

KJE Nyelvvizsgaközpont



ÜZLETI PROFIL

FELSŐFOK KÉTNYELVŰ ÍRÁSBELI

ANGOL NYELV

A vizsga részei	Maximális pontszám	Teljesítési minimum (40%)	Megoldáshoz rendelkezésre álló idő	Szótárhasználat
1. Nyelvtan-szókincs 1	10	nincs	80 perc	nem engedélyezett
2. Nyelvtan-szókincs 2	10			
3. Írott szöveg értése 1	24	20 pont		
4. Írott szöveg értése 2	24			
5. Közvetítés 1	10	8 pont	140 perc	engedélyezett
6. Közvetítés 2	10			
7. Íráskészség 1	20	16 pont		
8. Íráskészség 2	20			
Összesen	128	--	220 perc	--

1. Nyelvtan és szókinCs 1

Az alábbi szövegben 15 kihagyott helyet talál. Olvassa el a szöveget és egészítse ki a kihagyásokat a szöveg után található négy-négy lehetséges megoldás közül a helyessel. A legelső kihagyásnál a megoldást példaként feltüntettük. A feladat megoldásához szótárt nem használhat.

Hard Times for Business Travel

(0)_____ (B) the world economy enters stormy waters, companies are widely expected to (1)_____ business travel this year. In the early weeks of 2013, businesses have yet to limit their travel expenditure. A US study last week said pessimism among chief financial officers was (2)_____ its highest for four years and business leaders were putting contingency plans in place for a year – at least – of trading difficulty.

A number of travel companies are expressing the hope that the business travel sector will (3)_____ to be less vulnerable than in the past to economic downturns.

This optimism would probably not be felt, were it not for the success of 2012, one of the best years for business travel (4)_____ record. Aircraft were full, driving up prices, city centre hotels enjoyed (5)_____ demand.

As forecasts all point to the growth of hotel and airport infrastructure to (6)_____ increasing demand, particularly in the Chinese and Indian economies, the expectation is that these trends will continue in the long (7)_____.

More immediately, some annoying news is keeping the business travel market in check. *Maxjet*, the business class-only airline, (8)_____ bankrupt just before Christmas, and (9)_____, among other problems, reduced consumer spending. Its decline may call into question the future of this niche market, whose appearance reflected increasing demand and the willingness of customers to pay more for better service. According to some analysts, *Maxjet* had a flawed business model and was vulnerable to competition. *Eos* and *Silverjet*, the two remaining all-business (10)_____, have made a lot of efforts to stress their businesses are fundamentally sound.

But as Open Skies widens the choice for transatlantic travel, and as the low-(11)_____ airlines seize the opportunity to grab (12)_____ from businesses worrying about budgets, price competition is sure to intensify, despite upward pressures from rising fuel costs. The expectation across the industry is that capacity will increase and prices will come down in the second half of the year.

Travel management companies are bound to feel the need to offer further discounts to existing and (13)_____ clients. Hogg Robinson, the UK-based agency, says trading conditions have been “challenging” since late November.

American Express says the outlook is not entirely filled with gloom. Customers from the financial services industry have noticeably reduced travel and entertainment spending. In (14)_____, business travel spending is accelerating among manufacturing and construction industry clients.

Conferences, says Charles Petruccelli, **(15)**_____ for AmEx, are still going on, but “people are being cautious. There could be a slowdown in travel and entertainment spend. It is usually one of the first things to be curtailed.”

0.	A. While	B. As	C. Still	D. Unless
1.	A. get down to	B. put up with	C. do away with	D. cut back on
2.	A. on	B. by	C. at	D. for
3.	A. seem	B. demonstrate	C. show	D. prove
4.	A. by	B. at	C. in	D. on
5.	A. shrinking	B. fluctuating	C. booming	D. plummeting
6.	A. meet	B. fit	C. find	D. set
7.	A. distance	B. end	C. turn	D. run
8.	A. went	B. got	C. took	D. had
9.	A. charged	B. sued	C. accused	D. blamed
10.	A. transporters	B. aviators	C. shippers	D. carriers
11.	A. budgets	B. cost	C. price	D. expense
12.	A. consumption	B. clientele	C. subsidiary	D. recruitment
13.	A. provisional	B. scheduled	C. progressive	D. prospective
14.	A. opposition	B. conflict	C. contrast	D. contrary
15.	A. spokesperson	B. correspondent	C. chairperson	D. broadcaster

2. Nyelvtan és szókincs 2

Az alábbi szövegben 15 kihagyott helyet talál. Olvassa el a szöveget és egészítse ki a kihagyásokat egyetlen szóval. Tehát minden helyre CSAK EGY SZÓT írhat. Összevont alakok (pl. isn't; don't) két szónak számítanak. Az első megoldást példaként feltüntettük. A feladat megoldásához szótárt nem használhat.

