

# ENGLISCH

## HÖRVERSTEHEN SERIE 2/3

### LÖSUNGEN



Kandidatennummer

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Name

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Vorname

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Datum der Prüfung

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<b>PUNKTE UND BEWERTUNG</b>	Erreichte Punkte	/ Maximum
Task A		/ 8
Task B		/ 5
Task C		/ 7
<b>Total</b>		<b>/ 20</b>

Die Experten

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**!** **WICHTIG:**  
 ● In diesem Hörverstehen hören Sie die 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 radio advertisement**

Advertisement for	<i>Computer support</i>	
Website address	1. <b>www.cobwell.net</b>	<b>1</b>
Company's phone number	2. <b>0800 735-9244</b>	<b>1</b>
Shop's name	3. <b>The Best Buy</b>	<b>1</b>
Hours open	4. <b>8:30am to 5pm</b>	<b>1</b>

**2. A message on a company answerphone**

Company calling	<i>Biggs Consulting</i>	
Call for Sally about	5. <b>Changes in (arrival) plans/times</b>	<b>1</b>
Hotel	6. <b>Continental</b>	<b>1</b>
Date of final meeting	7. <b>May 30</b>	<b>1</b>
Caller's email address	8. <b>n.craughlen</b> <i>@biggs.com</i>	<b>1</b>

**B** (5 POINTS) (1 POINT FOR EACH CORRECT MARK)

Punkte

You will now listen to a conversation between Ken and his PA, Jackie.  
For each question mark the best answer (A, B or C). Tick one answer only.

<p>1. The report has to be finished by</p> <p>A <input type="checkbox"/> Monday 10.30.</p> <p>B <input checked="" type="checkbox"/> Monday 5pm.</p> <p>C <input type="checkbox"/> Tuesday.</p>	<p>4. The meeting with the marketing staff is in</p> <p>A <input type="checkbox"/> Ken's office.</p> <p>B <input checked="" type="checkbox"/> the conference room.</p> <p>C <input type="checkbox"/> the biggest room.</p>	<p>1+1</p>
<p>2. Mr Smith</p> <p>A <input type="checkbox"/> is the ideal candidate.</p> <p>B <input type="checkbox"/> lacks experience.</p> <p>C <input checked="" type="checkbox"/> is the best available.</p>	<p>5. On Tuesday afternoon</p> <p>A <input type="checkbox"/> Susanne is arriving from Germany.</p> <p>B <input type="checkbox"/> Mr Wong's visit has been postponed.</p> <p>C <input checked="" type="checkbox"/> Ken is free until 4 o'clock.</p>	<p>1+1</p>
<p>3. Ms Taylor is probably</p> <p>A <input type="checkbox"/> a future employee.</p> <p>B <input checked="" type="checkbox"/> an important business contact.</p> <p>C <input type="checkbox"/> a private contact.</p>		<p>1</p>

**C** TASK C (7 POINTS) (1 POINT FOR EACH CORRECT ANSWER)

A radio interview with Remond Ligh, a young entrepreneur.  
Listen and answer the questions. Please use keywords.

<p>1. What is Remond's role at ooShirts.com?</p>	<p><b>founder</b></p>	<p>1</p>
<p>2. What is the best motivation?</p>	<p><b>(your own) goals (and ideas)</b></p>	<p>1</p>
<p>3. Disadvantage of similar shirt companies</p>	<p><b>too expensive / inefficient</b></p>	<p>1</p>
<p>4. Who were his first customers?</p>	<p><b>clubs at his school / students</b></p>	<p>1</p>
<p>5. Why is it a difficult business?</p>	<p><b>(very)competitive / a lot of companies</b></p>	<p>1</p>
<p>6. How can you succeed in this market?</p>	<p><b>be better than others</b></p>	<p>1</p>
<p>7. What is his long term goal?</p>	<p><b>be the largest (custom) T-shirt company</b></p>	<p>1</p>

## TASK A:

### 1 A radio advertisement – Male Voice

Have you ever wanted to throw your computer out of the window? James Cobwell's team of experts can give you the computer support service you need to keep your programs running smoothly. You can find their firm online at Cobwell dot net, that's www dot cobwell, C-O-B-W-E-L-L dot net. Get yourself registered with them today and take advantage of their 24-hour helpline at no extra cost or contact them during office hours by phone at 0800 735-9244. (slight pause) Now, are you looking for the latest in computers, printers, and mobiles at the best prices in town? "The Best Buy" is the place to go. Find the store-sign with the huge yellow sales tag located downtown on West Park Avenue. Whether for private use or for your office, they are open for you Monday through Saturday from 8:30am to 5pm. They have friendly service and are waiting to help you.

### 2 A voice-mail message

A: Male voice on answering machine, N: Natalie

A: Ingold Holding in Amsterdam, please leave your message after the tone.

