

# COMMISSIONE CANTONALE PER LA FORMAZIONE NEL COMMERCIO

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Sessione **ESAMI 2020**

Sezione **IMPIEGATI DI COMMERCIO  
SPC profili E/B e SMC/AFC**

Materia **INGLESE**

Serie **1**

Luogo

Data

Candidato numero

Classe

Cognome

Nome

Durata esame scritto: **90 minuti**  
Mezzi ausiliari autorizzati: **Dizionario in formato cartaceo**

Punteggio esame scritto: **...../ 70 punti**

*Nome, cognome e firma perito*

*Nome, cognome e firma perito*

Nome e cognome:.....

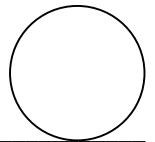
Classe: .....

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# **Listening comprehension**

**Time limit: 20 minutes**  
**Dictionary: not allowed**

**Total points: .... / 20**



**PART 1a** (1x5 = 5 pts)

taken and adapted from "Total Business 2"

- You will hear a **conversation** between Vanessa and Jochen Anderson.
- For each question (1-5), **fill in the missing information in the spaces**.
- You will hear each recording **twice**.
- You now have time to read the questions (**30 seconds**).

Mr Anderson is phoning about the schedule for the (1) \_\_\_\_\_ event.  
Date of the event: (2) \_\_\_\_\_  
Right time of Mr Anderson's speech: (3) \_\_\_\_\_  
What time would Mr Anderson like to have the speech? (4) \_\_\_\_\_  
Mr Anderson's telephone number: (5) \_\_\_\_\_

...../ 5 pts

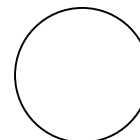
**PART 1b** (1x4 = 4 pts)

taken and adapted from "Total Business 2"

- You will hear a message about a magazine subscription on a telephone answering machine.
- For each question (1-4), **fill in the missing information in the spaces**.
- You will hear each recording **twice**.
- You now have time to read the questions (**30 seconds**).

NAME: Ms Cynthia (1) \_\_\_\_\_  
COMPANY: (2) \_\_\_\_\_ solutions.  
ADDRESS: On record  
SUBSCRIPTION NUMBER: (3) \_\_\_\_\_  
REQUEST: Send (4) \_\_\_\_\_ edition of the magazine.

...../ 4 pts



**PART 2** (1x5 = 5 pts)

*taken and adapted from "Total Business 2"*

- Listen to five recordings about some training courses.
- For each recording, **match the speaker (1-5) and the courses (A-H)**.
- **Do not use any letters more than once.** There are **two extra letters you do not need to use.**
- You will hear the recordings **twice**.
- You now have time to read the questions (**30 seconds**).

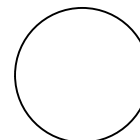
SPEAKERS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

COURSES:

- A. Managing teams
- B. Using PowerPoint
- C. Sales on the telephone
- D. Effective presentations
- E. Doing business with other cultures
- F. Report writing
- G. Marketing on the web
- H. Interviewing and staff selection

...../ 5 pts



**PART 3** (1x6 = 6 pts)

taken and adapted from "PET 8 Cambridge"

- You will hear a man called James and a woman called Martha talking about a TV series called *Madison*, which is about a doctor who works in a hospital.
- Decide if each sentence (1-6) is correct or incorrect. If it is correct, put a tick for **A**. If it is incorrect, put a tick for **B**.
- You will hear each recording **twice**.
- You now have time to read the questions (**45 seconds**).

	<b>A</b>	<b>B</b>
1. They don't agree the last show in the series was complicated.	<input type="checkbox"/>	<input type="checkbox"/>
2. James believes the doctor is a very normal person.	<input type="checkbox"/>	<input type="checkbox"/>
3. Martha and James have admiration for the way the doctor acts.	<input type="checkbox"/>	<input type="checkbox"/>
4. Martha thinks the main character has similar abilities like a detective.	<input type="checkbox"/>	<input type="checkbox"/>
5. James was surprised the main character was so funny.	<input type="checkbox"/>	<input type="checkbox"/>
6. Martha is looking forward to watching the series again.	<input type="checkbox"/>	<input type="checkbox"/>

...../ 6 pts

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

Nome e cognome:.....

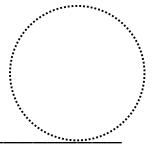
Classe: .....

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# **Reading comprehension**

**Suggested time: 40 minutes**  
**Dictionary: allowed**

**Total points: .... / 25**



## 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. (1x5 = 5 pts)

1.

Special three-day karate class from Friday to Sunday. Price \$90 per person. Those who attend will get a discount on a 6-month membership.