Tourism Rebounds on Island of "Hobbit" Fossil Find

Imagine a tropical island with three-foot-tall locals, dolphin-size lizards, rabbit-size rats, and pygmy elephants, all living together in the shadows of active volcanoes. This was the island of Flores, Indonesia, **(0)**_____ **(many)** years ago.

Modern-day Flores, an island of small villages and underdeveloped infrastructure, would have never become a major tourist **(1)**_____ unless scientists had announced a surprising discovery — the excavation of the 18,000-year-old remains of some of Flores's earliest **(2)**_____, a hobbit-like, very short humans known as *homo floresiensis*.

Flores has generated newspaper headlines before, but not the kind that **(3)**_____ tourists: natural disasters in the '70s and '90s and economic crisis in the late '90s, followed by political problems in East Timor and Bali, because of which thousands of inhabitants were **(4)**_____ to leave their homes. By 2000 tourism had **(5)**_____ from 35,000 visitors a year to just 10,000.

This year, however, the Flores Tourist Authority reports that travel to the island has already increased (6)_____ 21 percent, probably due to media coverage. Peter Paka, the owner of Cita Travel Service, a Bali-based company that leads tours to Flores, noted a 1,000 percent increase (7)_____ daily visits to his company's web site immediately after the discovery.

In response, Paka has launched a new tour of Flores including a day-trip to the site where the "hobbit" was discovered. Rates for these tours, which (8)_____ from three to seven days, start from \$400 per person. Prices (9)_____ transportation within Indonesia, accommodation, most meals, entrance fees, English-speaking guides and drivers.

(10)_____ Flores's newfound fame, visitors can expect to lack most modern comfort once they are there. Poor infrastructure means a number of hotels don't offer showers. Most rooms are (11)_____ with only a bed and a ventilating fan. And during the rainy (12)_____, the island's unpaved roads are often too muddy to be used.

Some of the caves, most considerably Liang Bua, where the *Homo floresiensis* fossils were discovered, are open for tours. Visitors must make do with the cave's limestone formations, (13)_____ its famous fossils have been excavated and transported to Jakarta for further study.

Exotic creatures can be seen on the island of Flores, including dolphin-size Komodo dragons, the world's largest lizards. A four-hour boat trip from Labuhanbajo, on Flores's western tip, can also take visitors to see the 'dragons' on Komodo, the island for (14)_____ the lizards are named.

Flores also has fascinating geology. The island's main attraction has long been the trio of crater lakes on the top of the Keli Mutu volcano. (15)_____ once they were vibrant shades of red, white, and blue, the lakes' colour have changed over time to aquamarine, red-brown, and black as a result of the activity of the volcano.

3. Írott szöveg értése 1

Olvassa el figyelmesen az alábbi szöveget, majd az ütemenként megadott három-három lehetséges megoldás közül válassza ki a tartalmilag helyes megoldás betűjelét. A feladat megoldásához szótárt nem használhat.

International Departures

For captain Brian Murray, the memory of the way pilots and crew were treated during the airline bankruptcies of the 1980s still stings. "Planes were parked. Crews were out and had to find their own way home," says the former *Piedmont Airlines* pilot. "We were bringing people home in the cockpit and in the back of the cabin." After 23 years of flying mainline American carriers, Murray says he became "tired of watching senior management march through the airline and leave with huge golden parachutes."

So in July 2004 he jumped too, from *US Airways* to Dubai-based *Emirates*. His new company provides him with a freshly pressed uniform and a chauffeur-driven car to each flight. Murray has a benefits package that has lured more than 100 *US Airways* pilots to *Emirates* over the past four years. One-third of the 23 former *US Airways* pilots at *Emirates* had the option to return when the airline recalled them from furlough after the cuts in 2004. Only one did. "It's just not worth it," Murray says. "Employees have been beaten down to the lowest common denominator, where the salary, benefits and career path are so miserable, so uncertain." And maybe it's also because the guys who once ruled the American skies now have a different status at the legacy carriers: employee.