N: Hello, this is Natalie Craughlen from Biggs Consulting. I'm calling to let Sally Carlson know there have been some changes in my arrival plans for the conference on May 31<sup>st</sup>. I'll be arriving on the 29<sup>th</sup> by train from Cologne. My accommodation is now at the Continental Hotel, not the Hilton. I'm sorry I can't make the meeting we planned for 4pm that day, as my train doesn't get in until 6:15pm. The organising committee is meeting to make our final arrangements for the conference on 30<sup>th</sup> May. I need to know where and when that meeting is going to take place. Please ask her to send me an email with those arrangements to n.craughlen@biggs.com, that's N-dot-C-R-A-U-G-H-L-E-N-@biggs.com.

## TASK B:

### Discussing an agenda – Ken & Jackie

K: Morning, Jackie.

J: Morning, Ken. Can we just go through the agenda for next week?

K: Sure.

J: So, let's see. The report for Mrs Hughes is due on Monday.

K: Already? I thought it was Tuesday. I don't have much time to prepare it then.

J: Well, she wants it by 5pm at the latest. But since you are free on Monday morning from 8.30 to 10.30, I think that should be enough time.

K: If that's the way it is. What's happening at 10.30?

J: Mr Smith is coming for an interview.

K: Oh, yes. Isn't that the one who worked overseas for a couple of years?

J: Yes, he's got a lot of experience, but he seemed a bit unreliable.

K: Wasn't there anybody else?

J: Only Ms Bloom who lacked the necessary experience. All the others didn't have the qualifications needed.

K: That's too bad, we really need an additional sales person. Let's see . . . Oh, and by the way, I meant to tell you that I've arranged to have lunch with Ms Taylor at 12.15. So could you book us a table somewhere nice, where we can talk about our project?

J: Of course. Is the China Garden ok?

K: Perfect. What about the afternoon, then?

J: Don't forget to call Silvers International. We really need that contract. Our production department still has excess capacities.

K: I know. I'll put that on the agenda for 2.00. What else is there on Monday afternoon?

J: At 3 there is the brainstorming meeting with the Marketing staff.

K: Where does it take place?

J: Either in your office, which might be a bit crowded, or you could go to the conference room, it's not occupied.

K: Let's take the bigger room. In case someone wants to use a projector that would be more convenient as well.

J: That's all for Monday. On Tuesday at 10.40 Susanne is arriving from Germany.

K: Fine. Let's arrange a tour of the factory for her until about 12.30 and then we go for lunch.

J: At the canteen?

K: No, let's go to Giovanni's and ask Tony and Sarah to come with us.

J: Ok, I'll book a table for you, then. Afterwards, at 3.30 you're meeting Mr Wong.

K: No, that has been cancelled. So I'm free all afternoon.

J: Not quite.

K: What? Another report to write?

J: No, at 4 you've got an appointment with the dentist.

K: Oh no!

## TASK C:

### Interviewing a young entrepreneur – Interviewer & Remond Ligh

I: Today my guest is Remond Ligh, the founder of ooShirts.com. Remond, at 19 you are a very young entrepreneur. When did you actually start your company?

R: I started my business at 16 because I saw an opportunity I wanted to pursue. Since then the company has been rapidly growing and I've enjoyed the whole process.

I: Are there any models or books that motivated you to become an entrepreneur?

R: None. I think what gets you going the most are your own goals and ideas. Books tend to guide you to think in a certain way, while entrepreneurs need to think without these boundaries.

I: How did you come up with the idea for your website?

R: During my second year in high school, I was ordering shirts for my school club with its logo printed on them. I wanted a nice 3-color logo printed on a black shirt, and received quotes from several local and online companies. All of them, unfortunately, quoted excessively high prices. I did a good bit of research on why their prices were so high and concluded that the existing companies were inefficient.

I: So, you went into the shirts industry because you felt the prices could be driven down, didn't you?

R: Exactly.

I: I guess you have also faced some problems that we all face when starting? Like, not enough visitors to the website, things not going well etc.?  
How do you keep going in spite of all this?

R: In the beginning, I actually wasn't expecting much. I didn't have that much knowledge of how to run a business, so I started off simple – directly selling printed shirts to other clubs at my school, and then growing from there.

I: Is it a difficult industry to be in?

R: You bet it is. There are a lot of companies, all with excess capacity that are all hungry for more customers. It's very, very competitive. I've been continually making upgrades to the website and thinking of new ways to improve the way I do business. Because one important thing I have in mind is that, in order to succeed, you need to be a lot better than everyone else in everything you do.

I: Do you think your site is a success? And if so, why do you think that is?

R: I think the site is on its way towards success. For me, the site will be a success when it has become the largest custom T-shirt company out there. We're far from that, but if we continue growing as we have done in the last few months, we'll be on our way. Last month we had \$ 60,000 in revenue and I think there is still a lot of potential for future growth.

I: Remond, thank you so much for taking your time to answer my questions and good luck with your company.