

# ENGLISCH

## HÖRVERSTEHEN SERIE 1/3

### LÖSUNGEN



Kandidatennummer \_\_\_\_\_

Name \_\_\_\_\_

Vorname \_\_\_\_\_

Datum der Prüfung \_\_\_\_\_

<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 \_\_\_\_\_

**!** **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 messages and monologues.  
 Fill in the missing information.

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

Name of caller	<i>Carmen Rodriguez</i>	
Date of passage	1. <b>26 July</b>	<b>1</b>
Ferry leaves at	2. <b>15.35</b>	<b>1</b>
How much is the single fare?	3. € <b>32.50</b>	<b>1</b>
PA's e-mail	4. <b>j.patel</b> .....@bluelagoon.com	<b>1</b>

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

Name of caller	<i>Jim Ferguson</i>	
Client's number	5. <b>W0035782</b>	<b>1</b>
Items ordered from	6. <b>(latest) catalogue/summer special</b>	<b>1</b>
Cost of wine ordered	7. \$ <b>114.90</b>	<b>1</b>
Caller's address	8. <b>34 Hilltop Drive</b> Flagstaff, AZ 8600	<b>1</b>

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

Punkte

Listen to a radio talk about business in China between Carol Jones and Mark Sears.  
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.

<p><b>1. Companies want to do business in China because</b> A <input type="checkbox"/> the Chinese speak English well. B <input checked="" type="checkbox"/> it's a very big market. C <input type="checkbox"/> of a decrease in turnover.</p>	<p><b>4. The Shanghai park</b> A <input type="checkbox"/> is likely to turn a profit once it's open. B <input type="checkbox"/> has a multibillion pound annual turnover. C <input checked="" type="checkbox"/> will help to promote other Disney products.</p>	<p>1+1</p>
<p><b>2. The Disney park in Shanghai is</b> A <input type="checkbox"/> the first in China. B <input checked="" type="checkbox"/> the second one in China. C <input type="checkbox"/> the third outside the USA.</p>	<p><b>5. The Hong Kong park</b> A <input type="checkbox"/> will compete with the Shanghai park. B <input checked="" type="checkbox"/> has been less successful than expected. C <input type="checkbox"/> is less convenient for families.</p>	<p>1+1</p>
<p><b>3. The Shanghai park will be financed</b> A <input type="checkbox"/> by the Walt Disney company. B <input type="checkbox"/> mainly by foreign investors. C <input checked="" type="checkbox"/> by a Chinese majority.</p>		<p>1</p>

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

A radio interview with Sam Fischer, a member of the company Backboard.  
Listen and answer the questions. Please use keywords.

<p>1. What must the winner of the FedEx prize understand?</p>	<p>global trade</p>	<p>1</p>
<p>2. What does Backboard produce?</p>	<p>bags and cases</p>	<p>1</p>
<p>3. What are their products made of?</p>	<p>recycled canvas/(old) sails</p>	<p>1</p>
<p>4. What does YES stand for?</p>	<p>Young Enterprise Switzerland</p>	<p>1</p>
<p>5. What happened in September 2010?</p>	<p>(Backboard) was founded</p>	<p>1</p>
<p>6. Who manufactures their products?</p>	<p>a social institution</p>	<p>1</p>
<p>7. Where can you buy their products?</p>	<p>online/internet (not Swiss Nautic/BEA)</p>	<p>1</p>

## TASK A:

1

Hello, this is Carmen Rodriguez from Blue Lagoon Travel. I've booked you a passage from Piombino to Portoferraio on Elba for Tuesday 26<sup>th</sup> July since the one on 25<sup>th</sup> has been cancelled. The ferry which is operated by Torremar will be leaving from jetty no 6. Please make sure to be there by three o'clock as departure will be at 15.35 and there will be a queue at this time of year. The price for one car and two passengers is € 32.50 for one way or € 57.20 for a round trip. Please let me know which you prefer. You can call me during office hours or send an email to my PA Jean Patel, that's J dot P A T E L @bluelagoon.com. Thank you.

2

Hi, Jim Ferguson speaking. My client number is W0035782. I'd like to order a couple of things I saw in your latest catalogue. First of all, I'd like to profit from your summer's special, so could you send me a carton of the Californian white wine reduced from \$124 to \$114.90. Secondly, I'd like four jars of that Jamaican coffee. Please send everything to my home address in Flagstaff, which is 34 Hilltop Drive. Thank you.

