

**KITEX Idegenforgalmi Szaknyelvi Vizsga**

**TASK SHEET**

**LISTENING**

Welcome to the Listening Test of the KITEX Language Examination.

- The test consists of three tasks.
- Each task will begin with the instructions. You can hear the instructions on the tape and also read them on your Task Sheet.
- During the test you can take notes on the Task Sheet.
- 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.

Good luck!

### Task 1

- In this task you will have to decide if the statements are true or false.
  - After the instructions you will have one minute to read the statements.
  - Then you will hear the text twice. Between the two listenings there will be a one minute long silent period.
  - After the second listening you will have two minutes to finalise and mark your answers with an X in the answer box on the separate Answer Sheet.
  - There is one *example (0)* at the beginning.
- 

### INSIDE BUSINESS

You are going to listen to two items from an American business news programme called *Inside Business*.

- 0     *The number of non-profit jobs has increased by 10.5%.*
- 1     Switching to the non-profit sector wouldn't mean a very large drop in earnings.
- 2     Non-profit organisations are not very willing to employ people who come from the for-profit sector.
- 3     The most important quality in the non-profit world is believing in ideals.
- 4     The Fortune 500 companies' profits last year were only exceeded by their profits in 2000.
- 5     These companies haven't increased their employees' pay in the proportion of their revenues.
- 6     There's been no shortage of skilled workers in the US in the past few years.
- 7     This high-profit situation is expected to remain unchanged.

**Use the separate Answer Sheet!**

Score:     7 points

## Task 2

- In this task you will have to choose the correct answer (A, B, or C).
  - After the instructions you will have one minute to read the questions.
  - Then you will hear the text twice. Between the two listenings there will be a one minute long silent period.
  - After the second listening you will have two minutes to finalise and mark your answers with an X in the answer box on the separate Answer Sheet.
  - There is one *example (0)* at the beginning.
- 

### CALL CENTRES

You are going to listen to an interview with John Taylor, a senior executive at Mintel, a UK market researcher.

- 0 \_\_\_ of the people surveyed have had complaints about call centres.  
A Only 5 %  
B Most  
C All
- 1 For a lot of people the greatest problem was that \_\_\_  
A they got cut off.  
B a lot of time was wasted waiting.  
C there was no live customer service agent.
- 2 Younger people turned out to \_\_\_ than elderly citizens.  
A phone call centres less frequently  
B be more patient  
C be less patient
- 3 Mintel suggests \_\_\_  
A using synthetic voices.  
B making customer service more personal.  
C lowering staff costs.
- 4 Mr Taylor says the importance of good customer service \_\_\_  
A is not yet recognized widely.  
B is increasing.  
C was mentioned by 80% of the people surveyed.
- 5 Mr Taylor did NOT mention \_\_\_ as a solution to solve the problems with call centres.  
A developing equipment  
B staff training  
C using the internet for customer service
- 6 According to Mr Taylor airlines \_\_\_ customer care.  
A have always excelled at  
B are forced to have excellent  
C have had several complaints about their
- 7 The University of London offers a training programme which \_\_\_  
A teaches telephoning communication skills.  
B was specially designed for call-centre staff.  
C teaches how to make calls to call centres effectively.

Use the separate Answer Sheet!

Score: 7 points

### Task 3

- In this task you will have to answer the questions in English in a maximum of **FOUR** words.
  - After the instructions you will have **1 minute** to read the questions.
  - Then you will hear the text twice. Between the two listenings there will be a one minute long silent period.
  - After the second listening you will have **2 minutes** to finalise and write your answers **in the answer box on the separate Answer Sheet.**
  - There is one *example (0)* at the beginning.
- 

### PROTESTS IN FRANCE

You are going to listen to a news item.

- 0 *What are the protesting French workers concerned about?*
- 1 What was the main cause of the demonstrations 3 weeks ago?
- 2 Who do workers blame for the lay-offs?
- 3 What sector(s) do the protesters work in?
- 4 What problems did Parisians have to face yesterday morning? (*mention only 2*)
- 5 What is the government planning to do about the number of working years required for retirement?
- 6 What measurements do teachers oppose?
- 7 Who is to negotiate with the teachers' representatives?

