

KJF Language Examination Centre



MONOLINGUAL EXAM

B2 WRITTEN TEST

ENGLISH

BUSINESS

Exam papers	Maximum score	Required minimum	Time allowed	Dictionary
1. Use of English	12 points	none	75 minutes	not allowed
2. Reading 1	12 points	10 points		
3. Reading 2	12 points			
4. Writing 1	20 points	16 points	90 minutes	allowed
5. Writing 2	20 points			
Total score	76 points	--	165 minutes	--

Kodolányi János Főiskola
Székesfehérvár

1. Use of English

Read the text below. Some words are missing from the text. Choose the correct answer from the options (A, B, C or D) for each gap in the text. An example (0) has been given for you. Mark your answers with an X on Answer sheet 1.

Jet Lag

You can get jet lag when you travel **(0)**_____ multiple time zones, and especially when you are flying east. Symptoms can **(1)**_____ loss of appetite, insomnia, stomach problems; and you can feel tired, irritable and highly sensitive to light and sound. After several days and some rest at your destination, you get better. It can take your body 24 hours to adapt for **(2)**_____ time zone you travel across. Here are some suggestions for minimizing the effects of jet lag:

- Get enough rest before your flight. The more relaxed you are, **(3)**_____ it will be to adapt to time zone differences.
- You shouldn't drink too much alcohol. There's no reason why **(4)**_____ have a cocktail or two, but remember that larger amounts of alcohol can make you nervous, and make it difficult to fall asleep.
- Don't drink too much coffee, **(5)**_____. Too much caffeine can cause nervousness and insomnia. However, if you drink many cups of coffee a day, missing your "caffeine fix" during your flight **(6)**_____ not be a good idea. You might feel even worse (e.g. you might have a bad headache)!
- You had better **(7)**_____ as much water and fruit juice as possible. They are the best to drink **(8)**_____ alcoholic drinks and coffee.
- Avoid sleeping during the flight **(9)**_____ it is nighttime at your destination. After your plane takes off, adjust your watch. Try to sleep and eat **(10)**_____ the local time of your destination.
- Try to organize outdoor activities for the first few days after you **(11)**_____. Spending time in the daylight can help you adapt faster.

Enjoying your vacation is more important than fighting jet lag. Don't waste your time following complex jet lag diets and cures that have not been shown to do any good. Try **(12)**_____ worry too much about jet lag. **(13)**_____ yourself enjoy your stay. Less than one-half of travelers have serious jet lag symptoms.

If you are traveling on important business, you probably have more need than others to minimize the symptoms of jet lag. Consider the following strategies: **(14)**_____ a sleeperette (an airline seat you can lie in) to improve the chances of sleeping during the flight, if possible. Spend one or two extra days after arrival having a rest and relaxing before business activities, or break up a long **(15)**_____ (more than 6 time zones) along the way for a day or two.

0.	A. in	B. over	C. on	D. for
1.	A. share	B. divide	C. consist	D. include
2.	A. all of	B. each of	C. all	D. each
3.	A. the easier	B. the easiest	C. the more easy	D. the more easier
4.	A. you not	B. to not	C. couldn't you	D. you couldn't
5.	A. neither	B. either	C. as well	D. too
6.	A. may	B. must	C. should	D. shall
7.	A. drink	B. to drink	C. drinking	D. you drank
8.	A. without	B. despite	C. instead of	D. in spite of
9.	A. as soon	B. since	C. however	D. unless
10.	A. in order to	B. according to	C. due to	D. thanks to
11.	A. arrive	B. will arrive	C. are arriving	D. will be arriving
12.	A. not to	B. to not	C. you don't	D. don't you
13.	A. Get	B. Let	C. Have	D. Allow
14.	A. reserve	B. provide	C. complain	D. advise
15.	A. excursion	B. cruise	C. journey	D. voyage

2. Reading 1

Read the text below. After the text you will find six questions or unfinished statements about the text, each with three suggested answers or ways of finishing. You must choose the one which you think fits best according to the text. Mark your answers with an X on Answer sheet 1.

The Development of the Fast Food Business

A number of cooks and restaurants state that they invented the modern hamburger. One of the earliest events at which a patty in a bun was sold was the 1904 World Fair. It wasn't until the 1920s, however, that hamburgers became important as a new marketing concept for American restaurants. Although the hamburger wasn't called "fast food" then, the first business that can be called a fast food restaurant was White Castle, which opened in 1921. It sold hamburgers for five cents each. These burgers were cooked with onions (so were not similar in flavour to the hamburgers of the 21st century) and were smaller, so most customers ate more than one at a meal. In fact, the first fast food slogan, created by White Castle, was "Buy them by the sack." With their new business booming, soon the owners of White Castle opened more restaurants in other parts of the country.