## TASK B:

- C: Good morning. This is Carol Jones from Business International. Today my guest is Mark Sears, an expert on foreign ventures in China. Mark, why should anyone want to invest in China? Certainly not because of the language.
- M: This might actually deter some people from doing business there, that's right. But China is one of the most dynamic, exciting and important countries in the world. The market is enormous and the prospects of getting even a tiny slice of that pie are just too tempting.
- C: In other words if a company manages to do business there, they'll have a dramatic increase in turnover.
- M: Definitely. That's why all the major multinational companies try to be present in that market in spite of the bureaucratic hassle it involves.
- C: Today we're going to learn something about a very special venture by a company everybody knows, namely Walt Disney.
- M: Yes. They are going to build a Disneyland-style park in Shanghai. This will be the first on mainland China and the fourth outside the United States after Paris, Tokyo and Hong Kong, which used to be under British rule, but now belongs to the country.
- C: So, even Mickey Mouse is going to China!
- M: Yes, but it wasn't easy. Critics have often held up Disney as a symbol of American cultural colonisation. It took over a decade of talks until the company finally won the approval of the Chinese government last year.
- C: But surely the Chinese will also profit from this venture, won't they?
- M: Sure. The construction of the park will cost \$3.5 billion – making it one of the largest foreign investments on the mainland. More detailed talks between Disney and the Shanghai authorities are still ongoing, with issues including the local partners for the park. A Chinese consortium is expected to contribute about 60% of the investment.
- C: When will the park open?
- M: It may open in 2014, but with ventures of that size it's difficult to predict. Anyway, it is likely to be years before the attraction is able to turn a profit for Disney, which has a multibillion pound annual turnover.
- C: If it takes so long to become profitable, why is Disney interested in this business?
- M: Well, you see, the company's parks also help to promote the overall brand. It already has branded language schools in Shanghai and its products are on sale in around 6,000 outlets across China.
- C: Since there already is a Disney park in Hong Kong, don't you think the two sites will compete with each other?
- M: The Disney Company doesn't think so. They say the two parks will complement each other.
- C: What's your opinion?
- M: Well, so far the Hong Kong site, which opened in 2005, has failed to attract as many visitors as expected. And the company is now preparing an expansion to increase its appeal. But then I think the older location will still be more convenient for families in southern China, while the new site is perfectly placed for the fast-expanding middle class in Shanghai and other wealthy cities nearby.
- C: I see. Mark, thank you very much for this interesting information.

## TASK C:

- I: Hello this is Irene Thomson of "Business, not as usual". Today my guest is Sam Fischer, a student from Bern and a member of the company Backboard, which won the FedEx Global Access Award in Oslo, Norway last August. Sam, could you tell our listeners what kind of award this is?
- S: Every year there is a European Company of the Year competition for young enterprises with various prizes. The FedEx award is given to the student company which shows the best understanding of global trade. They must have tested the international potential of their company and they must have considered the impact such growth might have on the environment.
- I: What is your speciality, then?
- S: We produce bags and cases made of recycled canvas, which are highly resistant and waterproof.
- I: Where do you get your material from?
- S: We mainly use old sails people don't need anymore. First we just asked people we knew had a sailing boat and put up notices at sailing clubs and marinas. And now you can see this on our website as well.
- I: Talking about your website, didn't you win a prize for that, too?
- S: Yes, in June 2011 we took part in the national competition of YES, that's Young Enterprise Switzerland. There we managed to convince the jury about our company and our products and we got the award for the best mini enterprise of the year 2011 as well as the best Website.
- I: Congratulations! Can you tell us something about the people who make this company and how it all started?
- S: Sure. Our team consists of eight students from a high school in Bern. In September 2010 we founded the mini enterprise Backboard. You might know that in German this word describes the left side of a boat. In political terms the left side is usually associated with "green" issues. And our ideology is to work ecologically and sustainably, to produce a high-quality and locally manufactured product out of recycled material.
- I: This sounds very interesting indeed. But how do you find time to produce all these bags and cases? After all you are supposed to finish high school as well, aren't you?
- S: You're quite right. Actually, we outsourced the manufacturing of our articles. We found a social institution close to Bern that was willing and happy to cooperate with us. And in December 2010 we were able to start production.
- I: Wonderful. One last question: How do you sell your products?
- S: To launch our products we had stalls at different fairs like the Swiss Nautic and the trade fair BEA in Bern. And then of course you have always been able to order online. Currently we're also negotiating with some stores as potential outlets for the future.
- I: Well, this sounds very promising. Thank you very much for this interview and all the best for your future!
- S: Thank you.