**Use the separate Answer Sheet!**

Score: 7 points

Vizsgáló neve: \_\_\_\_\_

Édesanya leánykori neve: \_\_\_\_\_

**KITEX Idegenforgalmi Szaknyelvi Vizsga**
**ANSWER SHEET**
**LISTENING**
**Answer box 1: Inside business**

	0	1	2	3	4	5	6	7
TRUE								
FALSE	X							

Score:

	7
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**Answer box 2: Call centres**

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

Score:

	7
--	---

**Answer box 3: Protests in France**

<b>0</b> <i>(the) (rising) unemployment</i>
1 .....
2 .....
3 .....
4 .....
5 .....
6 .....

Score:

	7
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## KITEX Idegenforgalmi Szaknyelvi Vizsga

### KEY

### LISTENING

#### TAPESCRIPITS

##### Task 1

#### INSIDE BUSINESS

**You are going to listen to two items from an American business news programme called *Inside Business*.**

Welcome to *Inside Business*, the up-to-date programme of industry news you can use.

Have you ever thought about working full time for a non-profit organization? If so, you're in good company.

The non-profit work-force now makes up 10.5% of US jobs, and those jobs have been increasing much faster than jobs in the private sector.

American charities boast a larger work force than the utility, wholesale trade and construction industries combined.

If you're an experienced businessperson wondering if the non-profit world wants your skills, has room for you and would involve a pay cut, the answers are yes, yes and yes, but maybe not as much of a pay cut as you'd think. An executive at a recruiting firm called Professionals for Non-profits says salaries have become more competitive recently and non-profits are very open to bringing in people from the for-profit world who can share new ideas.

Josh Roxanne, a former management consultant who now directs Columbia University's Access Project, which works in 25 community health care centers across Rwanda, says with the advent of enormous new sources of funding operational talent is increasingly what's most needed. In order to create sustainable change ideals alone are inadequate; you need business, smarts and experience.

At [nonprofitstaffing.com](http://nonprofitstaffing.com) you can find non-profit job listings and a handy salary calculator that gives pay ranges for different types of positions at various kinds of non-profits.

None of this means that the for-profit sector is going broke. Far from it. In fact, the Fortune 500 made more money last year than ever—partly because the employees didn't.

The Fortune 500 companies collectively made 785 billion dollars in profit last year. Just for perspective, the previous all-time record was in the wonder year of 2000 when the total was 444 billion, so last year's profits were an unprecedented record-setting expansion .

How did it happen? Not so much because revenues grew so hugely but because costs grew so modestly. The most important cost is labor, which typically accounts for around 2/3 of corporate spending. Basically the 500 have been able to increase revenues considerably faster than labor costs for the past 6 years. That's highly unusual in the middle of an economic expansion when companies usually hire battalions of employees. But companies burnt by the technology meltdown and 2001 recession have kept payrolls amazingly low this time.

Of course it was easier to do with large pools of skilled workers available and union power decreasing. By 2006 companies were barely paying any more for a unit of production than they did in 2000. This historic profit boom won't continue. With unemployment at just 4.4%, labor will take a far bigger share of productivity increases as companies compete for skilled workers.

It's been a long time coming.

## Task 2

### CALL CENTRES

You are going to listen to an interview with John Taylor, a senior executive at Mintel, a UK market researcher.

**John Taylor: J**

**Reporter: R**

**R:** We are here today with John Taylor, a senior executive at Mintel, a UK market researcher, to talk about customer service - or more specifically, those annoying call centers that are more and more popular nowadays.

Mr. Taylor, thanks for being here this morning.

**J:** Not at all. It's my pleasure.

**R: What annoys customers most about call centres?**

**J:** Well, if we can believe our most recent study at Mintel, it would seem pretty much everything. [*laugh*] Of the 2,000 adults surveyed, only five per cent said they had never experienced any problem.

**R: Could you tell the listeners some more details?**

Yes, of course. The biggest complaint was about waiting on hold. Some 60 per cent of callers reported frustration about having to wait for long periods before someone finally answered their call. In busy call centres, customers often have to wait for over 15 minutes before being connected to a live customer service agent. For many, that's far too long, so they give up. Almost a third of callers report hanging up while being left in the queue.

