

ENGLISCH

LESEVERSTEHEN SERIE 1/3



Kandidatennummer _____

Name _____

Vorname _____

Datum der Prüfung _____

PUNKTE UND BEWERTUNG	Erreichte Punkte	/ Maximum
Task A		/ 20
Task B		/ 5
Total		/ 25

Die Experten _____



Erlaubte Hilfsmittel: Wörterbuch, gedruckt oder elektronisch

Zeit: 30 Minuten

A

Read the following text and the instructions on the opposite page.

Mars bar shrinks – but the price doesn't



The maker of Mars has shrunk the size of the best-selling chocolate bars in what amounts to an under-the-counter price rise. While the bars have been reduced by 7.2% from 62.5g to 58g, their prices have remained the same. The change was put into effect in factories in the second half of last year and the downsized versions are now in the shops where a Mars bar still costs 37p.

The tactic of secretly reducing pack sizes while keeping prices high is mainly used by food companies manufacturing food products from crisps to frozen garden peas. When challenged, Mars UK said the switch to smaller sizes was designed to help combat the nation's obesity crisis. Strangely, this altruistic move was never advertised – a never-before-seen step for a multinational company carrying out what it says is a major public health initiative. Some customers may suspect a smokescreen to cover up what is a simple price rise largely caused by an increase in product costs.

Yesterday, Mars UK confirmed that the change was the result of rising costs. In a statement it said: "Like all food manufacturers, we have seen continued increases in all the foodstuffs we use over the last few years. We try to absorb the vast majority of these costs by being more efficient, but we occasionally have to consider increasing prices. By slightly reducing portion sizes on Mars bars, we can continue to meet consumer demands for healthier lifestyles responsibly while not increasing our prices."

A reduced Mars bar contains just 19 fewer calories at 261. Consumer Focus, the customer body set up by the British government, is concerned that firms are attempting to pull the wool over shoppers' eyes. Its policy expert Lucy Yates said: "Shrinking the size of chocolate bars should be part of a drive to combat obesity. However, shrinking size but not price could damage consumers' trust in the brands they love."

Mars UK's sister company in Australia is shrinking the size of 90 products while keeping prices the same but the change there has been handled very differently by being presented in a major advertising campaign as a public health measure. However, politicians have still suggested it is an underhand price rise. The tactic of reducing product sizes, known in the USA as the "Grocery Shrink Ray", is being used increasingly in Britain. Brands including Kraft, Pringles, Pampers, Rolo, Cadbury and Heinz have used it in recent years.

Metrickation has also been used as an excuse by some manufacturers to play around with food packs. Sausages used to be sold in packs with a weight of one English pound, which is around 454 grams. Now, many companies have introduced thinner sausages and the total pack weight has dropped to 400 grams. In the past, a bag of Fox's sweets had a weight of 8 ounces or 228 grams. In 2002, it was cut to 200 grams, or nearer to 7 ounces.

Food price inflation has fallen to its lowest level this year, according to the British Retail Consortium, which speaks for major supermarkets and High Street stores. Although prices are still higher than this time last year, the annual rate of the increase fell from 7.9% in April to 6.4% in May.

TASK A1
(12 POINTS)

Punkte

Now tick the best answer – A, B or C.

1. **The new, downsized Mars bar . . .**
A is equivalent to an unannounced increase in price.
B weighs 7.2 ounces less.
C weighs less but still has the same dimensions as the old Mars bar.
2. **The new size-reducing tactic . . .**
A is not only used by food manufacturers.
B was announced in advance as a public health measure.
C is part of an anti-smoking campaign.
3. **Higher production costs have allowed Mars . . .**
A to downsize all the products it manufactures.
B to downsize the Mars bar and call it a public health measure.
C to make British consumers' lifestyles healthier.
4. **A British consumer organisation thinks that . . .**
A food manufacturers have no intention of deceiving consumers.
B reducing chocolate bar sizes will not improve public health much.
C shrinking product sizes might affect public confidence in brands.
5. **Shrinking the sizes of products for the same price . . .**
A has been handled equally badly by Mars Australia's PR people.
B is done in America in a special scientific process using rays.
C is becoming more and more popular among big food brands.
6. **Describing product weights in grams is being done as . . .**
A one of different legal ways to confuse consumers.
B the perfect way to stop people asking questions about the metric system.
C one way to make sausages slimmer and sweets smaller.

**TASK A2
(8 POINTS)**

Punkte

Read the article below. Choose the best expression to fill each gap – A, B or C.
For each answer, put the correct letter on the line on the right.

