

FINAL EXAM

CENTRUM JĘZYKÓW OBCYCH UG

Egzamin końcowy z języka angielskiego

17 czerwca 2020 r.

POZIOM	B2
WYDZIAŁ	Ekonomiczny
KIERUNEK	Ekonomia / MSG
SESJA	Letnia
TERMIN	Podstawowy

Poniższy egzamin został przeprowadzony zdalnie w formie interaktywnego quizu na Portalu Edukacyjnym
Uniwersytetu Gdańskiego: pe.ug.edu.pl

Part I - Listening (15 points)

Task 1. Listen to a message and a conversation. Decide if the sentences below are true (T) or false (F) and circle the correct answers on the Answer Sheet. (7 points)

Conversation 1			Conversation 2		
	T	F		T	F
1. The posters sent to the retail exhibition haven't arrived yet.	<input type="checkbox"/>	<input type="checkbox"/>	1. John has already delivered the presentation twice.	<input type="checkbox"/>	<input type="checkbox"/>
2. The exhibition stands are urgently required.	<input type="checkbox"/>	<input type="checkbox"/>	2. The case study he presented should be shorter.	<input type="checkbox"/>	<input type="checkbox"/>
3. The number of brochures is not sufficient.	<input type="checkbox"/>	<input type="checkbox"/>	3. He should use bigger letters for the slides.	<input type="checkbox"/>	<input type="checkbox"/>
			4. When speaking, John should cover the steel screen.	<input type="checkbox"/>	<input type="checkbox"/>

Task 2. Listen to a radio reporter talking about difficulties of the new CEO of *Healthway PLC*, a chain of health and beauty stores. For each question tick (☒) one letter: a., b. or c. on the Answer Sheet. (8 points)

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. The CEO is in a difficult position because the company is:</p> <p>a. <input type="checkbox"/> rapidly losing its market share.</p> <p>b. <input type="checkbox"/> unable to attract new customers.</p> <p>c. <input type="checkbox"/> unable to deliver on time.</p> | <p>5. The previous CEO of <i>Healthway</i> is criticized for:</p> <p>a. <input type="checkbox"/> concentrating too much on the core business.</p> <p>b. <input type="checkbox"/> wasting money on unsuccessful concepts.</p> <p>c. <input type="checkbox"/> not investing in massage treatments.</p> |
| <p>2. The competition is tough because of:</p> <p>a. <input type="checkbox"/> internet shopping.</p> <p>b. <input type="checkbox"/> the increasing number of expanding stores on the market.</p> <p>c. <input type="checkbox"/> lower prices in other stores.</p> | <p>6. When the previous CEO of <i>Healthway</i> made staffing changes, he:</p> <p>a. <input type="checkbox"/> failed to explain why the changes were necessary.</p> <p>b. <input type="checkbox"/> made very few senior managers redundant.</p> <p>c. <input type="checkbox"/> laid off too many people with essential skills.</p> |
| <p>3. Traditionally, company senior staff in <i>Healthway PLC</i>:</p> <p>a. <input type="checkbox"/> are promoted internally.</p> <p>b. <input type="checkbox"/> are employed from the outside.</p> <p>c. <input type="checkbox"/> change very quickly.</p> | <p>7. The consultants recommend:</p> <p>a. <input type="checkbox"/> reducing the number of the biggest stores.</p> <p>b. <input type="checkbox"/> reducing the staff.</p> <p>c. <input type="checkbox"/> investing in the biggest stores.</p> |
| <p>4. The previous CEO of <i>Healthway PLC</i> did not:</p> <p>a. <input type="checkbox"/> invest enough in the systems.</p> <p>b. <input type="checkbox"/> concentrate on the share price.</p> <p>c. <input type="checkbox"/> launch any takeovers.</p> | <p>8. The new CEO will face challenges because he:</p> <p>a. <input type="checkbox"/> does not know the sector at all.</p> <p>b. <input type="checkbox"/> has never run such a big listed company before.</p> <p>c. <input type="checkbox"/> is too young to take risks.</p> |

Adapted from: BEC Vantage Cambridge Tests

Part II - Reading (15 points)

Task 3. Read the text below. For each question tick (☒) the correct answer a., b. or c. on the Answer Sheet.
(5 points)