**R: Does customers' age make any difference in these cases?**

**J:** Maybe not surprisingly, the younger age group, between 25 and 34, are the least tolerant towards call centres, with around 35 per cent abandoning calls, while just 25 per cent of those aged 65 and over do so.

**R: What else did the study reveal?**

**J:** Well, it showed people are also annoyed about the growing use of automated phone systems. Over one-third of consumers dislike the synthetic voice. This is one reason why Mintel suggests using real people to deal with phone calls. While this would add extra staff costs, it would be well received by customers who would feel that they were receiving a more personal service.

**R: What other questions does the research raise?**

**J:** It is accepted in the marketing industry, and confirmed by a number of surveys, that customers receiving good service stimulate new business by telling up to 12 other people; those treated badly will tell their tales of woe to up to 20 people. Interestingly, 80 per cent of people who feel their complaints are handled fairly will stay loyal.

And don't forget that new challenges for customer care have come with rapid growth in obtaining goods and services via telephone and the Internet.

**R: Are there effective tools to handle these problems?**

Averting 'phone rage' – induced by delays in answering calls, being cut off in mid-conversation or left waiting for long periods – has been tackled by vast investment in information technology and training courses for staff.

**R: Can you give an example of that?**

**J:** Well, just to name one industry, em, airlines face some of the toughest challenges over customer care. Fierce competition has convinced them that making passengers happy is an essential marketing tool.

**R: Finally, what advice would you give to those working in customer service?**

You may not work in a call centre, but you will almost certainly have to deal with customers and co-workers on the phone at some time in your career. The University of London's Business Spotlight Programme, for instance, can help improve your customer service on the phone. It's worth attending.

**R: Thank you for sharing time with us.**

### **Task 3**

#### **Protests in France**

**You are going to listen to a news item.**

Thousands of private sector workers worried by rising unemployment joined protests in a hundred French towns and cities yesterday.

Big industrial cities were brought to a standstill by strikes and marches which appeared to be as well supported as the protests against pension reforms three weeks ago. Workers from the privately owned car, aviation, steel and oil industries turned out for stoppages which could go on until the end of the week.

Several cities, including Marseille, Lille, Rouen, Saint Etienne and Toulouse, have been hit by private sector redundancies, with workers accusing the government of backing unjustified sackings by big companies.

However, most of yesterday's protesters again came from the public sector, causing serious disruption throughout the country and affecting services in hospitals, telecommunications companies, town halls and post offices.

Only one in three mainline trains was reported running, while early morning commuter problems around Paris - one of several cities hit by transport strikes - were compounded by heavy rainfall adding to traffic jams.

The prime minister warned protesters that the government would "not give in to street protest" and would go ahead with a parliamentary debate to hurry through measures raising the number of years of contributions needed to qualify for a state pension.

The present level of 37 years of contributions in the public sector will be raised to 40 but railwaymen have been told that they can still retire at 55.

There are signs that the current government has been particularly shaken by the action by teachers, who made up some of the biggest contingents in the marches.

The teachers object to both retirement reforms and decentralisation plans, which unions fear will lead to regional educational inequality.

In an attempt to contain action which threatens end-of-term school and university tests, the Prime Minister has postponed moves to increase regional responsibility until the autumn. He has also appointed the interior minister to lead talks, revealing an apparent lack of confidence in the education minister.

## KEY - LISTENING

## Answer box 1: Inside business

	0	1	2	3	4	5	6	7
TRUE		X				X	X	
FALSE	X		X	X	X			X

Score: 7 points

## Answer box 2: Call centres

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

Score: 7 points

## Answer box 3: Protests in France

Jó a válasz, ha tartalmilag helyes (a vizsgázó megértette a szöveg vonatkozó részét), és a kérdésre válaszol.

Nyelvtani és helyesírási hibákért nem vonunk le pontot, ha a válasz érthető és egyértelmű.

0 (the) (rising) unemployment

1 (the) pension reforms

2 (the) government

3 (both) public (and) private (mindkettő kell a helyes válaszhoz!)

