

# ENGLISCH

## LESEVERSTEHEN SERIE 2/3



Kandidatennummer \_\_\_\_\_

Name \_\_\_\_\_

Vorname \_\_\_\_\_

Datum der Prüfung \_\_\_\_\_

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

Die Experten \_\_\_\_\_



**Erlaubte Hilfsmittel:** Wörterbuch

**Zeit:** 30 Minuten

## A

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

## Burger King's fast food philosophy failing?



Sales at the world's second-largest hamburger chain, Burger King, are falling. At the same time Burger King is being criticized for having an unimaginative menu as well as a "narrow philosophy" because they just keep selling burgers and fries.

While sales at its larger rival, McDonald's, have increased, Burger King's sales have not. For the third consecutive quarter, compared to McDonald's, sales in Burger King's 12,078 restaurants were down by 2 % globally and 3.3 % in North America.

Its steady customers, particularly in the US, often come from poorer economic groups, including many black or Hispanic diners, many of whom are unemployed. Burger King's shares have slumped by 19 % over the last year, while McDonald's stock has surged by 12 %. Faced with tough economic conditions, Burger King is offering value for money. In Britain, it offers cheeseburger meals for £ 1.99 while in the US, it sells double cheeseburgers for \$1 each. And while McDonald's has started to sell salads, paninis and cappuccinos in the hope of satisfying "soccer moms", the Burger King menu still only contains burgers, fries and fizzy drinks. Instead of trying to get new customers, Burger King has focused on getting more out of the chain's "superfans" who visit Burger King restaurants more than nine times each month.

"Burger King keeps to a narrow philosophy while McDonald's is going after everyone," says Ron Paul, president of a food industry consultancy, Technomic. "I don't think they've been as strong at offering new products. They haven't been able to break into the breakfast market – McDonald's owns the breakfast space." Things look better for Burger King in Britain. Faced with weak sales back in 2009, Burger King invested \$ 3 m to strengthen its UK operation. A spokesman said new products such as Angus Burgers and the spiced-up Angry Whopper have sold well. But in the US, Burger King has been losing support. Steve West, a restaurant's analyst, says that the US ought to be a good market. "In 2009, Americans spent almost half of their food dollars in restaurants. We're lazy, we don't know how to cook. We eat out a lot."

In an effort to improve sales, Burger King has used a grinning, crowned character called "the King" in its adverts. But the Wall Street Journal remarked this week that while some customers found this "cool", others thought it "creepy".

In a few locations, such as Miami's South Beach, Burger King is planning on going into the bar business by offering beer as well as burgers. And it is beginning to provide healthier items – Burger King added apple chunks to its US children's menu last year and introduced chicken with lower sodium. But critics say these moves are coming too late.

"Burger King aren't really doing anything wrong," says Paul. "It's more a matter that McDonald's, in particular, seems to be doing everything right."

**TASK A1**  
**(12 POINTS)**

Punkte

**Tick the best answer – A, B or C.****1. Burger King . . .**

- A  is no longer the number two burger seller in the world.  
B  seems to lack variety in meals and management styles.  
C  has had to close 2 % of its restaurants.

**2. Burger King . . .**

- A  will begin serving breakfast menus.  
B  regulars are often living on a low budget.  
C  sells its double cheese burger for more in the UK.

**3. McDonald's . . .**

- A  has had 3 years of successful sales.  
B  stocks are 7 % lower than Burger King.  
C  meals appeal more to mothers with active children.

**4. Burger Kings philosophy is:**

- A  expanding to include new customers.  
B  helping it to get into new markets.  
C  aiming at loyal customers.

**5. Consumers . . .**

- A  are totally against “the King” adverts.  
B  are impressed by Burger King’s advertising methods.  
C  in the UK seem to fancy Burger King’s new products.

**6. Burger King improvements . . .**

- A  should have been made earlier.  
B  include having opened pubs in the US.  
C  are going in the wrong direction.

**TASK A2  
(8 POINTS)**

Punkte

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



## Fool-proof student ID?

INTERNATIONAL STUDENTS in the UK on student visas were the first to **1)**..... the new red and blue UK biometric ID cards when they were released in November. Thousands of international students have these cards already, and 50,000 are expected to be in use **2)**..... April. These are the first compulsory ID cards used in the UK since the last extremely unpopular ones used during World War II which were withdrawn in 1950. The UK Border Agency is confident that the new biometric ID cards will “make it easier for people to prove they are **3)**..... they say they are”.

