



ENGLISCH

SERIE

1

HÖRVERSTEHEN

LÖSUNGEN

KANDIDATIN
KANDIDAT

Nummer der Kandidatin / des Kandidaten

Name

Vorname

Datum der Prüfung

BEWERTUNG

Fachbereiche

Erreichte Punkte / Maximum

Task A

/ 8

Task B

/ 5

Task C

/ 7

Total

/ 20

EXPERTEN



WICHTIG:

In dieser Prüfung hören Sie jede Aufgabe 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 message on an answerphone

Jane is phoning	<i>Mary</i>	
They will be travelling to	1. China	1
Michael's date of birth is	2. 10th May	1985 1
Michael's last name	3. Rueckert	1
Jane's passport number	4. F0459821	1

2. A radio report

Report about	<i>Stocks and finances</i>	
On Monday S & P 500 dropped by	5. 0.67	points 1
Dow Jones final mark was	6. 13,073	1
Investors are worried about	7. (The) economy	1
Unemployment rate has been 8% for	8. 3 years	1

1 A message on an answerphone (Jane)

Hi, Mary, this is Jane. Before I leave for Spain tomorrow, I want to give you the personal details you need for our trip to China. Thanks so much for organizing all the papers and visas. My birthday is 6th February, 1984, and Michael's is 10th May, 1985. He's actually younger than me. On official documents my last name is Rueckert-Hess with a hyphen; but Michael's name is just Rueckert, that's R U E C K E R T. We're still in Winterthur and our new address is Stein Street 79. I was born in Zurich and Michael was born in Lucerne, but St. Gallen, our family's citizen-city, is listed in both of our passports. And lastly, here are our passport numbers: Michael's is F0309925 and mine is F0459821. Anything else? (Pause) "Hi!" to Joe and "Bye" for now.

2 A radio report (Male speaker)

And now for the latest Stocks and Financial Report. Standard & Poor's 500 Index had a 2-day increase. However, many were worried that that was wrong because of the economic forecast. So on Monday S&P 500 fell by 0.67 points to 1,385. The Dow Jones industrial average also slid down 3 points and ended at 13,073 whereas Nasdaq lost 12 points. As one can see, this is a very difficult trading time. Everyone is nervous about the economy, which is weakening, and earnings are slow. The stocks went down even before the job report came out. The jobless rate has been stuck at 8% for 3 years. People are still hoping it will move down to 6% by the end of the year as the new government programs start to take effect.

B**(5 POINTS) (1 point for each correct answer)****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.****You will now listen to an interview about ideas and success.****1. Net-A-Porter is**A a catalogue.B a magazine.C a shop.**1****2. Natalie believes each team needs**A one leader with good business skills.B more than one leader.C a leader qualified in all areas.**1****3. Natalie's talent is**A painting big pictures.B seeing how things form the future.C pushing the team to do more.**1****4. Starbucks**A was a business idea Natalie also had.B is Natalie's business.C was started by Natalie's friends.**1****5. The experience of success can**A cause future failure.B send a person upstairs.C make new projects safer.**1**

G = Geoff (Interviewer) / N = Natalie (Businesswoman)

G We have a global manager here today. Natalie Massenet's success recipe is to take futuristic ideas and combine them with confidence. Natalie, when did you know that you wanted to run your own business?

N I'm an accidental entrepreneur, Geoff. I'm actually a journalist; managing is not my strong point. I was working as a fashion journalist and editor, when I started Net-A-Porter. I wanted to create a magazine that you could shop from. Catalogues are boring. I still don't see myself as running a business because I have a CEO. Even though I know I have the main responsibility for the profit and loss account, for the corporate culture and relationships with the customers, and for our brands, I'm not active in these areas.

G What makes you comfortable in that kind of risky arrangement? You must really trust your CEO!

N Of course I do. Our business is a fashion business, but it's also a technology and logistics business. That's why I need her. No one person can have all the skills or qualifications. Two is better than one. We also have that in all of our departments. Even on the technology team, it's not just about functionality and download speed, it's also about being beautiful on the screen.

C When you talk about skills, which ones got you where you are today?

N The one natural talent that I knew I had was seeing the big picture. I have always been able to see the connection between many unrelated events and put them into a trend for the future, which is what journalists do. I'm an ideas person, who sometimes has to be stopped or I would push the team to do more and more. I thrive on innovation. I find spending time, waiting for others to catch up with me, frustrating.