1. The factory producing *VinFast* cars is:
 - a. ☐ floating on water in the Gulf of Tonkin.
 - b. ☐ extremely modern.
 - c. ☐ the partner of a South Korean conglomerate.
2. *Vingroup*:
 - a. ☐ specializes in construction.
 - b. ☐ attaches particular importance to car production.
 - c. ☐ at the beginning produced food.
3. Vietnamese people:
 - a. ☐ are becoming richer.
 - b. ☐ use only selected products provided by *Vingroup*.
 - c. ☐ object to *Vingroup*'s dominance in the market.
4. It's easy for *Vingroup* to sell their products because:
 - a. ☐ the company's owner is able to invest large sums of money in it.
 - b. ☐ it has no competition.
 - c. ☐ the company enjoys a good opinion in the Vietnamese society.
5. *Vingroup* is not involved in:
 - a. ☐ hospitality.
 - b. ☐ insurance.
 - c. ☐ medical services.

The rise of a Vietnamese corporate empire

Several weeks ago, I travelled east from Hanoi, through industrial estates and rice paddies, to the port of Haiphong in northern Vietnam. My driver took me over a causeway to Cat Hai Island, where something big is taking shape: the building of Vietnam's first "national car" brand, *VinFast*. In what will eventually be a \$3.5bn project, Vietnam's largest private company, *Vingroup*, controlled by the country's richest man, Pham Nhat Vuong, has built an integrated production plant on top of piles driven into the soil and on land reclaimed from the sea. A robot-filled state-of-the-art factory was constructed in about 21 months – a turnaround so swift that, when I opened Google Maps to check our location, the app thought I was standing offshore in the Gulf of Tonkin.

If you haven't heard of *Vingroup*, that will probably soon change. In Vietnam, it is increasingly described as the country's answer to a South Korean chaebol, a catch-all conglomerate and standard-bearer of industry, such as Hyundai or Samsung, that not only dominates its home market but also exports products to the wider world. Vietnam is rapidly becoming the land of Vin-everything.

The group, which started as a pot-noodle business in post-Soviet Ukraine, made its name in real estate and resorts before expanding into mini-marts, schools, healthcare and, more recently, smartphones and cars.

In April, it opened a five-star hotel and viewing deck at Landmark 81, Indochina's tallest building – a prime spot from which to see how new towers (many of them *Vinhomes*) are transforming the skyline of Ho Chi Minh City, formerly Saigon. When Formula 1

stages its first race in Hanoi next year, *Vingroup* will be sponsoring it.

Today, a Vietnamese man or woman of a certain class might live in a *Vinhome*, send their children to a *Vinschool* (and, from 2020, a *VinUni*), holiday at a *Vinpearl* resort and charge their *VinFast* electric scooter at a *VinMart*. Le Thi Thu Thuy, *Vingroup*'s vice-chair, has described the company as a "cradle-to-grave" supplier of goods and services to a nation on the move. "Because of our reputation, any product that *Vingroup* launches normally sells really well," Thuy, an ex-Lehman Brothers banker, told me when we met in *VinFast*'s new office block, reached via the plant's retro-futuristic V-shaped gate.

Vingroup's rise has mirrored that of Vietnam, one of Asia's fastest-growing economies. Its founder is the richest of the country's five billionaires, according to Forbes magazine, with a net worth of \$7.6bn. But the rest of Vietnam is coming up too: according to the market research group Nielsen, Vietnamese average wages grew by 17 per cent and personal disposable income by 29 per cent between 2014 and 2018. Wages will grow by another 30 per cent and income by another 26 per cent by 2022. Nielsen notes there has been an "enormous rise" in affluent Vietnamese, including US dollar millionaires, whose number, the group says, will have grown 170 per cent to 38,600 in the decade to 2025.

