

KJE Language Examination Centre



MONOLINGUAL EXAM

ENGLISH B1

LISTENING COMPREHENSION

	Exam papers:	Maximum score:	Required minimum:
Task 1	Multiple Choice (7 items)	14 points (2 points/item)	--
Task 2	Questions and Answers (8 items)	16 points (2 points/item)	--
Total score:		30 points	12 points

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Task 1: Fast-food's Secret

You are going to listen to a text about an American fast food restaurant chain. Choose **the correct answer** according to what the text says.

An example has been given for you:

0. *Yum is one of the greatest fast-food restaurants in ...*

- a) Europe.
 - b) America.
 - c) Asia.
-

1. *The speaker says that Yum ...*

- a) has over 35,000 restaurants.
- b) is not very well known.
- c) is present in more than 100 cities.

2. *The speaker says that Yum ...*

- a) opens three restaurants in China every day.
- b) had an unsuccessful year in 2006.
- c) has its centre in Kentucky.

3. *The speaker says that ...*

- a) Yum still belongs to Pepsi.
- b) Pepsi has always wanted to run Yum.
- c) the boss of Yum has not always worked for Yum.

4. *David Novak ...*

- a) enjoys his present job.
- b) became the boss of Yum before 1999.
- c) has the same ideas about the workplace as Pepsi.

5. *Kitchen employees ...*

- a) stay with Yum only for a few weeks.
- b) work for Yum for approximately 12 months.
- c) have been with Yum since 2000.

6. *The restaurant ...*

- a) wants to have more guests by offering healthy food.
- b) offers only various hamburger menus.
- c) sells only freshly made juices.

7. *The first Yum restaurant in China ...*

- a) does not offer local food.
- b) has been open since December 2005.
- c) Both a) and b) are false.

Task 2: Business Gifts

You are going to listen to a text about business gifts. Answer the questions **IN ENGLISH**. The number in brackets indicates the pieces of required information.

An example has been given for you:

0. What should you give your partners and clients on different business occasions? (1)
_____ **business gifts** _____

1. What kind of products can be used as business gifts? (2)

a) _____

b) _____

2. When can you find new clients with the help of business gifts? (1)

3. When is effective marketing important? (1)

4. What can business gifts tell the customers a lot about? (1)

5. What can you write on a business gift? (1)

6. Where is the best place to give business gifts? (1)

7. In what type of commercials can products be seen only for a short time? (1)

8. What will happen after clients receive business gifts? (1)

For the Assessors only!

Task 1: Maximum score: 7 x 2 = 14

Achieved score: _____ x 2 = _____

Task 2: Maximum score: 16

Achieved score: _____

Total score:

Required minimum:
12 points

First Assessor (code and signature) _____

Second Assessor (code and signature) _____

KEYS AND TAPESCRIPTS:**Task 1: Fast-food's Secret**

1. b
2. c
3. c
4. a
5. b
6. a
7. c

Yum is one of the biggest fast-food companies in America and has 35,000 restaurants in more than 110 countries. But not too many people know the restaurant Yum. From its modern head office in Kentucky, Yum opens three new restaurants, one of them in China, every day. Although Kentucky Fried Chicken, Pizza Hut and McDonald's are the global leaders of fast-food chains, in 2006 Yum made a large amount of money with its global business.

Yum belonged to Pepsi Cola but they sold it because Pepsi was not interested in directing restaurants. David Novak, the boss of Yum, worked for Pepsi before, but he loves being in the restaurant industry now. Mr Novak, who became chief executive officer at Yum in 1999, believes in a more relaxed workplace than Pepsi. He wants people to feel that work should be fun and he thinks happiness is one of the most important things to be successful. His philosophy has been right because now kitchen employees stay with Yum for an average of one year, almost twice as long as in 2000.

Yum, like other fast-food companies, also thinks that health is important. The company sells different hamburgers and chips, but it has put more healthy salads and lighter dishes on its menus to get more customers. Besides the traditional sweet drinks such as Coke and Fanta, Yum also offers fresh fruit juice.

Yum opens restaurants all over the world. For example it opened its first restaurant in China at the beginning of 2005. Its main idea is to offer Chinese fast-food to Chinese customers. China means a great market for the restaurant industry because of the high number of people. The strategy of Yum is to be the leader in every food service category in China.

Task 2: Business Gifts

1. a) plastic pens
b) watches
2. when you start your (new) business
3. if you want to be successful in business
4. the product of the company
5. name of the company
6. business conferences
7. television commercials
8. clients will remember your company for a long time
OR: clients will not forget you for a long time

There are many different business occasions when you will have to give a business gift and on every occasion you should give a different sort of gift. You should know when it is right to give the gift because this is important to be successful in business. There are lots of products that could be used as a perfect gift, such as cheap plastic pens and some more expensive promotional items, such as watches.

Sometimes these gifts might be some very simple products but they can offer a lot of things to your business. For example, you can easily find new customers with the help of business gifts when you start your new business.

Effective marketing has become very important if you want to be successful on the market. Business gifts help you reach your clients and tell them a lot about the product of your company. Moreover, with the help of these gifts your clients will remember you for a long time.

The most important thing about business gifts is the advertisement they offer. You can write the name of the company on the product, so business gifts are the perfect things that you can use to advertise your company. In this way, business gifts can give your message for a long time. It is also important where you give the business gifts. The ideal place to give them to clients is at business conferences.

Television commercials can show your products for only a few seconds; but with the help of simple business gifts your clients will not forget you for a long time. In addition, usually you have to spend very little money on this form of advertising.