G Is it true that before Net-A-Porter you had some futuristic business ideas that colleagues thought were crazy and then they were put into action by others?

N Well, yes; I guess I was ahead of my time and didn't trust my own judgement enough. One example is when a friend of mine had an empty building in Los Angeles. I told him, "Wouldn't it be great to open a place for coffee and tea with really comfortable armchairs, listen to music and sit around with friends?" He said, "That's crazy, you can't make money on coffee". So I didn't do it and within that same year Starbucks started!

G How did that make you feel?

N I believe all the things we experience – positive and negative – teach us and shape us. So when I thought in 1999, someone should make a website where people can buy Chloé jeans while reading a fashion magazine, I remembered those past experiences. This time I was on my own pitch! I was an editor. I had photographers, designers and art directors. I didn't let anyone talk me out of it!

G And what if things do go wrong? How do you deal with defeat or failure?

N I learn from them. Things go wrong all the time and I do make mistakes. A person can get blinded by success and think they can do anything. Then wham, the next project fails because you didn't go through all the steps! Being too proud and thinking you are too important is a very dangerous thing. Something will always bring a person back down to size!

C (7 POINTS) (1 point for each correct answer)

Please fill in the gaps in the sentences below with the correct form of the key word or the key words. Use one or two words. You now have one minute to read the sentences below. Listen to Helen Ming and Mahmut Özgener talk about Izmir's candidacy for the 2020 EXPO.

- The EXPO is one of the world's *biggest fairs*, dating back to the 19th century.
- 1. The EXPO attracts millions of tourists and gives a city lasting **monuments**, buildings of great architecture and ideas for improving itself in the future. 1
- 2. The sudden popularity of the chosen cities makes their market value rise **dramatically** 1
- 3. Because of its **location**, Izmir has always been a cultural center and a highway for trade between Europe and the East. 1
- 4. The EXPO will help Izmir prepare for the **21st century**, but keep its past values. 1
- 5. The fair would create an opportunity **to promote** the whole country of Turkey. 1
- 6. Turkey is known for its **health** tourism. 1
- 7. Fortunately, the citizens of Izmir are giving the 2020 EXPO their **full support** 1

H = Helen (Interviewer) / O = Mr Özgener (Businessman)

H Hello, Mr Özgener, welcome to our program.

O Thank you, Helen. It's good to be here.

H Izmir is a candidate in 2020 to host the EXPO, one of the world's biggest fairs dating back to the 19th century. Turkey has been taking part in the EXPO, first held in London in 1851, ever since Ottoman times. Why does Turkey want to have this event?

Ö Hosting the EXPO is important for many reasons. First of all, millions of people want to come to it. In addition, it leaves behind lasting monuments, works of superb architecture, as well as impulses for urban development. One of the best known symbols of Paris today is the Eiffel Tower, which is from the EXPO in 1889. These chosen cities become well-known and popular immediately. Their market value goes up dramatically.

H What will hosting the event do for Izmir specifically?

Ö It will have a very positive impact on the city's development. Thanks to its location Izmir has always been a producer of culture and a center of attraction, which was also developed by trade between Europe and the East. We want to continue to be important in the world culturally and economically. Holding the EXPO will help Izmir move forward into the 21st century by causing an urban transformation according to today's needs but still preserving the values of the past. Big investments will also be coming to Izmir and its infrastructure because of the extensive fairground that is going to be built.

H How many visitors are you expecting?

Ö About 73 million came to the last EXPO held in Shanghai. We are aiming to attract around 43 million to the "2020 EXPO Izmir". We feel that would also create the perfect chance to promote all of Turkey. It will be interesting to see how many attend the 2015 EXPO in Milan, Italy. We want to gain experience there and learn from it.

H The theme of the 2020 EXPO is "New Routes to a Better World / Health for All". What do you think of that?

Ö Turkey as a whole is already known for its spas, Turkish baths and health tourism. Transportation from Izmir to the other nearby resorts is extremely convenient. As for working towards a better world, this is a geothermal region and health sector investments in this new environmental technology are going to be made in several areas that aren't in use at the moment.

H How are you preparing for EXPO 2020?

Ö All of our preparations are being handled extremely professionally. For us nothing would be more natural than for Izmir to be chosen to host the 2020 EXPO because of how our country and its culture fit the theme. Moreover, we are very glad that the people of Izmir are giving us their full support.

H That sounds promising and exciting. Thank you, Mr Özgener.