That sentiment, a common one among the more than 10,000 American airline pilots put on furlough between late 2001 and 2006, has led to what many airline experts call a major shortage of pilots willing to work for American carriers. Bankruptcies, pay cuts, frozen pensions, eroded job security and increases in monthly flight hours have pushed some pilots out of the industry. Others have simply picked up and followed the best jobs overseas. *Emirates*, for example expects to hire 540 pilots this year. Half the applicants are Americans, compared with just 7% of its current pilots.

Pilots flying for airlines in foreign markets say they are treated like upper-level managers, with something they feel they no longer get in the USA: respect. China and India are signing up pilots with five-to-seven-year contracts and giving them the chance to move around the world without having to start at the bottom and advance - something stifled by the seniority system in the USA "It's an amazing opportunity," says Murray.

The USA is still the world's pilot training ground, but the pool of young talent is drying up. The number of military pilots, once a reliable source of commercial recruits, has been declining. Flight instructors, whom the industry needs to keep the pipeline of new pilots flowing, are hopping abroad rather than spending years racking up hours to qualify for bottom-rung American pilot posts.

So who will fill the estimated 12,000 new airline pilot jobs created this year in the USA? Major airlines can still skim off the top to fill plum jobs with eager regional pilots, but then those regional positions will need to be filled. That is forcing some smaller carriers, such as *Pinnacle Airlines* and *Comair*, to reduce flight-hour requirements for experienced pilots or offer training-completion bonuses to new flight-school graduates.

Captain John Prater, president of the Airlines Pilots Association, says a shortage of qualified pilots is severely affecting some regionals' ability to fly, tempting them to push pilots to fly beyond Federal Aviation Administration maximum flight times. "Chronic pilot fatigue jeopardizes safety, and the pipeline's flow," he says.

1. *In the first paragraph Brian Murray expresses his dissatisfaction with how ...*

- a. passengers behaved during flights in the 1980s.
- b. the people in charge let down their employees.
- c. the management wanted to save the airline.

2. *Brian Murray ...*

- a. left his job because he wasn't sure there was any future in it.
- b. left his job because he didn't want to be an employee of the *US Airways* any more.
- c. regrets he did not go back to *US Airways*.

3. *American carriers ...*

- a. have caused a massive shift of pilots from the USA into the international market.
- b. can offer working conditions as good as those at *Emirates*.
- c. employed the most pilots at the beginning of the 2000s.

4. *According to the text ...*

- a. some of the airline pilots used to work in the army.
- b. flight instructors are willing to work in the USA, despite all the difficulties.
- c. Both a. and b. are true.

5. *According to the text ...*

- a. in the USA pilots are admired due to their personal qualities and achievements.
- b. in China and India pilots do not have to climb the career ladder to be among the best pilots.
- c. pilots in foreign markets get only short-term employment.

6. *According to the text ...*

- a. new pilot job vacancies in the USA will be easily filled by fresh applicants.
- b. major airlines will have to make do with inexperienced pilots.
- c. regional airlines will have to offer more attractive jobs for job seekers.

4. Írott szöveg értése 2

Olvassa el a szöveget és egészítse ki a kihagyásokat a szöveg után található mondatok listájából (A-H). A nyolc megadott mondatból csak hatot lehet felhasználni. Két mondat tehát nem kerül felhasználásra. Egy mondat csak egyetlen helyre írható. A feladat megoldásához szótárt nem használhat.

That Shrinking Feeling

With food packaging decreasing in size, but not in price, a consumer-affairs blogger offers advice for shopping smart.

Many consumers may have noticed that popular food and beverage containers are shrinking along with their wallets. **(1)**_____. It gave it an easy-pour lid, and the capacity to hold only 89 ounces, rather than its old 96 ounces. The price has stayed constant. Tropicana spokeswoman has hurried to explain the redesign. **(2)**_____. She added, "Our consumer research indicates that, despite the smaller size, there was no change in the perceived value of the product because of the benefits of the added features."