Other companies copied (though illegally) White Castle, and they too offered the simple but popular combination of hamburgers, French fries and cola. Some of these new competitors even introduced variations on the hamburger theme. A slice of cheese melted on top of the meat made the sandwich a cheeseburger. However, the products of the competitors – due to poor quality meat, vegetables and bakery products – have not seen great success either in the fast food business or throughout the world.

Perhaps the most unusual innovation in those early years of fast food was how the food was served at some of the new restaurants. A server, or “carhop” brought the food outside to the customers so they could eat without leaving their automobile. This type of “drive-in” service was started in the 1920s by the A&W company, but the idea was soon picked up by hamburger restaurants, and the fast food industry became closely associated with the automobile.

After World War II the number of restaurants specializing in fast food grew quickly, and each needed a special feature to survive in the competitive marketplace. At Sonic the carhops wore roller skates. They still do today at some of the restaurants the company operates in 28 states. Dairy Queen began serving a unique soft ice cream in the 1950s. As the number of their restaurants grew nationally, the company added more desserts and even hot dishes. In 1951 the Taco Bell restaurant was established in California, specializing in American versions of Mexican food. By the mid-1950s the fast food industry in the USA had grown to include hot dogs, pizza, seafood, salads and, more importantly, a very large and loyal clientele.

Although White Castle was rapidly overtaken by new competitors in the fast food business, it is important for two reasons. First, it still exists, which makes it the oldest in the industry. Second, its founders were clever business pioneers who established decades ago the standard practices of today’s global fast food restaurant chains.

1. *What do we learn about the first hamburgers?*
 - a. They became a marketing concept in 1904.
 - b. They were different in taste from today's hamburgers.
 - c. A sack of them cost only 5 cents.

2. *The owners of White Castle ...*
 - a. were not very successful in the 1920s.
 - b. were the first to invent a fast food slogan.
 - c. sold variations of hamburgers to other companies.

3. *According to the article, competitors ...*
 - a. tried to follow the same business idea as White Castle.
 - b. used excellent ingredients for their hamburgers.
 - c. of White Castle had much success in the fast food business.

4. *A very uncommon thing in the early years was ...*
 - a. that hamburger restaurants invented drive-ins.
 - b. the way hamburgers were served.
 - c. that A&W picked up ideas from hamburger restaurants.

5. *According to the text, the key to the survival for all fast food company was to ...*
- offer something special.
 - serve a wide variety of desserts.
 - have a drive-in section.
6. *White Castle ...*
- has already been closed down.
 - is still better than the new competitors.
 - created practices that are still used today.

3. Reading 2

*Read the text from which six sentences have been removed. Your task is to put the sentences back into the text. Mark your answers by writing the appropriate letter (A-H) on Answer sheet 1. There are **two extra sentences** that you will not need.*

Taking Your New Product to Market

So you have invented a great new product, and you are sure it will be a success. You want to sell, sell, sell. Your test market said customers will love it, but how can you reach the customers? Here is a simple strategy that will help you build your market and increase your sales.

Create a Sales Plan

First, define your market as accurately as possible. **(1)**_____. For example, instead of all women, your customers may be working women with above-average incomes. Then you can choose the sales channels that are most open to your product. Next, you will need to develop a sales plan. This is a document only for you that will help you organize and think through your sales strategy. Write it in a way that makes sense for you. It should include the following:

- **Sales goals:** These should be specific and measurable, not something like 'I want to sell a million units'. For example, sell 50 units to end-users in 30 days and sell 100 units to local independent retailers in six months.
- **Sales activities:** **(2)**_____. You may say you will sell direct-to-consumer through a website, for example.
- **Timelines:** Put dates to all of the above elements so you can define your steps within a realistic timeline. Do not forget that your timelines can change. If you do not do as well as you had hoped, your sales plan can help you find out why and define the corrective steps that you need to take.

Build Your Market

Begin by selling directly to consumers. **(3)**_____. You will also have customers whom you can contact for feedback before you approach bigger markets. So where can you reach your customers? The web is a highly effective channel, and you can reach your market through your

own website. You can also take advantage of your own personal network. **(4)**_____. You can even sell through local community groups.

