

KITEX Kereskedelmi Szaknyelvi Vizsga

TASK BOOKLET

READING

Welcome to the Reading Test of the KITEX Language Examination.

- The test consists of three tasks.
- Each task begins with the instructions.
- During the test you can take notes in this Task Booklet.
- Write your **final answers** on the **Answer Sheet** in **blue ink**.
- **Only answers on the Answer Sheet will be accepted.**
- **Corrected answers will not be accepted.**
- You must not use a dictionary.
- The whole Reading Test is 50 minutes long.
- The total score is 30 points (100%).

Good luck!

Task 1

- In this task some words are missing from the text.
 - Choose the right word from the list (A-N) for each gap (1-10) in the text.
 - Write the letter of the right word in the answer box on the separate Answer Sheet.
 - You can use each word once.
 - There are two extra words that you do not need.
 - There is one *example (0)* at the beginning.
-

You are going to read a job description from a UK website.

SALES ASSISTANT

The work

Sales assistants play a key role in making the customer's shopping experience enjoyable. They serve customers in all kinds of **(0)** ____, including supermarkets, clothing retailers and department stores.

The work of a sales assistant involves:

- making sure **(1)** ____ are attractively displayed
- dealing with customers
- giving information on products and prices
- helping **(2)** ____ find the goods they want
- giving advice on discounts and other **(3)** ____
- arranging orders and delivery of stock
- handling **(4)** ____ by cash, card or cheque.

In some specialist stores, such as mobile phone stores, sales assistants often need specialist **(5)** ____ of the product. They may also have tasks which are specific to the **(6)** ____ of product, such as promoting phone accessories or additional services like insurance. In smaller independent shops, their **(7)** ____ will be more complex, and may include arranging window displays and receiving stock deliveries.

Entry

You do not need any specific qualifications to become a **(8)** ____, although some employers may ask for GCSEs/S grades in English and maths. **(9)** ____ are usually more interested in your 'people skills' and positive attitude than academic qualifications. You will be at an advantage when applying for retail jobs if you have **(10)** ____ in working with the public and handling cash.

You may be able to get into this job through an apprenticeship scheme. Funding for apprenticeships is available for 16-24 year olds and some over-25s. To find out more, visit www.apprenticeships.org.uk. For information about apprenticeships in other parts of the UK, see Scotland, Wales and Northern Ireland.

SALES ASSISTANT

- | | | |
|---------------------|--------------------------------|-------------------|
| A customers | F payments | K receipts |
| B employers | G promotions | L tasks |
| C experience | H <i>retail outlets</i> | M training |
| D goods | I sales assistant | N type |
| E knowledge | | |

Use the separate Answer Sheet!

Score: 10 points

Task 2

- In this task some parts of the text are missing.
 - Choose the best part from the list (A-G) for each gap (1-5) in the text.
 - Write the letter of the best part in the answer box on the separate Answer Sheet.
 - There is one extra part that you do not need.
 - There is one *example (0)* at the beginning.
-

You are going to read an article about opening a new shop.

THE SCIENCE OF BUYING: THE 80/20 RULE

I've heard the following quote more times than I can remember over the past 10 years from people who think they want to enter the retail world of kitchenware. "I decided when I woke up this morning **(0)** _____. I have some money to invest. I love to cook. I am rather good at it. I am going to open a retail kitchenware store. Why can't I be an entrepreneur **(1)** _____?"

Well, the fact is a number of people do it every year. However, of those who decide to open a retail kitchenware store, **(2)** ____ and 50 percent of the remaining retail kitchenware stores will go out of business in the next 12 months. Why is that the case? Passion. Yes, Passion!

Passion is not a reason to open a business. Lots of research, a solid business plan, and an understanding of how to operate a business are **(3)** _____. I am going to assume that your passion is under control, you have done your research, and you have completed a solid business plan. If you have those things, **(4)** _____.

This rule of owning and operating a kitchenware retail store is one that you need to understand if you want to be a successful retail kitchenware store entrepreneur.

What is the 80/20 RULE? It seems pretty simple: **(5)** _____. But, without the other 80 percent, the 20 percent cannot be made. The first thing this should tell you is not to ask every retailer what his 10 best-selling products are, because if that is all you carry, you can plan on being amongst those who fail.

THE SCIENCE OF BUYING: THE 80/20 RULE

- A what you need to be successful
- B *that I'd had enough of the corporate world*
- C we can start with the 80/20 RULE
- D because today's customers expect it
- E 50 percent go out of business in less than 18 months
- F 80 percent of all your sales will come from 20 percent of your product assortment
- G and make some real money

Use the separate Answer Sheet!

Score: 10 points

Task 3

- In this task there are statements about the text.
 - Choose the best option (A, B, C, or D) for each statement (1-5).
 - There is only one correct answer.
 - Mark your answers with an X in the answer box on the separate Answer Sheet.
 - There is one *example (0)* at the beginning.
-

You are going to read an article about food safety rules in the UK.

WHY DID M&S SELL ME FISHBALLS ON THEIR USE-BY DATE?

Stop a shopper in a Marks & Spencer food hall and they will probably tell you that the food is as healthy and reliable as their grandmother's pies. That is why so many are prepared to pay so much more to feed themselves from its shelves rather than walking across the road to a supermarket.

