

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 60 minutes long.
- The total score is 36 points (100%).

Good luck!

Task 1

- In this task some words are missing from the text.
 - Choose the most appropriate word from the list (A-P) for each gap (1-12) in the text.
 - Each word can be used only once.
 - Write the letter of the appropriate word in the answer box on the separate Answer Sheet.
 - There are two extra words excluding the example that you do not need.
 - There is one *example (0)* at the beginning.
-

You are going to read about a Germany-based supermarket chain.

FIRST ALDI TEXAS STORES TO OPEN MARCH 18

While other grocers have closed stores, cut jobs and left shoppers with fewer choices, select assortment discount grocer, ALDI, will open its first 11 Texas stores throughout the Dallas Metroplex area on March 18, offering a smarter alternative for shoppers looking to save without compromising on quality.

(0) ___ will open a total of 27 North Texas stores this spring. Following the first 11 stores opening in (1) ___, another 9 stores will open in April, and an additional 7 in May.

"There's no better (2) ___ than now for great prices, good jobs and a lasting community investment," said Scott Huska, ALDI Denton division vice president. "Whether (3) ___ need to make ends meet or simply choose to have more money to spend on other things, North Texans can count on us for high quality select brands at (4) ___ no one else can offer."

ALDI will have invested more than \$150 million in capital expenditures in the Texas market. The grocer's regional investment includes its approximately \$50 million, 500,000-square-foot Denton (5) ___ that employs about 75 local residents.

In addition to partnering with local Texas suppliers, ALDI has created more than 400 new (6) ___ in the Dallas Metroplex area in the last year, offering benefits and compensation well above the (7) ___ in this industry. ALDI employees who work at least 20 hours weekly receive full (8) ___ (including medical, dental and vision insurance, etc.).

Known for offering high quality fresh produce, fresh meats and grocery items at significant savings compared to the (9) ___, the grocer's streamlined approach allows ALDI to offer unbeatable prices on more than 1,400 of the most frequently purchased (10) ___, without the hassle of clipping coupons or buying in bulk. Customers can expect high quality ALDI select brands at prices an average of 15 to 20 percent less than big box discounters and 30 to 40 percent less than traditional (11) ___.

To ensure that ALDI select brands meet or exceed the taste and quality of the national name brands, ALDI carefully monitors and tests each (12) ___ regularly throughout the year at its test kitchen in Batavia, Ill.

ALDI launches its first Texas stores during a time of high consumer demand that has driven significant growth for the grocer, including a total of 100 new U.S. stores this year.

FIRST ALDI TEXAS STORES TO OPEN MARCH 18

- | | | |
|------------------------------|----------------------------|-----------------------|
| A ALDI | F jobs | L profits |
| B benefits | G March | M shoppers |
| C competition | H market researcher | N standard |
| D distribution center | I prices | O supermarkets |
| E items | K product | P time |

Use the separate Answer Sheet!

Score: 12 points

Task 2

- In this task some parts of the text are missing.
 - Choose the most appropriate part from the list (A-H) for each gap (1-6) in the text.
 - Write the letter of the appropriate part in the answer box on the separate Answer Sheet.
 - There is one extra part, excluding the example, which you do not need.
 - There is one *example (0)* at the beginning.
-

You are going to read an Internet article about some factors of business success.

ROLE OF CUSTOMER SERVICE IN SUCCESS OF BUSINESS

Business success is dependent on a variety of factors - a realistic business idea, a well thought-out business plan, an appropriate marketing strategy and great customer service are amongst the top ones. While customer service is a part of marketing, **(0)** ____.

A customer provides an organization with that most organic of all advertising tools - word of mouth advertising. A happy and satisfied customer is much more likely to send more customers your way. Further, there is the potential for repeat business, **(1)** ____.

It is obvious that a customer who has been provided with a product or service that he or she desired in the ideal way, would build a relationship with the seller.

