answer.
- You will hear the recording twice. (8x1=8pts)

1. Mrs Barton wants to...

- A. negotiate a discount;
- B. order small quantities;
- C. lower the price per unit.

2. It is against Mr Jones's company's policy to...

- A. reject rush orders;
- B. deliver different sized orders;
- C. offer discounts.

3. Mr Jones could agree to a discount of...

- A. 1.5%;
- B. 5%;
- C. 0.5%.

4. For Mrs Barton, the most important aspect is...

- A. the discount;
- B. payment terms;
- C. getting the products punctually.

5. Mr Jones's company can guarantee delivery...

- A. within two weeks;
- B. within ten days;
- C. within a week.

6. Mr Jones...

- A. can make an agreement now;
- B. cannot make an agreement now;
- C. cannot make an agreement in the future.

7. Why does Mr Jones reject the demand for plastic film?

- A. It takes too much time;
- B. It's not useful;
- C. They don't have the necessary equipment.

8. In the end, Mrs Barton and Mr Jones...

- A. agree about the packing;
- B. are still talking about the packing;
- C. totally disagree about the packing.

____/ 8 pts

TOTAL ____/ 20 pts

Text A – YUM! BRANDS

1. Yum! is one of the biggest fast-food companies in America, yet few of its customers have ever heard of it. Its brand names - KFC, or Pizza Hut, or Taco Bell - are found along the high streets of the world. From its modest base in Louisville, Kentucky, it oversees the opening of three new restaurants, one of them in China, every day.
2. Yum! Brands, the parent of these well-known fast-food chains, has 34,000 (mostly franchised) restaurants around the world, 2,000 more than McDonald's. At home in America it accounts for about 4% of all restaurant-industry sales, behind only McDonald's at 6.5%. With 1,378 KFC restaurants in China, and 201 Pizza Huts, Yum! owns two of the most famous brand names in the world's biggest market.
3. The company used to belong to Pepsi Cola but was sold by them in 1997 because they were not interested in running restaurants. However, David Novak, the boss of Yum!, who used to work for Pepsi, loves being in the restaurant industry. Mr Novak, who became chief executive in 1999 and chairman in 2001, believes in a more relaxed way of management than Pepsi. He wants people to feel that work should be fun and employees respond to his accessible style.
4. Mr Novak declared that he was going to “love” the franchisees, who owned 60% of Yum!'s restaurants when Pepsi sold it (the proportion is now about 75%) and whom Pepsi had not always treated gently. Restaurant managers got stock options. The logic: if the managers were happy, they were more likely to treat the “crew” members working the kitchen and the counter well, as their efficiency and cheerfulness is vital to the restaurants' success. This philosophy has been partly successful. The average American kitchen employee stays with Yum! for one year, almost twice as long as in 2000.
5. Yum! benefits from economies of scale across the restaurant brands which all work together instead of acting as rivals as they had done under Pepsi. Advertising media-buying was unified through a single agency, for example. Collectively they are one of the top five buyers in America. International operations are in a single division, a trend started under Pepsi. This concentrated the resources needed to penetrate new markets, a strategy that has been very successful in China. There, KFC has gone after the fast-food market, whereas Pizza Hut has positioned itself more as a place for casual dining, while Taco Bell is just beginning to test the market.

Task 1 – Match paragraphs 1-6 with headings A-G. There is one heading that you do not need to use. Write your answers in the grid below. (5x1=5 pts)

- A) Some significant figures
- B) Better working atmosphere
- C) Parent company pretty unknown
- D) Difficult times for the company
- E) Union is strength
- F) A bit of history

Paragraph 1-6	1	2	3	4	5
Heading A-F					

___ / 5 pts

Task 2 – Decide whether statements 1-4 are True (T), False (F) or if the text Doesn't Say (?). Correct false statements. Write your answers in the grid below. (4x1=4 pts)

	T	F	?
1. Two new Yum! restaurants open in Europe or America every day.			
2. Yum! is number one in restaurant-industry sales.			
3. Yum! sold Pepsi Cola in 1997.			
4. According to figures, in 2000 kitchen employees stayed with Yum! for about six months only.			

___ / 4 pts

Task 3 – Decide which statement (A, B or C) is true. There is only one correct statement. (6x1=6 pts)

1) According to the article, Yum! Brands is

- A the largest fast-food company in America.
- B opening three restaurants every day in China.
- C hardly recognized by most of its customers.

2) According to the article, compared with McDonald's, Yum! Brands

- A has more outlets.
- B has more restaurants in China.
- C has a higher turnover.

3) What does the article say about Pepsi Cola?

- A Yum! Brands was once owned by Pepsi Cola.
- B David Novak was once Pepsi Cola's Chairman.
- C Pepsi Cola has changed its management style.

4) David Novak gave the franchisees the opportunity to buy

- A 60% of the company's outlets.
- B the Pepsi Cola company.
- C shares in Yum! Brands.

5) Under Yum! Brands, the three companies KFC, Taco Bell and Pizza Hut

- A work together to improve purchasing power.
- B are more competitive with each other.
- C run similar advertising campaigns.

6) What does the article say about Yum! Brands' international operations?