- A** The price of the membership is \$90.
- B** The membership is not as expensive if you do the karate class.
- C** You must pay for the 6-month membership before you do the 3-day class.

2.

*Lara, Sunday's race starts at noon. We can pick up our numbers at the registration 2 hours before. There are no changing rooms so we need to arrive early to run. Mark*

- A** Mark wants Lara to pick him up 2 hours before the race.
- B** It will be necessary to be dressed for the race before they arrive.
- C** Mark needs Lara to get the numbers.

3.

Peace Sportswear has further discounts on certain items on sale. Check label for details.

- A** Customers can get discounts on all goods.
- B** Customers can only get reduced prices on goods with labels.
- C** Customers can get special prices on some goods.

4.

Take one or two pills a day with water. After a month, throw remaining medicine away.

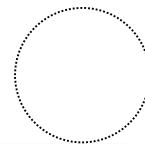
- A** You should get rid of any medicine that is left after a month.
- B** You should take all pills within a month.
- C** You should take 2 pills a day.

5.

Gianna, I've left my handy at the office so I'm going back to get it. Please wait for me at Migros. I won't be long.  
Ana

- A** Ana is going to be late getting to Migros.
- B** Ana is getting Gianna's handbag.
- C** Ana has forgotten the way to Migros.

...../ 5 pts



**TEXT 2 – FAIR AND SUSTAINABLE BEANS**

**Exercise one** – Match headings (A-F) with the right paragraph (1-6). (1x6 = 6 pts)

Paragraphs 1-6

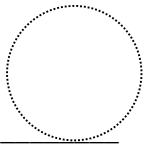
- A. A productive pensioner \_\_\_\_\_
- B. Big, sustainable companies \_\_\_\_\_
- C. Coffee cradle \_\_\_\_\_
- D. Environmental concerns \_\_\_\_\_
- E. Where does coffee come from? \_\_\_\_\_
- F. The role of rich countries \_\_\_\_\_

**Exercise two** – Read the following statements (1-9), and decide whether they are **true** (T) or **false** (F). **Correct the false statements**. (1x9 = 9 pts)

- 1. Ethiopia is not among the ten most important coffee exporter in Africa. \_\_\_\_\_  
\_\_\_\_\_
- 2. During the coffee ritual, discussion topics get more and more significant. \_\_\_\_\_  
\_\_\_\_\_
- 3. *Direct Coffee* aims only to increase the quality of the coffee. \_\_\_\_\_  
\_\_\_\_\_
- 4. Producers and consumers of coffee often have wrong ideas about each other. \_\_\_\_\_  
\_\_\_\_\_
- 5. Jacques Prodolliet has been working for Nestlé for 30 years. \_\_\_\_\_  
\_\_\_\_\_
- 6. The current environmental problems are affecting the coffee plantations. \_\_\_\_\_  
\_\_\_\_\_
- 7. Big corporations like Nestlé and Starbucks are more and more aware of the importance of an ethical and sustainable policy. \_\_\_\_\_  
\_\_\_\_\_
- 8. Switzerland is more active in the coffee trade than the USA. \_\_\_\_\_  
\_\_\_\_\_
- 9. San Francisco is an example of a change in coffee consumption habits. \_\_\_\_\_  
\_\_\_\_\_

