



ENGLISCH

SERIE

2

HÖRVERSTEHEN

LÖSUNGEN

KANDIDATIN
KANDIDAT

Nummer der Kandidatin / des Kandidaten

Name

Vorname

Datum der Prüfung

BEWERTUNG

Fachbereiche

Erreichte Punkte / Maximum

Task A

/ 8

Task B

/ 5

Task C

/ 7

Total

/ 20

EXPERTEN



WICHTIG:

In diesem Hörverstehen hören Sie Aufgaben A bis C je **zweimal**.

A

(8 POINTS) (1 point for each correct answer)

Look at the notes below. Listen to the monologues.

Fill in the missing information.

1. A message on an answerphone

Caller's name	<i>Vicky</i>	
Purpose of travel	1. business (trip/travel)	1
Date of flight	2. July 17	1
Time of departure	3. 14.40	1
Order number	4. PBEBCH0928	1

2. A business answerphone

Name of company	<i>Megashop</i>	
Department you get when pressing 2	5. DIY / do it yourself	1
Number to press if you want food delivered to your flat	6. 4	1
What you can do after dialling 6	7. complain / make complaint(s)	1
What you can open when pressing 8	8. customer account	1

1 A message on an answerphone

Hi James, it's Vicky. Concerning your business trip to Dubrovnik, I booked you on flight 4467 with Croatian Airlines on Tuesday July 17 as there was no convenient flight on Wednesday 18. The flight takes one hour and 55 minutes and leaves Zurich Airport at 14.40. Since you don't know yet how much time you'll spend there, I left the return flight open. Oh, and your order number is PBEBCH0928.

2 A business answerphone

Welcome. You are connected to Megashop Customer Service. If you have a question about one of our food products, press 1. For questions concerning the "Do It Yourself" or DIY Department, press 2. For all other products, press 3. For home delivery service, press 4. Would you like to make any recommendations to our product range? – press 5. In case of a complaint concerning a purchase at our store, press 6. To apply for a customer card, press 7. Would you like to open a customer account? – press 8. For any other information, press 9, and an assistant will attend to you as soon as possible.

B**(5 POINTS) (1 point for each correct answer)**

For each question mark the best answer (A, B or C). Tick one answer only.
You now have 30 seconds to look at the task.

You will now listen to an interview about some historical facts concerning Coke and Pepsi.

- | | |
|--|-----------------|
| <p>1. Coca Cola has
 A <input checked="" type="checkbox"/> been on the market longer than Pepsi.
 B <input type="checkbox"/> always struggled to compete with Pepsi.
 C <input type="checkbox"/> always been the most popular drink.</p> | <p>1</p> |
| <p>2. In the 70s the younger generation preferred
 A <input type="checkbox"/> Coke.
 B <input type="checkbox"/> diet sodas.
 C <input checked="" type="checkbox"/> Pepsi.</p> | <p>1</p> |
| <p>3. Roberto Goizueta decided to
 A <input checked="" type="checkbox"/> add more sugar to Coke.
 B <input type="checkbox"/> make Coke kosher.
 C <input type="checkbox"/> lock away the formula.</p> | <p>1</p> |
| <p>4. People's reaction to "New Coke"
 A <input type="checkbox"/> was quite expected.
 B <input checked="" type="checkbox"/> came as a surprise.
 C <input type="checkbox"/> helped Pepsi.</p> | <p>1</p> |
| <p>5. After "New Coke" was launched, Coke fans
 A <input type="checkbox"/> switched to Pepsi.
 B <input checked="" type="checkbox"/> bought up old Coke.
 C <input type="checkbox"/> phoned the company to say thank you.</p> | <p>1</p> |

B: Welcome to our latest edition of "Did you know"? My name's Barbara Sanders and my guest today is David Taylor, who will be telling us some less known facts about Coca Cola and Pepsi. David, what is there about these two companies that we don't know yet?

D: Well, as you may know, Coca Cola was launched in 1886, and seven years later Pepsi followed and struggled to compete. Coke was and again is the most popular drink on earth. But there was a period when it wasn't like this.

B: How come?

D: In 1963 Pepsi made a clever move. They targeted the younger generation, who wanted to be different from their parents, with the slogan "Come alive! You're the Pepsi generation".

B: And were they successful?

D: Yes, as from the 70s they began to take market share from Coke.

B: Just because of a clever slogan?