Adapted from:

<https://www.ft.com/content/139332bc-acd9-11dd-971e-000077b07658>

Task 4. Read the text below. Decide if the statements are true (T) or false (F) and tick (☒) the correct answer on the Answer Sheet. (10 points)

- | | | |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1. Computers are used for helping managers to leave some empty space in trucks. | T | F |
| 2. Sending products back to manufacturers causes a lot of problems. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. It's rather impossible to plan how to use space effectively in a vehicle when you transport returns. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. It is more than four times costlier to send back products than to dispatch them from the producer. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Online retailing makes the problem of return rates even more serious. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. People shopping online buy things knowing they can always return them without any problem. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. The percentage of goods bought online and returned is about twenty. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Online retailers realize that they have to be customer-friendly and facilitate the process of sending products back. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. The European Union suggests that electronic goods that stopped working should be collected and recycled. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. It's difficult to arrange a convenient time to collect returned goods. | <input type="checkbox"/> | <input type="checkbox"/> |

Hidden beauty of the “uglies”

With computers, transport managers can pack a truck so that only the minimum of space is left empty. They can work out exactly how to fill the vehicle with goods ready for market. But what about transporting the “uglies” - the boxes of different shapes and sizes containing broken and unwanted products - back to the manufacturer?

Martin Patten, manager of the technology programme for Europe at *Cisco Systems*, the computer equipment supplier says, “You can't use space on trucks in the best way for returns because people might use different wrapping or put things in bigger boxes.” Worse, products usually need to be collected from all sorts of different places. As a result, it can cost four times as much to take something back as to send it out.

One factor behind increasing return rates is the growth in online retailing. “With online shopping there is an attitude of ‘I'll buy it and, if I don't like it, I'll send it back’,” says Jonathan Wright, a senior executive in Accenture's global supply chain consultancy.

“With internet sales, up to one in five products gets sent back, which is huge.”

Moreover, if that process is inconvenient, shoppers can go to other online retailers for their purchases. “If returning products is not customer-friendly, it's going to hurt the retailers' business,” says Scott Harkins, vice-president of product marketing at *FedEx*.

However, an even bigger challenge is on the way. European Union law now requires manufacturers and importers of electronic goods to collect and recycle them at the end of their lives. “The transport of goods after the sale of the product is now as important as it is before the sale, and that's a huge change,” says Mr. Wright.

*Adapted from:
The Financial Times, Pearson Business English Lessons B2, April, 2019*

Part III - Use of English (20 points)

Task 5. Choose the phrase that best completes each sentence and tick (☒) the correct answer on the Answer Sheet. (15 points)

1. I find it difficult to run the business ____ day-to-day basis.
a. ☐ in b. ☐ on c. ☐ at d. ☐ on with
2. OK, let's get ____ to business.
a. ☐ through b. ☐ up c. ☐ down d. ☐ in
3. The CEO says that the strong pound is responsible for the fall ____ exports.
a. ☐ in b. ☐ of c. ☐ for d. ☐ off
4. He was awarded a large sum of money to compensate ____ the damages.
a. ☐ for b. ☐ of c. ☐ - d. ☐ to
5. The aim of the advertising campaign is to enhance brand ____ so that consumers become more familiar with our coffee products.
a. ☐ stretching b. ☐ image c. ☐ loyalty d. ☐ recognition
6. This is the second biggest company in the field, i.e. market ____, they hope to become no.1 in the nearest future.
a. ☐ share b. ☐ challenger c. ☐ follower d. ☐ leader
7. The practice of setting a low price to try to sell a large volume and increase market share is called market ____.
a. ☐ skimming b. ☐ penetration c. ☐ segmentation d. ☐ capitalization
8. I receive so many ____, I never need to buy the product!
a. ☐ leaflets b. ☐ posters c. ☐ brochures d. ☐ free samples
9. Distribution plays an important role in the ____ mix.
a. ☐ advertising b. ☐ selling c. ☐ promotion d. ☐ marketing
10. The ____ audience for the car is young professional women.
a. ☐ customer b. ☐ focus c. ☐ target d. ☐ respondent
11. To ____ goods means to send goods to a recipient.
a. ☐ order b. ☐ export c. ☐ dispatch d. ☐ import
12. To encourage free trade, countries remove all ____ to trade.
a. ☐ barriers b. ☐ obstacles c. ☐ deregulations d. ☐ balances
13. WTO stands for limiting any ____, i.e. import taxes imposed by governments.
a. ☐ goods b. ☐ quotas c. ☐ tariffs d. ☐ free trade
14. The brand with the largest market share is a brand ____ .
a. ☐ manager b. ☐ chief c. ☐ guru d. ☐ leader
15. Governments and citizens both have a responsibility to ____ the environment.
a. ☐ face b. ☐ predict c. ☐ deal with d. ☐ protect
16. I'm afraid that the bank will refuse my application for an extended ____ .
a. ☐ compensation b. ☐ balance c. ☐ overdraft d. ☐ interest
17. Money, usually from a relative to live on is called a(n) ____ .
a. ☐ allowance b. ☐ rent c. ☐ royalties d. ☐ bonus
18. Banks generally know from experience how much cash to keep in their reserves for customers who want to ____ it.
a. ☐ withdraw b. ☐ pay c. ☐ credit d. ☐ deposit
19. The company has really ____ prices, better than any other company on the market.
a. ☐ preference b. ☐ competitive c. ☐ comparative d. ☐ compared
20. During staff reports, Mark Vincent, Director of Channel Development, ____ the Port Commission on the project.