Once you get feedback directly from your customers, approach your next market: wholesalers. **(5)**_____. It is a good idea to begin with them before contacting larger chain stores because it is easier to get in touch with the direct decision-maker – the owner of the local shop. **(6)**_____. When you meet them be prepared and bring photos of your product, product samples (if possible) and a brief introductory letter highlighting your product's profit margin, features and benefits, and sales record.

- A. Host a home party to share your product with friends and friends-of-friends.
- B. It would be wise to carry out a survey on the price customers are willing to pay.
- C. One important point you should never forget is the profit you want to achieve.
- D. Start with small, independently-owned, local stores.
- E. These are your tactics, how you plan to make the sale.
- F. They are more likely to try new, unique or hard-to-find items to differentiate themselves from larger stores.
- G. This will give you confidence that there is demand for your product.
- H. You need to know exactly who you are selling to.

ANSWER SHEET 1

1. Use of English (Jet Lag)

	A	B	C	D
0		X		
1				
2				
3				
4				
5				
6				
7				

	A	B	C	D
8				
9				
10				
11				
12				
13				
14				
15				

2. Reading 1 (The Development of the Fast Food Business)

	A	B	C
1			
2			
3			
4			
5			
6			

3. Reading 2 (Taking Your New Product to Market)

1	2	3	4	5	6

For the Assessors only!

1. Use of English : Maximum score: 15-3 = 12 points	Achieved score:		- 3 =		Required minimum: none
2. Reading 1: Maximum score: 6x2 = 12 points	Achieved score:		x 2 =		Required minimum: 10 points
3. Reading 2: Maximum score: 6x2 = 12 points	Achieved score:		x 2 =		

Total score:

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First Assessor (code and signature) _____

Second Assessor (code and signature) _____

4. Writing 1 – Report

You are Andrea/András Fehér, assistant to the CEO of a Hungarian confectionery company. This year there will be several international and domestic trade fairs held focusing on the sweets industry. However, you only have the budget allowance to participate in **one** of the events. Your superior has requested you to write a report of 160-200 words on whether the company should take part in a foreign or domestic trade fair.

You will have to include the following content points in your report:

- costs of participating in trade fairs
- foreign language abilities of the staff of the company
- which trade fair is more beneficial from a professional point of view
- the more favourable trade fair in order to attract or retain customers

Please make sure the text is structured and the layout of the report is proper. Except for the use of the specified names, please use invented data. Please write legibly.

You may use a dictionary. Write your report on Answer sheet 2.

5. Writing 2 – E-mail

You are Magdolna/Márk Kovács, assistant to the managing director of a Hungarian company producing goose liver paté. Your American partner, a catering company named *Good Foods Catering*, has not placed an order with you for quite a while. On behalf of your superior write an e-mail of 100-150 words in which you:

- refer to your long-standing successful business co-operation
- highlight the benefits of your products again and offer a more favourable price or discount
- invite the partner to a food fair
- express your hope of strengthening your business partnership

Please make sure the text is structured and the layout of the e-mail is proper. Except for the use of the specified names, please use invented data. Please write legibly.

You may use a dictionary. Write your e-mail on Answer sheet 2.

**AZ ÍRÁSKÉSZSÉG FELADATOKHOZ MINTAMEGOLDÁSOKAT TALÁL A
<http://gazdalkodo.kodolanyi.hu/felkeszules/mintafeladatok>
OLDALON AZ „ÍRÁSKÉSZSÉG MINTAMEGOLDÁSOK – EGYNYELVŰ” FELIRAT ALATT.**

ANSWER SHEET 2

4. Writing 1 – Report

A large empty rectangular box, likely intended for writing the answer to the test question.

5. Writing 2 - E-mail

To:	gerald.green@goodfoodscaters.com
Subject:	enquiry
Attachments:	none

For the Assessors only!

4. Report Maximum score: 20 points	Achieved score:		Required minimum: 16 points
5. E-mail Maximum score: 20 points	Achieved score:		

First Assessor (code and signature) _____

Second Assessor (code and signature) _____

KEY:**1. Use of English (Jet Lag)**

	A	B	C	D
0		X		
1				X
2				X
3	X			
4				X
5		X		
6	X			
7	X			

	A	B	C	D
8			X	
9				X
10		X		
11	X			
12	X			
13		X		
14	X			
15			X	

2. Reading 1 (The Development of the Fast Food Business)

	A	B	C
1		X	
2		X	
3	X		
4		X	
5	X		
6			X

3. Reading 2 (Taking Your New Product to Market)

1	2	3	4	5	6
G	E	H	A	D	F