

ENGLISCH

LESEVERSTEHEN SERIE 2/3

LÖSUNGEN



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

Zeit: 30 Minuten

A

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



Breaking the email habit

The unpredictable way that useful emails arrive makes checking for them as addictive as slot machines. But you can regain control . . .

Back in the early 1990s, email was only for those who could prove they needed it. Now, it has turned into a nuisance that's costing companies millions. We may feel that we have it under control, but not only do we check email more often than we realise, but the interruptions caused are more serious problems than was previously thought. In a study last year, Dr Thomas Jackson found that it takes an average of 64 seconds to recover your train of thought after interruption by email. So people who check their email every five minutes waste 8.5 hours a week figuring out what they were doing moments before.

People feel emailing doesn't cause interruptions because the person receiving the mails chooses when to check for and respond to email, but people tend to respond to email as it arrives, taking an average slightly under two minutes to act upon a new email notification; 70% of alerts get a reaction within six seconds. That's faster than letting the phone ring three times. Added to this is the time people spend with their inbox. A study discovered that 56% spent more than two hours a day in their inbox. Most felt they got too much email – two years later 38% received more than 100 emails a day – and that it stopped them from doing other things.

Email users fall into three categories: relaxed, driven and stressed. The relaxed group don't let email put any pressure on their lives. The second group felt "driven" to keep on top of email, but also felt that they could cope with it. The third group, however, reacted negatively to the pressure of email, which causes stress that can lead to all sorts of health problems.

Furthermore, while 64% of respondents claimed to check their email once an hour, and 35% said they checked every 15 minutes, they were actually checking it much more frequently – about every five minutes. For the majority of people, checking email is no longer a deliberate act, but rather a habit which they are hardly aware of.

Dr Tom Stafford believes that the same fundamental learning mechanisms that drive gambling addicts are also at work in email users. "Both slot machines and email follow a pattern which helps the brain to train in its strongest habits. This means that rather than reward an action every time it is performed, it's only done sometimes. So with email, usually when I check it there is nothing interesting, but every so often there's something wonderful – an invitation, or some juicy gossip – and I get a reward." This is enough to make it difficult for us to resist checking emails.

For a tool that business depends so heavily on, we put little thought into how we use email. Providing guidelines and training can give people ways of reducing the disruption and ways of managing email so that it doesn't ruin your day.

TASK A1

(12 POINTS) (2 points for each correct answer)

Punkte

Tick the best answer – A, B or C.

1. Emailing . . .

- A helps you remember what you were doing.
B used to be a privilege given to only a few.
C takes up 8.5 hours of employees' work week.

2

2. Responding to email . . .

- A in the same time as 3 phone rings is done 70 % of the time.
B takes less than 2 minutes, so little work time is lost.
C after more than six seconds is done on 30 % of all notifications.

2

3. Of the three categories of email users . . .

- A none really have it under control.
B one feels obligated to keep emails under control but can deal with it.
C 64 % have health problems due to emailing.

2

4. Checking the inbox . . .

- A has become an automatic action for most people.
B every 15 minutes was done by 38 % of those surveyed.
C can put even relaxed people under stress.

2

5. Gambling and email addictions are similar because . . .

- A just a little reward every once in a while gives you hope for more.
B we know we'll hit the jackpot someday.
C they affect our learning abilities.

2

6. The writer is trying to tell us that . . .

- A people are getting faster at emailing so soon it won't be a problem.
B if we know which category we're in we can help ourselves.
C special instructions can help people gain control of their work day again.

2

TASK A2

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

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.

Edible advertisements

Will newspapers grab consumers by the tongue?

WILLY WONKA would be proud. When Adnan Aziz saw people licking orange-flavoured wallpaper in the film “Willy Wonka and the Chocolate Factory”, it gave him the idea for a new form of advertising. He set up First Flavor, a firm that makes edible film that **1).....** customers to try the flavours of foods, drinks and other products.

