

KJF Language Examination Centre



MONOLINGUAL EXAM

ENGLISH B2

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: Budapest

You are going to listen to a text about Budapest. Choose **the correct answer** according to what the text says.

An example has been given for you:

0. The text is about ...

- a) Berlin.
 - b) Budapest.
 - c) Bucharest.
-

1) The speaker talks about a country which ...

- a) still lives in the past.
- b) has lost most of its traditions.
- c) used to be under the control of other countries.

2) According to the speaker, Budapest is ...

- a) the pearl of Central Europe.
- b) a place where there are no signs of the busy world.
- c) Both a) and b) are false.

3) The shop windows in Pest ...

- a) do not have bright colours.
- b) look like shop windows in France.
- c) all look the same and show the same fashions.

4) The speaker ...

- a) did not like modern technologies in Budapest.
- b) did not find any information about architecture in guide books.
- c) liked the way Hungarians keep their traditions.

5) The speaker wanted to find a drugstore in Budapest ...

- a) which was different from drugstores in the USA.
- b) but he did not find any.
- c) but nobody understood what he was saying.

6) According to the speaker, Hungarians ...

- a) are not always friendly with foreigners.
- b) do not learn foreign languages at schools.
- c) both a) and b) are true.

7) In Hungary ...

- a) you can spend time tasting Hungarian specialities.
- b) you should hurry with dinner.
- c) Hungarian restaurants never offer enough food.

Task 2: Zara, a Spanish Success Story

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

An example has been given for you:

0. What is Zara? (1)

_____ **a Spanish clothing retailing company** _____

1. What happened to Zara in 1975? (1)

2. Where does Zara have its stores? (1)

3. Why can Zara react to market changes quickly? (1)

4. How long does Zara take to replace its old collection? (1)

5. Who do managers inform about the sales? (1)

6. What do Zara fans know? (1)

7. How much does the company spend on advertising? (1)

8. Where does Zara market its goods? (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: Budapest**

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

Have you ever heard about a country where the past, the present and the future are all alive at the same time? Have you ever heard about the nation that has managed to preserve its thoughts, traditions, and its way of life? There is a country in Central Europe that was under the occupation of different countries but which remains true to itself. It is Hungary.

Budapest, which stands on the bank of the river Danube, is its capital. There are many wonderful European cities that stand on the banks of this river but only Budapest is known as the "pearl of the Danube." Many people enjoy visiting this city where nothing reminds you of the busy world we live in.

Budapest was formed from three towns. On the right bank of the river is Buda with its ancient monuments. On the opposite side is Pest with its modern buildings, and colourful shop windows that show fashion of various styles. These shop windows are similar to those in Paris. When I looked at the architecture of the city I found the architects' work very exciting - how they have connected modern technologies with ancient buildings. You will find this information in any guide-book.

I really loved the Hungarians. Most of all, I loved the way they could preserve parts of their history, their traditions, their folk songs and dances through the centuries without allowing themselves to be influenced.

When I walked in the city I was searching for a drugstore. I thought that this word had to be clear to everyone, something international that everyone could understand. Unfortunately, I was unsuccessful. Later I found out that drugstores do exist in Budapest but are called by names that are quite different from the names which I used to hear in the USA.

If you get lost, you can try asking local people to help you. They may not be able to help you. Moreover, they may just go away. This does not mean that Hungarians are not hospitable or that they do not have to study foreign languages at schools. It may be because Hungarians have difficulty actually using a foreign language.

Nevertheless Budapest is a city that you have to visit. You will have a lot of fun spending time with your friends drinking famous Hungarian wine and eating famous Hungarian goulash. By the way, if you decide to go into a restaurant and have dinner, do not be in a hurry to order

both the first and the second course at once. Why? Because portions in Budapest's restaurants are huge and you can overeat.

Task 2: Zara, a Spanish Success Story

1. it was launched that year
2. in busy shopping streets
3. it makes the clothes itself
4. 2-3 weeks
5. the designers
6. when the deliveries will be arriving
7. 0.3% of its income
8. in its shops

The success of Zara, the Spanish clothing retailing company cannot be questioned. The business was launched in 1975 and since that time more than 1,000 shops have been opened in 54 countries around the world. The size of an average shop is about 1,000 square meters and Zara strategically opens its stores in busy shopping streets. For example, one of the latest stores has been opened in Hollywood.

Zara was described as one of the most innovative and successful retailers in the world. So what is Zara's secret? The company is successful because it has total control of every part of the business. The Spanish firm not only sells clothes but also designs, produces and distributes them. As it makes the clothes itself, it can react quickly to market trends. While others take up to nine months to get new collections into their shops, Zara takes just two to three weeks.

Customers can also influence what the shops sell as their feedback is sent back to the designers too. Zara shop managers report back every day to designers in the headquarters in Spain on what has and has not been sold. The information is used to decide which styles and colours are kept or changed and whether new designs should be created. All this happens in just a few days. Shoppers who really love the Zara brand know exactly when the deliveries will be arriving at their local shop and some even turn up early in the morning to be the first to pick up the most fashionable dresses.

Have you ever seen a Zara commercial on a billboard or on TV? Probably not. One of the greatest achievements of the company is that it has managed to become famous without advertising. Zara spends just 0.3% of its income on advertising, while other fashion retailers spend an average of 3.5 % on advertising their products.

All of its marketing is found in its shops. So it always chooses the best locations, and attention is paid to even the smallest details: the shop decorations, the window dressing, the staff.