But whether or not shoppers realize or care that they're getting less, examples of shrinking products are scattered throughout the grocery store. This only proves that it's harder than ever to shop on a budget. To find out how to do it read what Ben Popken, editor of consumer-affairs blog has to say:

"According to industry analysts, up to 30 percent of all packaged goods, not just food, have had some sort of size reduction. When the size goes down, the price stays the same. If you look at the before and after Tropicana photos, the old one was a more square-built, shortish container. The new one has more curves to it, as well as an easy-pour lid. They drew people's attention to the added-value feature. **(3)**_____. It would be a lot easier to compare oranges to oranges if the product were in the same format. The smaller container has got the "easy pour" lid and the curves, but the height of the thing is the same. People think, "Wow, look, advanced technology."

It's obvious that it's a business transaction. I do understand why they have to pass on the price increase in some way. There's increasing manufacturing prices, with oil, which goes into all the

plastic packaging, as well as transportation prices skyrocketing, as well as the increasing prices of milk and grain, which go into the production of other foodstuff. **(4)**_____. Times are tough. The problem is that this is equivalent to a secret inflation. It's a hidden price increase. There's no item that says, "Guess what, times are tough for you, same thing for us. Here's a price increase. We're shrinking the package."

When you add on the other distracting measures, which are no coincidence (like drawing attention to a new and improved feature), it's pretty obvious what they're trying to do. They don't want to cause a consumer backlash. **(5)**_____. Our purchasing power is decreased. Now, more than ever, it's time to follow what your grandma always told you about how you should go shopping. Look at unit costs, instead of just the price tag. **(6)**_____. That's what manufacturers are banking on, that people aren't being careful consumers."

- A.** Because of this same situation, we as consumers have the same right to get irritated about it.
- B.** I really hate when companies shrink their packaging.
- C.** It's an economic reality that I don't think anyone is naive about.
- D.** I've seen my friends - when they go shopping they just scoop up whatever looks good off the shelf.
- E.** Subtle curves were added to distract the eye from the fact that the product is actually smaller.
- F.** The smaller size was needed as "the optimum configuration" for the new lid.
- G.** There's been over-consumption in the country and the American economy is going on a diet now.
- H.** Tropicana, for example, recently redesigned its large orange juice container.

5. Közvetítés 1

*Olvassa el figyelmesen az alábbi szöveget és foglalja össze **angol** nyelven **150-180 szóban**. **Ne törekedjen szó szerinti fordításra, de ügyeljen arra, hogy a magyar szöveg minden lényeges információja szerepeljen az angol nyelvű szövegben**. A feladat megoldásához nyomtatott szótár használható.*

Napi 200 forint 62 ezer forinttal növelheti a nyugdíjat

Jóval kisebb arányban képviseltetik magukat a fiatalok az önkéntes nyugdíjpénztári tagok között, és éves befizetéseik mértéke is messze elmarad a negyven felettiekétől. Ez állapítható meg az *Aranykor Nyugdíjpénztár* önkéntes pénztári ágazatának tagságát vizsgálva.

A számok jól mutatják, hogy legtöbben csak negyvenedik életévükön túl döbbennek rá arra, hogy a fizetésükből levont kötelező nyugdíjárulék (függetlenül a magánnyugdíj pénztári tagságtól) önmagában nem lesz majd elég egy elfogadható jövedelem biztosítására nyugdíjas éveikben.

Bár a nyugdíjcélú megtakarításokat sosem késő elkezdni, jelentős összegektől esnek el azok, akik a nyugdíjcélú megtakarításokat halogatva csak negyven éves kor felett, húsz évvel a munkakezdés után kezdenek önkéntes nyugdíjpénztári befizetésekkel felkészülni idős éveikre. Az *Aranykor Nyugdíjpénztár* számításai szerint ha valaki már pályakezdőként önkéntes pénztári tagságot létesít, és akár naponta egy kávé árát, kétszáz forintot félretesz erre a célra, már 62 ezer forinttal képes növelni várható havi nyugdíját - 20 éves járadékkal számolva.

Ha ezt a megtakarítást csak tizenöt évvel a nyugdíjba vonulás előtt kezdjük meg, akkor – az előbbivel megegyező járadékkonstrukcióban - közel tízezer forintos havi többletre számíthatunk időskorunkban. A jelentős várható havi járadék elérésében közrejátszik, hogy az önkéntes pénztári megtakarítások révén jelentős adókedvezmény és kamatadó-mentesség vehető igénybe. A számok jól mutatják, hogy bár középkorúként is érdemes akár kisebb összegeket is önkéntes pénztárba félretenni, sokkal jobban jár az, aki már húszas éveiben megkezdte ezt.