- a. ☐ briefed b. ☐ outdated c. ☐ dated d. ☐ summarised
21. Nobody was surprised when the company ____ bankrupt.
a. ☐ declared b. ☐ went c. ☐ determined d. ☐ announced
22. The bottom ____ is that we can't afford these proposals.
a. ☐ side b. ☐ floor c. ☐ edge d. ☐ line
23. Among other ____ I was offered a company car and a mobile phone.
a. ☐ promotion b. ☐ premises c. ☐ perks d. ☐ royalties
24. The company is expanding by ____ with one of its competitors.
a. ☐ purchasing b. ☐ associating c. ☐ sharing d. ☐ merging
25. The bonds are being ____ to fund public infrastructure improvements.
a. ☐ printed b. ☐ published c. ☐ issued d. ☐ emitted
26. In 2016 Alior Bank ____ a part of BPH Bank for PLN1.46 billion.
a. ☐ acquired b. ☐ joined c. ☐ merged d. ☐ included
27. After many years in the company he was ____ its general director.
a. ☐ employed b. ☐ dismissed c. ☐ appointed d. ☐ shortlisted
28. These ____ discoveries have completely changed our view of the development and specialisation of cells.
a. ☐ ground-breaking b. ☐ ground-hopping c. ☐ ground-splitting d. ☐ ground-broking
29. For some jobless people, joining the ____ queue is a humiliating experience.
a. ☐ benefit b. ☐ grant c. ☐ dole d. ☐ ration
30. The goods have been sitting in a ____ for months because a strike has prevented distribution.
a. ☐ warehouse b. ☐ head office c. ☐ back office d. ☐ facility

Task 6. Supply the correct derivative of the ROOT word in capital letters and write it on the Answer Sheet in the space provided. (5 points)

Example The recent takeover bid generated a lot of **publicity** in the media.

PUBLIC

1. You will have to serve a(n) before we can offer you a permanent contract.
2. They must have the figures; they don't add up at all.
3. The company offers a(n) package for all employees.
4. This production process should be carried out under close .
5. It takes a lot of hard work and commitment to in this competitive business.

APPRENTICE

CALCULATE

COMPENSATE

SUPERVISE

SUCCESS

Part IV - Writing (20 points)

Task 7. Choose one of the two topics below by ticking (☒) A or B on the Answer Sheet.

Write either a report or an email of 180-220 words in the space provided on the Answer Sheet.

A. You work for a large travel agency and have just spent a week on a small island to see if it would be a suitable destination for package holidays. Write a report to your boss describing such things as:

- the place itself;
- how to get there and how to move around;
- available accommodation;
- tourist attractions

and state your recommendation concerning its suitability.

B. You work for DLC Ltd. a multinational based in Gdańsk. Last week your company held an annual conference in London in a 4-star hotel. Unfortunately, you were deeply dissatisfied with the quality of the service. Write a semi-formal email to the hotel manager including the following points:

- the air conditioning in the rooms and the main conference room did not work properly;
- the Wi-Fi connection was slow and inefficient;
- the hotel's staff were unhelpful and uninterested.

Suggest what the hotel should do to put matters right and what action you will take in case they don't.