So far First Flavor has distributed films that taste of grape juice, acai-berry juice, lime-spiked rum and baking-soda toothpaste in shops and magazines, and via direct-mail campaigns. The company even designed a deliberately foul-tasting cigarette-flavoured strip to distribute to schoolchildren as **2).....** of an anti-smoking initiative. Now, in partnership with US Ink, a big supplier of newspaper ink, First Flavor hopes to enter a broader and **3).....** market: newspapers.

Just as retailers stuff American newspapers with coupons and sales promotions, the idea is to **4).....** food and drink companies to attach a sealed pouch, containing a flavour sample, to front-page newspaper advertisements for their products. Consumers can then take them for a “taste drive”, jokes Mr Minkoff. First Flavor has already run magazine-based campaigns, so edible ads in newspapers are an obvious **5).....** .

The difficulty is that magazine advertising can be more targeted. Welch’s, an American juice maker, placed an edible advertisement in People magazine **6).....** to reach mothers, for example. First Flavor’s ad campaigns on behalf of SKYY vodka and Captain Morgan’s rum were similarly specific: they involved giving out flavour samples at liquor retailers. Newspapers tend to have a broader readership, which could discourage advertisers, since the edible films may appeal to only a small proportion of readers. And **7).....** scented ads, which can be used to create an aura (a resort, for instance, might use a coconut scent to make you think of tropical relaxation), edible ones can only advertise the product itself.

But First Flavor and US Ink think the collapse in newspaper advertising revenue, due to the rise of the internet, provides an **8).....** . Internet advertisements can do all sorts of things, but have yet to transmit tastes electronically. Edible ads would allow newspapers to offer something the internet cannot match.

Put the letter here ↓

1.	A gives	B allows	C does	B	1
2.	A part	B one	C result	A	1
3.	A more risky	B riskiest	C riskier	C	1
4.	A make	B get	C see	B	1
5.	A next stop	B next place	C next step	C	1
6.	A in hopes	B in fact	C in order	C	1
7.	A unlike	B like	C as	A	1
8.	A occasion	B opportunity	C option	B	1



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

Punkte

**Different people need to buy insurance for different reasons.
Decide which insurance option (A–H) would be best for each person.
Write the letter on the line on the right. Do not use any letter more than once.**

- A** *AmeriCare* offers you the country’s most affordable health care. We offer flexible and fixed monthly fees, which allows you to use a hospital anywhere in the USA. We are the best choice for young and old.
- B** *State-of-the-Art Life Insurance* offers a plan which pays your husband or wife between \$100,000.– and \$1,000,000.– in case you die. We’ll help make the best choice.
- C** *GRX Car Insurance Group* offers you the best deals. Choose from our wide range of options including car theft, hit and run accidents. Customers accepted without any questions asked.
- D** *AgriSmile Inc.* is not only for farming equipment and animals. We also offer a life insurance program which can be a retirement fund or support for your family in case of death.
- E** *Special Needs Insurance Group* is best for people involved in high risk activities. Monthly payments include medical emergency treatment costs and rescue.
- F** *WorryLess Travel Insurance* protects your belongings wherever you are. Coverage includes insuring your personal belongings against theft while you travel and also at home all year round.
- G** *GenAid Medicare* does not offer the lowest monthly payments but it is well known for its commitment to its customers and full medical coverage worldwide.
- H** *Homeowners’ SafetyHub* is your number one household choice for valuables, such as art and jewellery, in case of floods and earthquakes. Electronic equipment not covered.

Put the letter here ↓

1. Mr Barkley travels abroad a lot despite his heart problems, so he needs to be able to go to any doctor anywhere in the world.	G	1
2. Sandy likes extreme sports and has had several accidents already, so she needs an insurance policy which will cover anywhere and anytime.	E	1
3. Mrs Shivers regularly has to park in the bad part of town, so she is worried that no insurance company will give her coverage.	C	1
4. Kelly Rucker would like to have a pension fund which would also take care of her family in case she dies.	D	1
5. Victor Marshal owns a nice little townhouse with all the latest technical equipment – since he travels a lot on business he wants full coverage.	F	1