Beeping horns annoy the British

More and more motorists are driving **1)**..... behind the wheel. Rule 92 of the British Highway Code says that motorists should only use their car horn while their vehicle is moving and to warn other road users. It should never be used to let off steam. However, research **2)**..... that British motorists forget their Highway Code as soon as they are at the wheel. It found that 90% of motorists sound their car horns in the **3)**..... situations. In fact, Brits toot their car horns over 30 billion times a year. So what makes us Brits so angry? Of the 1,000 motorists questioned, over 70% said the main reason for using their horn was other people’s ‘bad driving’ and the top four real ‘crimes’ on their list were: a) trying to push into a traffic queue, b) ‘stealing’ parking spaces for the disabled, c) coming out in front of another motorist and d) not giving signals when turning or overtaking. For the researchers, the anger it causes among drivers who’ve been beeped at is more worrying than our tendency to sound the horn. More than 1 in 10 motorists reacted to a horn **4)**..... behaving in a hostile manner because they felt it questioned their driving skills. Around 1 million drivers **5)**..... slow down or put the brakes on hard when they are hooted at, which could potentially lead to more accidents and car insurance cases. Mike Pickard, Head of Risk and Underwriting at Esure Insurance Co., says, “Modern life is fast and high-pressured which is why people often get **6)**..... while driving. We’re always looking at ways to calm drivers down and an alternative sounding car horn could make roads safer.” It may be no surprise to hear that there are significant differences between men and women when it comes to sounding horns. More women **7)**..... themselves as being stressed when other drivers beep at them while 76% of men admit to being irritated by other people’s bad driving. While the survey didn’t look into the connection between these ‘beeping’ sex differences and car insurance claims, its results suggested that women are statistically safer drivers and should therefore benefit from cheaper car insurance **8)**..... Research found that people sound their horn 3 times per day on average. There are 27,830,000 licensed drivers on the road in the UK (source: Department of Transport).

Put the letter here ↓

1.	A aggressive	B aggressively	C angry
2.	A tells	B shows	C sees
3.	A wrong	B bad	C unpleasant
4.	A at	B by	C on
5.	A ever	B every	C even
6.	A happy	B impatient	C injured
7.	A describe	B feel	C look
8.	A prizes	B profits	C premiums

B (5 POINTS)

The local Job Centre in Chester has a good selection of vacancies.
 Decide which job (A–H) would be suitable for each of the persons listed below.
 Write the letter on the line on the right. Do not use any letter more than once.

- A** Fork-lift truck driver required for night-shift work at Morton’s Warehouse (3X a week). Job training given. Ideal for non-smoking, sturdy pensioner. Clean environment. Give **MW** in your application.
- B** The ****Comodore Hotel needs a hotel porter. Experience in a similar quality hotel is beneficial. Some night work required. Starting salary £500 p.w. Please address application to **CH**.
- C** Chester Parks and Gardens Department has an opening for an experienced nurseryman/woman. Equal Opportunity employer. Permanent position. Applications in writing to **CPGD**
- D** Part-time waitress required at Mamma Nunzia Ristorante on Friday and Saturday evenings. Popular with local Italian immigrants, the restaurant expects the successful applicant to speak Italian. Previous experience essential. Excellent pay. Write to **MNR** stating salary expectations.
- E** Great Wraps is a snack food chain selling tacos and burritos from street stands and has a vacancy for an outdoor stand cook at Chester Racecourse. Applicant must have experience of selling fast food at open-air locations. Profit participation is part of the wage system. Contact **GW**.
- F** Great Lengths Nail Boutique has a vacancy for a trainee manicurist. Applicants must have impeccable nails and an artistic flair. Good prospects in a booming business. Use code **GLNB**.
- G** Chester Cheese Dairy needs a trainee cheesemaker to work full-time in the part of the dairy that gives demonstrations to the public. Previous experience in related business beneficial. Applicant must enjoy contact with an interested public (mostly women). Write to **CCD** enclosing a photograph.
- H** Rock band **Goldplay** need a road manager for their tour of Finland next autumn. Successful applicant has experience of PR and events with experience of travel. Salary negotiable. Applications in writing please with a photo to **RG**.

Put the letter here ↓

1. With no formal training, 19-year-old Flavia Bianchi from Modena is keen to find a full-time job where she can exploit her fashion sense. Beautician or similar might suit her.	
2. 30-year-old Gerry Bryant is sick of organising champagne receptions for ageing stars and would like to work where there is more action.	
3. Harold Wilkins is a keep-fit fanatic who finds life after 65 rather boring. But what job without too many hours or too much responsibility is open to him?	
4. Visiting relatives in Chester, Mike Watson qualified as a cook in Perth, Australia, and is now looking for an indoor job in the UK. He has a lot of experience working at exhibitions for food companies.	
5. Ex-Burger King employee Lorena Lombardi from Rome is looking for indoor weekend work in the gastro-catering business. No full-time work, please.	