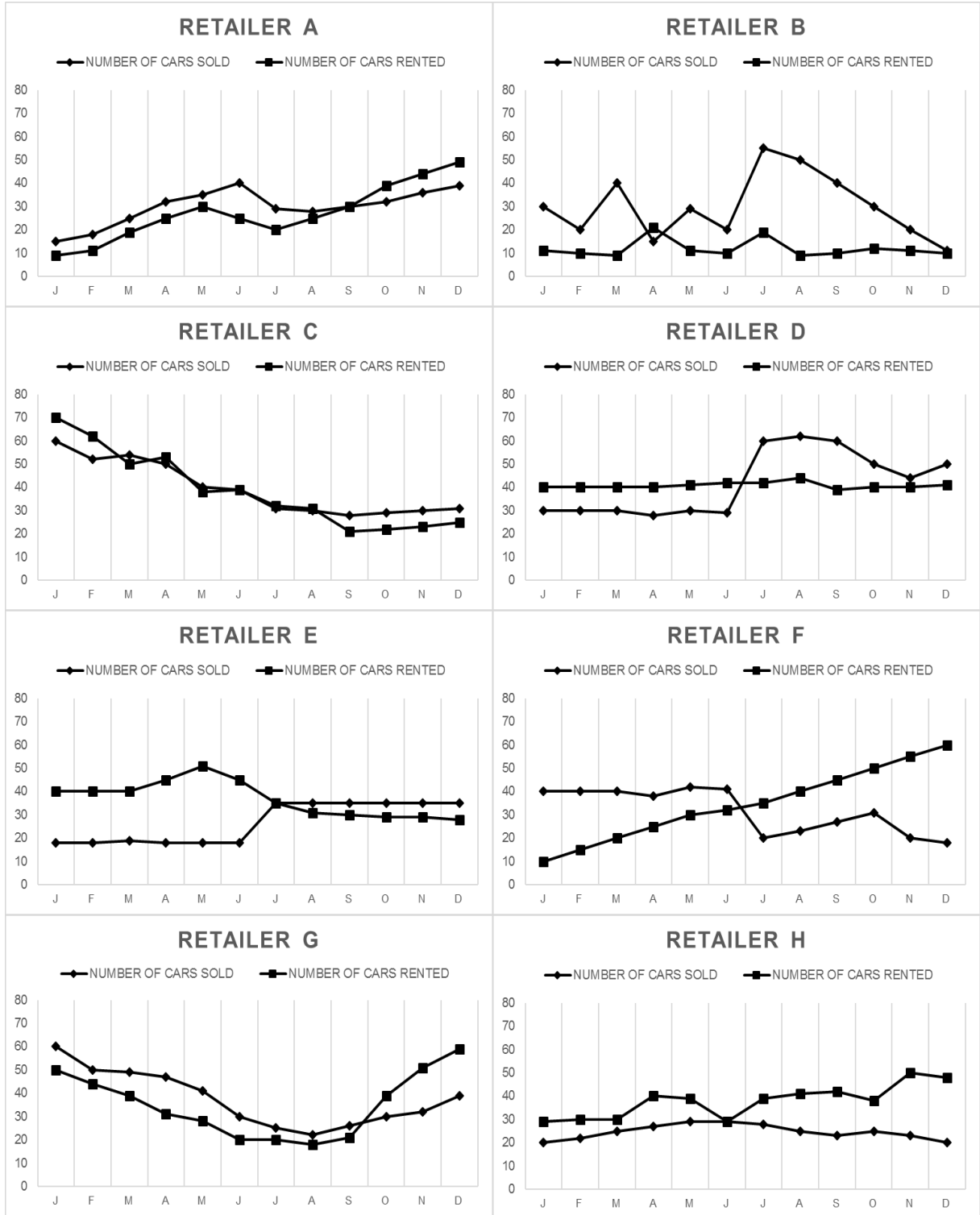
...../ 15 pts

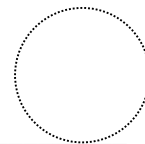




**TEXT 3 – GRAPHS** taken and adapted from "BEC preliminary"- 2002

- Look at the graphs below. They show the number of cars sold compared with the number of cars rented by eight different retailers during the year 2019. (1x5 = 5 pts)
- Which chart does each sentence (1-5) describe?
- For each sentence, mark one letter (A-H).
- Do not use any letter more than once.





1. Rents grew more rapidly than sales in the second half of the year, following a steady rise in both sectors earlier in the year.

\_\_\_\_\_

2. Car sales rose sharply in the middle of the year, overtaking rents which nevertheless rose slightly in the last quarter.

\_\_\_\_\_

3. While the car rent business expanded during the year, car sales decreased sharply after six months, never recovering their early high level.

\_\_\_\_\_

4. The number of cars rented remained low throughout the year, rising only briefly above sales, which fluctuated dramatically in the first six months.

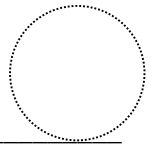
\_\_\_\_\_

5. After falling steadily for much of the year, both sales and rents recovered, with the number of rents exceeding sales at the end of the period.

\_\_\_\_\_

...../ 5 pts

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



**TEXT 2 – FAIR AND SUSTAINABLE BEANS**

taken and adapted from <https://www.swissinfo.ch/eng> - November 2019

**Changing the coffee trade one farmer at a time - By Jessica Davis Plüss and Helen James**

HEADING (A-F): .....

1. Ethiopia is the most important African coffee exporter and the tenth largest exporter in the world. As we sip cappuccinos and watch the leaves fall from the trees in Switzerland, thousands of Ethiopian farmers are plucking coffee cherries off Arabica trees in the Agaro forest. One couple in Basel is trying to bring these two worlds closer together.  
Ethiopia is said to be the birthplace of wild Arabica coffee. It is not just the primary income source but the inspiration for myths and legends and the centre of local culture and tradition. The coffee ceremony is a common ritual in Ethiopia where friends and family drink three cups of coffee together. During the first, people talk about light subjects, with the second cup they ask about family, and on the third, they discuss serious subjects including business.