- A The three companies are targeting the same market share.
- B They are structured the same as they were under Pepsi Cola.
- C Each company is focusing on a different country.

Statement 1-6	1	2	3	4	5	6
Answer A - B - C						

___ / 6 pts

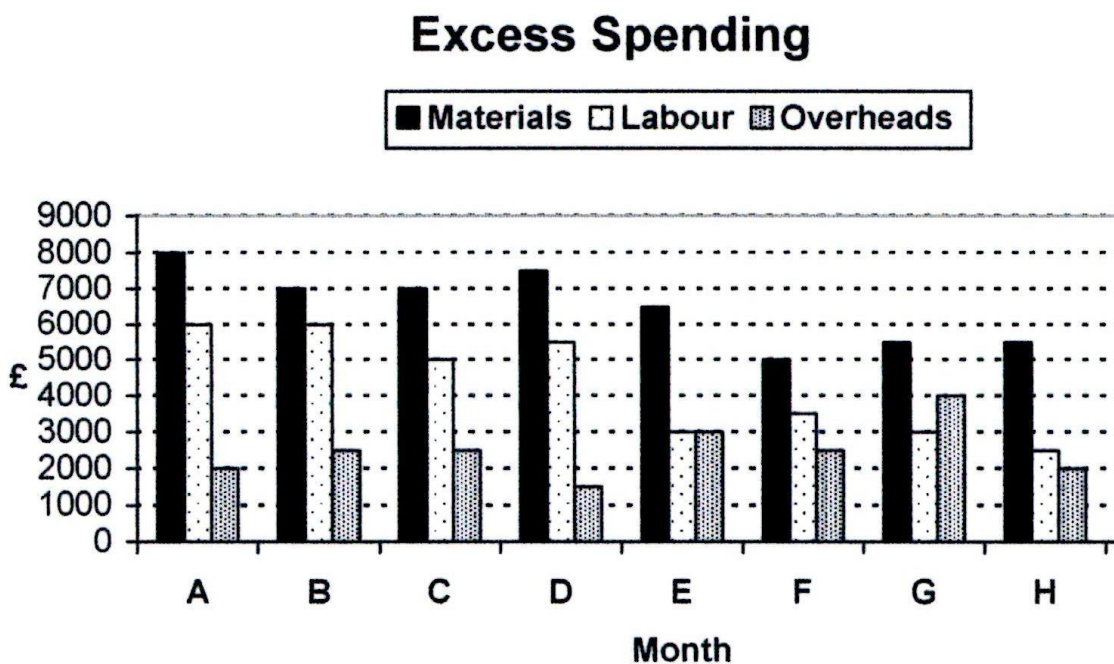
Task 4 – Find synonyms in the text using one or two words. (5x1=5 pts)

- | | | |
|-------------|--------------|-------|
| Paragraph 1 | headquarters | |
| Paragraph 2 | famous | |
| Paragraph 3 | not strict | |
| Paragraph 4 | productivity | |
| Paragraph 5 | competitors | |

___ / 5 pts

Text B – Understanding graphs

- Look at the chart below. It shows the amounts by which a clothing manufacturer's expenditure on materials, labour and overheads (= spese generali) were above budget over a nine-month period.
- Decide which month or months (A-H) each of the following sentences describes.
- You can use each letter more than once.
- Write the answers in the grid below. (4x0.5 + 3x1=5 pts)



1. In these two months, excess spending on materials was the same as the previous month.

_____ (0.5 pts) *and* _____ (0.5 pts)

2. In this month, excess spending on materials reached its lowest level before starting to rise again.

_____ (1 pt)

3. In this month, the gap between excess spending on materials and on overheads was at its widest, with overheads achieving their lowest figure of the period.

_____ (1 pt)

4. In this month, excess spending on overheads overtook the figure for labour.

_____ (1 pt)

5. In these two months, excess spending on overheads dipped, while the figure for labour rose.

_____ (0.5 pts) *and* _____ (0.5 pts)

Sentence 1-5	1	2	3	4	5
Answer A-H	_____ _____	_____	_____	_____	_____ _____

___ / 5 pts

TOTAL ___ / 25 pts

COMPITO B

Ha visto recentemente questa pubblicità sul *New York Times* ed è interessato/a ad acquistare dei biglietti da visita per la sua ditta.

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Hello

**STANDOUT
STYLES AND
FORMATS**

OUR DESIGNERS PERSONALLY REVIEW
EVERY BUSINESS CARD ORDER

Contact us to find out our international delivery options, prices and shipping terms and conditions.

Scriva una **lettera di 80-100 parole** alla ditta *Tinyprints*, includendo i seguenti punti:

- dica per chi lavora e il motivo per cui sta scrivendo;
- spieghi perché la sua ditta è interessata ai biglietti da visita della *Tinyprints*;
- richieda un catalogo con i prezzi;
- chieda i termini di consegna e i costi di spedizione per la Svizzera;
- chieda possibili sconti per ordini superiori a 500 esemplari.

Tralasci data e indirizzi.

Criteri di valutazione

Compito A (10 punti)

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.

Compito B (15 punti)

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) Strutture di base elencate nei programmi scolastici 1° - 3° anno
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.