**4)**..... they won’t. Nobody has the machines to read them yet. Following a Freedom of Information Act request, the Identity and Passport Service – part of the Home Office – admitted in February that there was still not a **5)**..... police station, border passport control point or job centre (employment office) that has a machine capable of reading the cards’ biometric chips, and that **6)**..... still no definite date for the introduction of card readers.

A government minister told The Times that immigration officials would **7)**..... out card readers “over a period of time” and that Britain’s 44 police forces can make their own decisions about when to invest in the technology.

**8)**..... , the student ID cards’ biometric data – two fingerprints – can only be accessed by reading the chip embedded within the card. Until the readers arrive, officials will have to take a fresh set of prints for the cardholder to verify against existing database.

Overseas students will need to have biometric identity cards.

Put the letter here ↓

1.	<b>A</b> become	<b>B</b> receive	<b>C</b> has	.....
2.	<b>A</b> from	<b>B</b> on	<b>C</b> by	.....
3.	<b>A</b> what	<b>B</b> who	<b>C</b> where	.....
4.	<b>A</b> Other than	<b>B</b> But if	<b>C</b> Except that	.....
5.	<b>A</b> single	<b>B</b> one	<b>C</b> any	.....
6.	<b>A</b> it gives	<b>B</b> there is	<b>C</b> it has	.....
7.	<b>A</b> get	<b>B</b> take	<b>C</b> give	.....
8.	<b>A</b> Meanwhile	<b>B</b> While	<b>C</b> Although	.....

**B** (5 POINTS)

Punkte

**The London Newspaper Job Centre has a variety of interesting vacancies. Decide which job (A–H) would be suitable for each of the people listed below. Write the letter on the line on the right. Do not use any letter more than once.**

**A** *Creative Solutions Advertising*: Maternity leave / full-time position for top consumer magazine publisher for niche market brands. Must have sales experience in media display and advertising sales. 6-month contract with possible extension. # WQ 77612

**B** *Exhibition Sales Person*: Full-time permanent contract. Good salary + excellent bonus. We are looking for 2 successful, experienced sales people for trade and consumer shows. Knowledge of exhibition and trade fairs helpful. Good telephone and communications skills. #BZ33465

**C** *Tour Consultant*: Part-time / temporary contract. Qualifications: read maps, have good social skills, knowledge of other countries. Must speak English and at least 2 of these languages at conversational level (Greek, Italian, Spanish, Arabic), 2 years driving experience. #MT098245

**D** *Senior Women's Wear Buyer*: Flexible hours / 2-year contract. Good salary. Good knowledge of women's fashion. Experienced in price negotiation. Excellent communication skills and able to lead a team and delegate. Candidates should be over 30. fashionbuff@suitsme.com

**E** *Telesales / Telemarketing Executive*: Based in Kuala Lumpur, Malaysia. Full time. Travel and accommodation free. Must have high standard of written and spoken English. Good communication skills. Previous financial service experience helpful. #G5839

**F** *Pharmaceutical Rep*: Location: London; Qualifications: university degree. Structured training programme in Pharmaceutical Sales provided. Good starting salary + commission. Full-time, permanent or 1 year contract. agh-recruit@phrmas.sgp.com

**G** *Web Manager – Funky + Fun Fashions Company*: Central London. Full or part-time. Contract renewable. We are a youthful up-beat busy team promoting a modern brand of leading fashion. Experience in web design and development, problem solving skills, team player, can work independently. # TF 2235

**H** *Door to Door Market Researcher*: No sales involved. No experience needed. Full training provided. Transport to and from work free. Hours: afternoons and early evenings Mon.–Fri., Sat. 10 a.m.–2 p.m. Salary £ 250–350 per week + bonus. Long term contract . # GA 856324

**People looking for jobs**

**Put the letter here ↓**

1. John Leonard has just finished university and has no work experience. Now he'd like to get into customer sales but doesn't want a permanent contract in case it's not his thing.

2. Mary Jo Jackson has just had a baby so she doesn't want to be away from home too often. She enjoys working with people and designing clothes for her website in her free-time.

3. Julie Anders loves to travel and is planning a world trip soon but first needs to save a bit more money. She has experience in advertising design and selling specialty goods.

4. Mac Jefferies is looking for a new challenge because his job at the bank is getting boring. He'd still like to have contact with customers. He needs a full-time position and wouldn't mind getting out of London.

5. Giuseppe Cardonni has worked as a pizza courier in different holiday resorts all over Europe for many years. Now he's back in London attending college courses in the afternoon so he can't work full-time.