HEADING (A-F): .....

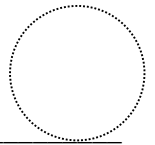
2. It is this deep appreciation for producing, drinking and sharing coffee that attracted Michaël and Marie Tuil to the forests of Ethiopia several years ago. They are the founders of *Direct Coffee*, a start-up with a clear premise: the highest quality and most sustainable coffee can be achieved when you get to know the people who produce it. *“We wanted to open the black box on both sides of the coffee trade. It isn’t just important for coffee drinkers to understand where the coffee comes from”,* Michael Tuil explains. Farmers also ask *“who are the people who drink our coffee?”* They have a lot of misconceptions. Every year, *Direct Coffee* takes coffee enthusiasts from Europe to the forests in Ethiopia to meet coffee farmers, conduct blind taste tests, and understand the complexity of bringing coffee from the forest to your cup.

HEADING (A-F): .....

3. Bright red coffee cherries sparkle amidst the dark green leaves in the Kottaa cooperative forest. *“When I see this bright red colour now, I have an emotional reaction”,* Jacques Prodollet told *swissinfo.ch*. Prodollet worked in quality management at Swiss food and beverage giant *Nestlé* for 30 years before retiring a few years ago. He has made it his personal passion project to find the best quality coffee and buy it at a price that farmers can live on. What struck Prodollet most about the trip to Ethiopia was the complexity of the coffee production process. *“There are so many things that can go wrong”,* he says. Each step is meticulous from caring for the trees and picking the cherries at their ripest to carefully washing and drying the beans, discarding the duds.

HEADING (A-F): .....

4. Tuil explains that Arabica coffee grows wild in its natural environment in Ethiopia where it is rich in biodiversity and shade trees, making it possible to avoid synthetic pesticides. However, it is increasingly under pressure with climate change and the water intensity of coffee production. *“Because of climate change and deforestation, coffee berry disease is becoming an increasing problem for Ethiopian coffee production”,* one coffee researcher in Ethiopia explained.



HEADING (A-F): .....

5. While *Direct Coffee* may be a small player, the company is part of a burgeoning trend to go beyond certification and labelling schemes like *Fair Trade* and *Organic* to make ethical purchasing decisions. These labels have faced growing criticism that they are too expensive for small-scale producers and don't provide enough benefits to individual farmers, who create much of the value in the supply chain. Some big companies like *Nestlé* and *Starbucks* have been going beyond third-party certification by developing their own sustainability standards with external verification.

HEADING (A-F): .....

6. Switzerland is at the centre of the global coffee trade. It is the third-largest re-exporter of coffee after the European Union and the US and more than 50% of the world's coffee is traded in the country. It is also home to six of the largest commodity traders, who rarely have any contact with producers. *"Many of the coffee importers are dealing in hundreds of tons of coffee. They don't take the time to get to know the farmers and their concerns"*, Tuil explains. *Direct Coffee* is trying to show that there is another way, using technology to track every container and allowing consumers to follow the journey of their coffee from the exact cooperative in Ethiopia via Djibouti and then on a ship to Antwerp and onto a roaster in Geneva. The company also shows how much is paid to each person or entity to make the final price. As a more discerning coffee culture brews in big cities like Zurich and San Francisco, this kind of information is in greater demand. For now, the *Direct Coffee* founders say that they can't imagine selling the company to a big multinational. *"We hope that we can inspire other companies by showing what is possible and eventually help change the coffee trade"*.

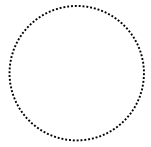
## **Writing**

**Suggested time: 30 minutes**  
**Dictionary: allowed**

**Total points: .... / 25**







## Compito B (obbligatorio)

### Situazione

Il suo apprendistato sta per terminare. Prima di cercare un posto di lavoro vorrebbe fare un'esperienza all'estero. Su una rivista ha trovato l'annuncio di un'agenzia, la *GoAbroad.com*, specializzata in stage lavorativi, corsi linguistici e volontariato all'estero.

### Compito

Scelga il tipo di soggiorno che intende fare (stage, corso, volontariato) e scriva una **lettera (80-100 parole)** alla *GoAbroad.com*, includendo i seguenti punti:

- *si presenti brevemente con alcune informazioni biografiche, formazione, interessi;*
- *indichi l'opzione scelta e il motivo;*
- *chieda informazioni riguardanti la durata, l'alloggio, il costo, i documenti necessari;*
- *chieda se è possibile avere dei feedback da chi ha partecipato a questi programmi.*

Tralasci data e indirizzo.

Inizi e concluda la lettera come si conviene.





