

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

Zeit: 30 Minuten

A

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



Hotel Chain Takeover

Any place, any time, anywhere, the bathroom will probably be on the left.

Travellers get off long-haul flights and receive a carefully prepared welcome at the InterContinental Hotel in Sydney. Receptionists offer refreshments suitable for the time zone which guests have just come from. It is early afternoon in Sydney's high summer, but they greet British businessmen suffering from jetlag with a breakfast of toast, marmalade and cornflakes.

The hotel chain even checks its worldwide database of guests to anticipate which newspaper each customer reads, in order to offer a "local equivalent".

The hotel industry is becoming more and more globalised. International chains are encircling the world, taking over local operators, which means that in the US, 75 % of hotels are under a well-known brand, compared with just 25 % in Europe. Size is becoming more important as customer expectations rise. International business travellers want Internet connections, widescreen televisions and push-button blinds in every room. They want faxes delivered to their rooms at all hours of the night and the ability to order a three-course meal at four o'clock in the morning. This means employing more staff than most independent and smaller operators can afford.

Between a third and half of a hotel's revenue comes from food and drink, but this only contributes 20 % to 30 % to the profit. The real profits come from the rooms, so for most operators the main objective is to improve occupancy. Loyalty card schemes are becoming increasingly elaborate. They can record guests' preferences for well-cooked steak, ground-floor rooms or feather-free pillows.

However, there are limits to the internationalisation of European hotels. It's much simpler to build hotels in the US than in Europe, because there is so much space in the US. If you have fewer opportunities for construction, there will be more conversions. Converted buildings aren't as easy to adapt to the US chain model as new buildings because the rooms are different shapes and sizes, so the standard "template" doesn't work.

It is difficult to turn a seventeenth century castle into a Holiday Inn, so some independent operators still prosper. That is bad news for the ideal guest of a multinational chain. He likes to wake up anywhere in the world in the knowledge that the bathroom is on the left, the blinds are blue and the phone is on the wall, six and a half inches above the bedside table.

TASK A1
(12 POINTS)

Punkte

Tick the best answer – A, B or C.

1. **Travellers arriving at the Intercontinental Hotel in Sydney . . .**
A always receive breakfast.
B receive the same newspaper they read at home.
C are provided with a meal which suits their requirements.
2. **International hotel chains . . .**
A own three quarters of the hotels in the US.
B work together with local operators.
C cater only for business travellers.
3. **International business travellers . . .**
A demand a high level of service.
B want to send faxes at any time of the day and night.
C attend courses in the morning.
4. **To increase profits, hotels . . .**
A improve their loyalty towards guests.
B introduce better credit card schemes.
C record their guests' likes and dislikes.
5. **Fewer new hotels are built in Europe than in the US because . . .**
A Europeans prefer converted buildings.
B there are fewer possibilities to build.
C hotel chains want to limit their number of hotels.
6. **Many hotels in Europe are still independent because . . .**
A they are so spacious.
B it is difficult to convert existing buildings according to the standards of hotel chains.
C guests love staying in castles.

**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.**

Reality TV – love it or leave it

The first reality TV show in the world was **1)**..... Expedition Robinson and it was broadcast in Sweden in 1997. Half the population of the country watched the final episode and a new kind of TV programme was born. Two years later in Holland, the first series of Big Brother was filmed. Again, it was a fantastic success and 15 million people watched the final programme. There are now more than 20 countries around the world **2)**..... have Big Brother or Survivor (Expedition Robinson) on their TV screens. The ordinary people who take part in the programmes are known **3)**..... millions of people in their own countries and reality TV has become big, big business.

For the TV producers, reality TV is a dream come true because many of the programmes cost nothing to make. At some point, the television viewers are asked to telephone the programme – to vote or to apply to take part in the show. It is the cost of **4)**..... telephone calls that pays for the shows. One of the most popular shows is Pop Idol. In this show, which has different names in different countries, a group of attractive young people are **5)**..... into pop stars. TV viewers vote for their favourite person on the show. The winner makes a record, his or her pictures are published on the covers of magazines, millions of copies of the record are sold and then . . . they are quickly forgotten.

But **6)**..... people are unhappy about reality TV. In Portugal, two TV channels got into **7)**..... because they showed too much of the private lives of the people in the shows. In France, reality TV is called “rubbish TV” and the studios of Loft Story (Big Brother) were attacked three times in one week. In Greece, somebody described Big Brother as “an insult to human rights and civilization”. But despite the problems, reality TV continues to do well in most countries and it **8)**..... be here for some time to come.

Put the letter here ↓

1.	A calling	B called	C call
2.	A that	B who	C what
3.	A of	B from	C by
4.	A this	B them	C these
5.	A turned	B put	C brought
6.	A some	B any	C no
7.	A faults	B problem	C trouble
8.	A would	B will	C must

B (5 POINTS)

Below you find a list of job vacancies (A–H).
 Decide which vacancy is the most suitable for each person (1–5).
 Write the letter on the line on the right. Do not use any letter more than once.

Carter Employment Agency

Carter have the following vacancies for staff

- A Transport Manager for large international food retailer.
- B Software Developer in IT Department of well-known advertising agency.
- C Assistant in Legal Department of environmental organisation.
- D Director of Finance in local government.
- E Experienced overseas Sales Manager for international company.
- F Director of Quality Control.
- G Designer in Publicity Department of local newspaper.
- H Assistant Personnel Manager in large retail chain for electrical appliances.

People looking for jobs

Put the letter here ↓

- | | |
|--|-------|
| 1. After working in advertising for many years, Ms Fisher has recently passed an exam in law and would like to use this knowledge in her work. | |
| 2. Mr Saunders works in the human resources department of a large transport company where he helps to recruit staff. | |
| 3. Mr Kennedy has worked as an assistant accountant in a software company for eight years. | |
| 4. Mrs Baker, who works as a PA to a quality control manager, recently received a qualification in computer programming. | |
| 5. Ms Crawford has a lot of experience in preparing the layout of brochures on computer. | |