Sarah Barahona was shocked, therefore, when she brought home some M&S fishballs and found that the sell-by date and the use-by date were that same day. Since the fish was intended for a dinner party the following evening and fish can go bad very easily, she decided to throw it into the bin. She complained to the branch and was told that it is company policy to keep food on the shelves until the use-by date and not to warn customers using price reductions and sticky red labels.

Shops are legally allowed to sell food until midnight on the use-by date, which means that you would have to eat it quickly at the checkout before the clocks had struck 12. And, according to the Food Standards Agency, sell-by dates and use-by dates can be the same and it is up to the customer to check both. Use-by dates cover products that could become unsafe to eat if they go bad. They should not be confused with "best before" dates, which are shown on food that does not go bad if it is stored properly. It is illegal to sell food after its use-by date, but retailers can stock items that have passed their "best before" date if it is safe and of good quality.

Most supermarkets, however, mark products nearing the end of their life. Tesco says it checks items twice a day and reduces the price of most goods within 36 hours of their use-by date. Sainsbury's has a similar policy. In the two weeks since I contacted it, M&S was unable to find anyone to comment. In conclusion, shoppers should always study the small print before they invest in a banquet.

WHY DID M&S SELL ME FISHBALLS ON THEIR USE-BY DATE?

- 0 Most customers in the M&S food hall ____
- A often go to a nearby supermarket, too.
 - B prefer their grandmother's food to M&S food.
 - C dislike M&S food.
 - D trust M&S food.
- 1 The fishballs that Sarah Barahona bought ____
- A had already gone bad.
 - B had the same sell-by date as their use-by date.
 - C were eaten at a dinner party.
 - D were sold after their sell-by date.
- 2 When she made a complaint, ____
- A she got a price reduction.
 - B she got no answer.
 - C M&S said they had made a mistake.
 - D M&S told her that what had happened was normal.
- 3 According to the law ____
- A sell-by dates should be different from use-by dates.
 - B there can only be one date on a product.
 - C a shop can sell a product until midnight on its use-by date.
 - D it is enough for goods to have either a use-by date or a sell-by date.
- 4 "Best before" dates ____
- A are on food products that do not go bad easily.
 - B can be found on any products.
 - C mean the same as use-by dates.
 - D mean the same as sell-by dates.
- 5 Tesco ____
- A has a food safety policy similar to M&S's policy.
 - B sells food products cheaper after their use-by date.
 - C starts to sell food products cheaper before their use-by date.
 - D has a food safety policy worse than M&S's policy.

Use the separate Answer Sheet!

Score: 10 points

KITEX Kereskedelmi Szaknyelvi Vizsga

ANSWER SHEET

READING

Answer box 1: Sales assistant

0	1	2	3	4	5	6	7	8	9	10
H										

Score:

	10
--	----

Answer box 2: The science of buying: the 80/20 rule

0	1	2	3	4	5
B					

Score:

	10
--	----

Answer box 3: Why did M&S sell me fishballs on their use-by date?

	0	1	2	3	4	5
A						
B						
C						
D	X					

Score:

	10
--	----

KITEX Kereskedelmi Szaknyelvi Vizsga
KEY
READING
Answer box 1: Sales assistant

0	1	2	3	4	5	6	7	8	9	10
H	D	A	G	F	E	N	L	I	B	C

Score: 10 points

264 words

Answer box 2: The science of buying: the 80/20 rule

0	1	2	3	4	5
B	G	E	A	C	F

Score: 10 points

Answer box 3: Why did M&S sell me fishballs on their use-by date?

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

Score: 10 points

348 words

KITEX Kereskedelmi Szaknyelvi Vizsga

TASK SHEET

WRITING

Welcome to the Writing Test of the KITEX Language Examination.

- The test consists of two tasks: a business letter and a composition.
- Each task includes the instructions.
- You can take notes on the Task Sheet titled 'NOTES'.
- Write your **final version** on the **Answer Sheet** in **blue ink**.
- **Only answers on the Answer Sheet will be accepted.**
- Your corrections must be clear.
- You may use a printed dictionary.
- The whole Writing Test is 70 minutes long.
- The total score is 40 points (100%).

Good luck!

Task 1 A BUSINESS LETTER

You are a personal assistant at Cosmo, a cosmetics wholesaler. You have to write a letter to a client because there will be a delay in the delivery of their latest order.

- Write a letter in 80-100 words to Ms J. Lanster (address: Cleopatra Beauty Salon, 1022 Budapest, Rozmaring u. 5.).
- Include the following points:
 - refer to the order and apologise
 - explain what happened
 - give details of the time and transportation of the next delivery
- Use the English layout of formal letters.

Your name is Andrea/András Fehér.

The address of your company is 1018 Budapest, Virág u. 1.

Use the separate Answer Sheet!

Score: 20 points

Task 2 A COMPOSITION

You are the owner of a recently opened gift shop named Wonderful India.

- Write a short description of your shop in 80–100 words for a commercial magazine.
- Include the following points:
 - location and opening hours
 - products
 - special services

Use the separate Answer Sheet!

Score: 20 points