6. Közvetítés 2

Olvassa el figyelmesen az alábbi szöveget és foglalja azt össze magyar nyelven maximum 200 szóban. Ne törekedjen szó szerinti fordításra, de ügyeljen arra, hogy az angol szöveg minden lényeges információja szerepeljen a magyar nyelvű szövegben. A feladat megoldásához nyomtatott szótár használható.

Motorola to Spin Off Mobile Phone Business

Motorola, the 80-year-old American company that pioneered the car radio, walkie-talkies and the mobile phone, is to separate its struggling handset business from its other operations.

The move to create two separate publicly traded companies comes after months of agitation from disgruntled investors led by corporate raider Carl Icahn, Motorola's second largest shareholder, who has repeatedly claimed the company's management is unable to revive the loss-making mobile phone business.

But Greg Brown, Motorola's chief executive, said that the split plan followed a review by management and the board. "Our priorities have not changed with today's announcement," he added. "We remain committed to improving the performance of our mobile devices business."

Motorola will launch a search for a new chief executive for the handset business as it battles to pull out of an 18-month slump blamed primarily on its over-reliance on the successful Razr phone and failure to come up with exciting follow-on handsets.

Motorola said the split transaction would be tax free, allowing shareholders to own stock in both the new companies. If the deal is approved by investors, the two units will be separated next year.

Analysts said the split plan made sense, partly because Motorola's other business, called broadband and mobility solutions, is profitable.

7. Íráskészség 1 – Beszámoló

Ön Kazai Anita/András, egy bio-élelmiszereket gyártó magyar cég, a *Bio-Food Hungary* értékesítési menedzsere. Cégük három szomszédos ország szupermarketjeiben szeretné forgalmazni új termékeit. Írjon a cég vezetőjének, Mr Alastair Smithnek egy 350-400 szavas beszámolót, amelyben az alábbi szempontokra tér ki:

- hogyan gyűjtött információt a potenciális szupermarketekről, vásárlókról, és forgalmazási lehetőségekről
- ki lehetne a fogyasztói célcsoport és miért
- milyen kedvezményes ajánlatokkal tudnák felkelteni a szupermarketek érdeklődését
- milyen PR-szervezési feladatokat jelentene a cégük számára a terjeszkedés

A beszámoló megírása során ügyeljen a logikus felépítésre és a szöveg tagolására. A feladat megoldásához nyomtatott szótár használható. A fent megadott nevek kivételével kitalált adatokkal dolgozzon. Kérjük, olvashatóan írjon.

8. Íráskészség 2 -- Hivatalos e-mail

Ön Havas Éva/Elemér, egy bristoli szupermarket vezetője. A szupermarket egy brit lánc tagja. A cég vezetése informálta Önt, hogy a központi vevőszolgálathoz több panasz is érkezett a bristoli egység működésével kapcsolatban. Írjon a cég vezetésének egy kb. 150-200 szavas e-mailt, amelyben

- részletezi, mely panaszok jogosak, s mi lehet ennek az oka
- megírja, milyen módon jelezte a kialakult helyzetet a cégvezetés felé
- megírja, milyen segítséget kapott (vagy nem kapott) ahhoz, hogy a problémát orvosolja
- megírja, hogy milyen lépéseket tett már azért, hogy a jövőben ilyesmi ne forduljon elő

Az e-mail megírása során ügyeljen a szöveg logikus felépítésére és tagolására. A feladat megoldásához nyomtatott szótár használható. A fent megadott nevek kivételével kitalált adatokkal dolgozzon. Kérjük, olvashatóan írjon.

MEGOLDÓKULCS:

1. Nyelvtan és szókincs 1 (Hard Times for Business Travel)

	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. Nyelvtan és szókincs 2 (Tourism Rebounds on Island of "Hobbit" Fossil Find)

0	are
1	attractions/centre/destination
2	inhabitants
3	attract/draw
4	forced
5	fallen/decreased/dropped
6	by
7	in

8	range/vary/last
9	cover/include
10	Despite
11	equipped/furnished/provided
12	season/months/days
13	since/as/because
14	which
15	Although/Though

3. Írott szöveg értése 1 (International Departures)

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

4. Írott szöveg értése 2 (That Shrinking Feeling)

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