D: Not only. There were two more factors. For one thing Pepsi was sweeter than Coke, which appealed to the young generation. And on the other hand, the older generation, who had been the loyal Coke drinkers so far, became weight-conscious and increasingly turned to diet sodas. So the biggest market for sugary drinks preferred Pepsi, and Coke's market share dropped from about 60% right after World War II to less than 24%.

B: Well, that was a dramatic decline then, indeed! So what did Coke decide to do?

D: Roberto Goizueta, then CEO, decided it was time to create a new and sweeter formula. That was quite a revolutionary step because until then the formula had only been changed very slightly to make it kosher so that also Jewish people were allowed to drink it.

B: The formula is still kept secret, isn't it?

D: Yes, the only written version is locked away.

B: What happened next?

D: On April 23, 1985, that is 99 years after Coke had first come onto the market, the new Coke was launched.

B: And, how did consumers react?

D: What happened next was quite unexpected. Coke's headquarters in Atlanta received about 400,000 angry calls and letters complaining about the change. And, believe it or not, Cuba's Radio Havana said the death of the "Real Thing" was a symptom of decay in the US.

B: So this was good for Pepsi, then.

D: Interestingly enough, Coke fans didn't switch to Pepsi, but stocked up on old Coke. Shops even began to import the old version from countries where it was still available.

B: That's really incredible!

D: Yes, and it made Coca Cola react. Only three months later the company announced the return of the old Coke. This made front-page news again and about 30,000 consumers phoned the company to say thank you.

B: What about their market share?

D: Ironically, this marketing mistake gave Coke back its original advantage over Pepsi. It seems the whole hype made Coke sales rise more than ever.

B: So in the end the mistake turned out to have a very positive effect after all.

C (7 POINTS) (1 point for each correct answer)

Please fill in the gaps in the sentences below with the correct form of the key word(s).
Use one or two words. You now have one minute to read the sentences below.

Listen to Patricia Miller talking to Mark Suter from Switzerland Global Enterprise about business opportunities in South East Asia.

1. Swiss export businesses don't usually see the **advantage(s)**
of the market in South East Asia, which is a pity. 1
2. With a population of more than 600 million and – economically –
a yearly **growth** of 6%, it offers everything a business requires. 1
3. The “Singapore – ICT Market Analysis” report found that Singapore was going
to **invest** approximately \$12 billion in the ICT branch. 1
4. Therefore, Singapore is considered to be a good place for businesses specialising in e-government,
telemedicine or **cloud computing** 1
5. The second report is about Vietnam. This country focuses
on **waste** management and renewable forms of energy. 1
6. According to the “Cleantech Market – Vietnam Report”, the growth of the economy and population
will result in a great **increase** in the consumption of electricity
and the production of waste. 1
7. The State Secretariat for Economic Affairs has a special website for small companies
and **medium (-) sized / medium sized** ones. 1

P: Welcome to International Business World. My name's Patricia Miller, and my guest today is Mark Suter from Switzerland Global Enterprise. Mark, you conducted two studies looking at business opportunities in South East Asia. Isn't that area a bit far away from Switzerland?

M: Sure, and that's probably the reason why Swiss export enterprises aren't usually aware of the advantage of the region, which is a pity.

P: What was the outcome of your studies?

M: To start with, South East Asia has more than 600 million inhabitants and can be proud of an annual economic growth of 6%. And the region really offers everything Swiss enterprises are looking for.

P: What exactly were these studies looking at?

M: The first report was the “Singapore – ICT Market Analysis”. ICT stands for Information and Communication Technologies. This report came to the conclusion that the City State of Singapore would invest about US\$ 12 billion to support the ICT sector in the near future.

P: That might be interesting for Swiss companies as well, right?

M: Definitely. We encourage small and medium-sized companies specialising in e-government, telemedicine or cloud computing to expand to Singapore. But conditions are also attractive for any IT company.

P: What was the other study about?

M: The second study focused on Vietnam. At the heart of this country's priorities are sustainable waste management and a more efficient use of renewable forms of energy. According to the “Cleantech Market – Vietnam Report” the economic and population growth will bring about an enormous increase in the consumption of electricity as well as the production of waste.

P: And here again there are interesting business opportunities for small and medium-sized Swiss companies.

M: Yes. If you would like to read the reports and get more details, you can look them up on a special website for small and medium sized companies produced by the State Secretariat for Economic Affairs SECO. www.kmu.admin.ch.

P: Mark, thank you very much for this interesting information.