Further customer relationship management teaches the business where there are flaws in the system and provides valuable customer feedback. When a business receives feedback, **(2)** ____.

This tool is invaluable in correcting systems as well as image management for the business. It is also an outsider's perspective, which provides the business owner or management a unique insight.

Additionally, a satisfied customer would be more likely to participate in activities **(3)** ____.

This data goes back to the marketing function in assisting the organization to better target and attract its potential customers.

In fact, we could say that without good customer service, a business would not survive. The old saying 'The customer is always right' has been the foundation of many organizations and what it really means is **(4)** ____.

The reason for the survival of many small businesses in a tough and competitive market is their ability to provide personalized customer service. It is the human touch that warms and enlivens an organization in the customer's mind and goes towards building a relationship. This relationship is the basis of future growth for a business.

Regular and sustained interaction with a customer ensures **(5)** ____.

For instance, a small pub owner who chats with his customers and knows them by name builds a relationship with them. Further, when he makes sure that their regular bartender makes their drinks and the food is fresh and hot, he is providing customer service. The customers have a good experience and feel that the establishment treated them well. Once an organization grows or goes online, **(6)** ____ and then the business must find creative ways to ensure customer satisfaction.

The role of customer service to a business, online or offline, is essential to its growth and survival.

ROLE OF CUSTOMER SERVICE IN SUCCESS OF BUSINESS

- A** it is able to see the customer's image of the organization and the impression of its services
- B** that the customer feels connected with the business
- C** what is expected of them when interacting with customers
- D** *it can be segregated as a separate field on its own*
- E** that help to generate customer preference data
- F** there is less potential for this face-to-face interaction
- G** that keeping customers happy is the foremost principle of any business
- H** which is the backbone of many businesses

Use the separate Answer Sheet!

Score: 12 points

Task 3

- In this task there are statements about the text.
 - Choose the best option (A, B, C, or D) for each question (1-6).
 - 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 a supermarket chain.

THE SECRET OF SUCCESS

British supermarkets operate on small, crowded sites with restrictive planning laws. Whereas American stores are good at moving goods hundreds of miles and keeping them cheap, British retailers specialise in regular, frequent deliveries to busy city-centre stores. Their supply chains are more sophisticated because they have to be. Stores can be so small that they have to switch from selling sandwiches at lunchtime to selling ready-made suppers in the afternoon.

Expensive labour and a shortage of space have encouraged British retailers to seek economies of scale from centralised food preparation. Rather than cooking on site, they make a wide range of meals that can last for a couple of days. These are not just staples such as macaroni cheese or lasagne. A typical London supermarket now stocks more than 50 different meals, including treats such as organic beef in wine, Kerala prawn curry and Asian noodles with vegetables.

Although some British supermarkets have done a better job at seizing the top of the market and others the bottom, none has surpassed Tesco at offering a wide enough range of meals to suit every taste. Once, Tesco was stuck downmarket selling cheap food to working-class mums. Now its market share is almost as large as the combined share of its two closest rivals: Asda and J. Sainsbury.

Tesco's rise is at least partly thanks to its ability of quickly responding to trends. It was the first of Britain's big supermarkets to include convenience stores. And it has been a clever innovator with its supply chain. Take, for example, its introduction of trucks with internal partitions for frozen, chilled and ordinary goods. As simple as the idea sounds, Tesco could thus replace three deliveries with one, which made it possible to sell groceries profitably in small stores at supermarket prices.

But Tesco's biggest innovation has been in the way it collects and uses customer data from its Clubcard, a loyalty programme. Many retailers use clubs to provide nothing more sophisticated than a discount to customers as they pay for their goods. Because rivals can easily match this, it reduces profit margins for all.

The Tesco scheme mails discount vouchers to customers to encourage them to return. More importantly, it tracks every purchase to build one of the world's largest databases. This finds correlations between purchases, allowing Tesco to finely tune the product range in each store. Sales of pickled vegetables, for instance, may suggest Polish immigrants have moved in, prompting it to stock barszcz, meatballs and sauerkraut.