4 traffic jams, (heavy) rainfalls, commuter problems, transport strikes (bármelyik 2 elfogadható helyes válaszként)

5 (to) increase it / raise it (to 40) / change it to 40 / make it higher

6 retirement/pension reforms, decentralisation (plans) (mindkettő kell a helyes válaszhoz!)

7 (the) interior minister

Rossz a válasz, ha tartalmilag részben vagy teljesen helytelen és/vagy hiányos és/vagy nem a kérdésre válaszol, vagy a helyes válasz mellett irreleváns dolgot is tartalmaz. Részben jó válasz esetén NEM adható fél pont.

Score: 7 points

## **Beszédkésztség**

### Bevezető beszélgetés (nem értékelt rész)

Good morning/afternoon. Please take a seat. My name's.... My colleague is just going to listen. What's your name?

Can I see your proof of identification?

Thank you. Could you sign this next to your name, please?

Thank you. Could you please read this to see if everything's correct? If not, please correct it and then sign it on the line in the middle of the page.

Good, thank you.

Could you say a few words about yourself, please?

(A vizsgát inentől kezdve értékeljük!)

#### 1. Irányított párbeszéd (5-6 perc)

Well, let's start the exam now. First, I'm going to ask your opinion about a couple of issues. If you can't understand me, I can repeat the question once.

(A vizsgázó a vizsgáztató kérdéseire válaszol, gondolkodási idő nélkül. A kérdések száma függ a válaszok hosszúságától, de legalább 4 kérdés hangzik el, legalább 3 témakört érintve.)

*Nowadays, a lot of young people decide to start a family without getting married. What do you think their reasons are and what's your opinion about this issue?*

I see, thank you. Let's talk about something else.

*Nowadays, a lot of young people look for employment opportunities abroad. Why do you think this is so?*

I see. Let's move on to another topic.

*Nowadays, extreme sports have become very popular. What do you think the reasons are for this and what's your attitude to extreme sports?*

I see, thank you. Let's talk about something else.

*In your opinion, how does the Internet influence people's lifestyle?*

OK. Thank you.

Let's move on to the second task.

2. Szituációs párbeszéd (kb. 7-8 perc)

**You will have to act out a situation with me. Could you draw two cards, please?**

**Look at the titles and choose the situation you would like to act out.**

**What number is it?**

**OK. Here's your situation. You have a minute to read it and think about what you want to say.**

**Is it clear what you have to do?**

**Are you ready to start?**

**OK. We have about 7 minutes for this task. Try to cover all the points but don't worry if I stop you. Let's start then.**

**18 REGIONAL DEVELOPMENT AT LAKE VELENCE**

***Candidate's card***

**You are** member of a Regional Tourism Committee.

**The examiner is** another member of the same committee.

You are at a meeting, discussing how to increase the number of visitors to Lake Velence.

- Describe the strengths and weaknesses of the area as a tourist destination.
- Suggest ways of attracting more visitors.
- Propose the necessary developments of attractions and facilities.
- Consider the sustainability of these developments.
- Suggest possible financial resources.

You will start the conversation.

**Now, let's move on to the third task.**

3. Leíró szövegalkotás (kb. 7-8 perc)

Now you will get two sheets with pictures and you can choose one of them. You will have to say what you can see and what your thoughts are in connection with it. Please remember that you will have to speak on your own and from a professional point of view. Could you draw two sheets, please?

Look at the pictures and choose the sheet you would like to talk about.

What number is it?

Right, now you have half a minute to think about what you want to say.

OK, let's start.

(A vizsgázó önállóan beszél a képről, a vizsgáztató figyel és nem szól közbe.)

I/18  
Travel trade fair



(Miatán a vizsgázó befejezte az önálló témakifejtést, a vizsgáztató legalább 1, legfeljebb 5 kérdést tesz fel a képpel, illetve a témával kapcsolatban. A kérdések száma attól függ, hogy miről nem beszélt még a vizsgázó, illetve mennyi idő áll még rendelkezésre.)

Who are the exhibitors and who are the visitors at such fairs, and what are their aims?  
Who do you think is renting the stand in the picture? Why is it important for them to be present at this fair?  
What promotional tools can be made use of at such fairs, and how?

That's enough, thank you. And that's the end of the test for you. Thank you very much.