Tesco's database also provides insights into how customers see the company. When it revealed that families were not buying nappies or other baby supplies in their weekly shop, further research showed they were instead paying some 20% more to buy these items at nearby Boots pharmacies because they trusted the Boots brand. So Tesco began a baby club, offering advice on pregnancy and mothering. Within two years the firm had seized almost a quarter of the mother and baby market.

THE SECRET OF SUCCESS

0 *British supermarkets* ____

- A *need frequent deliveries.*
- B *have simple supply chains.*
- C *are rarely located in city centres.*
- D *don't usually sell sandwiches or ready-made food.*

1 Meals lasting for days are common in London supermarkets because ____

- A they are produced locally.
- B retailers do not have enough room to cook.
- C there is no demand for food cooked on site.
- D organic food cannot be prepared on site.

2 Tesco's ____

- A main target customers are working-class people.
- B market share has become smaller.
- C choice of meals is the largest.
- D rivals have joined forces.

3 One of Tesco's innovations was ____

- A providing three deliveries a day.
- B selling frozen and chilled as well as ordinary food.
- C using trucks with separate parts inside.
- D using different trucks to deliver different goods.

4 Most clubcard programmes ____

- A are a good way to increase profit margins.
- B offer more than one kind of benefit.
- C are very sophisticated systems.
- D offer the same kind of benefit.

5 Tesco's loyalty scheme ____

- A enables Tesco stores to adjust their stocks to their customers' taste.
- B is based on their customers' feedback.
- C offers ethnic groups their national foods at discount prices.
- D gives discount vouchers to customers when they pay.

6 Tesco ____

- A started to sell baby supplies after its database indicated a demand for them.
- B has reduced the prices of its baby supplies by 20 % to increase sales.
- C has launched a special service to attract a market segment.
- D has started to sell baby supplies 20% cheaper than Boots pharmacies.

Use the separate Answer Sheet!

Score: 12 points

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ANSWER SHEET

READING

Answer box 1: First ALDI Texas Stores to Open March 18

0	1	2	3	4	5	6	7	8	9	10	11	12
A												

Score:

	12
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Answer box 2: Role of customer service in success of business

0	1	2	3	4	5	6
D						

Score:

	12
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Answer box 3: The secret of success

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

Score:

	12
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KITEX Kereskedelmi Szaknyelvi Vizsga
KEY
READING
Answer box 1: First ALDI Texas Stores to Open March 18

0	1	2	3	4	5	6	7	8	9	10	11	12
A	G	P	M	I	D	F	N	B	C	E	O	K

Score: 12 points

Answer box 2: Role of customer service in success of business

0	1	2	3	4	5	6
D	H	A	E	G	B	F

Score: 12 points

Answer box 3: The secret of success

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

Score: 12 points

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 90 minutes long.
- The total score is 40 points (100%).

Good luck!

Task 1 A BUSINESS LETTER

A retail chain, AtoZ Ltd is going to open a new supermarket in your area, so you have decided to send your CV to them and apply for the position of store manager.

- Write a cover letter of about 150-200 words to the HR manager (address: 1211 Budapest, Külső u. 1.).
- Include the following points:
 - reasons for applying
 - your relevant qualifications and training
 - your relevant experience
 - the skills and qualities which you think are your strengths
- Use the English layout of formal letters.

Your name is Andrea/András Fehér.

Your address is (postal code) (town) Virág u. 1.

Use the separate Answer Sheet!

Score: 20 points

Task 2 A COMPOSITION

You work for the marketing department of a company selling folk art souvenirs. Your company has been invited to an international trade fair in London.

- Write a proposal of 150-200 words for attending the fair to the head of the department.
- Include the following points:
 - products to exhibit and reasons
 - staff to participate and their tasks
 - promotional tools to be used
 - expected outcome of attending the fair

Use the separate Answer Sheet!

Score: 20 points