

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 70 minutes long.
- The total score is 42 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-S) for each gap (1-14) 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 an article about a supermarket chain.

TESCO IN ROW OVER FOREIGN WORKERS

Britain's biggest supermarket, Tesco, will face searching questions this week over its treatment of foreign employees following allegations that thousands of women workers suffered 'appalling' conditions.

As the **(0)** ___ prepares to announce record profits of more than £2 billion on Tuesday, equivalent to more than £250,000 an hour, campaigners are demanding that the massive **(1)** ___ of major supermarkets is brought under control.

An investigation by ActionAid found that women workers in South Africa who grow fruit sold in Tesco endured poor wages and pitiful conditions.

The findings coincide with a United Nations **(2)** ___ to be held this week during which new regulations for multinational business will be discussed. Critics want the British government to back proposals which could see international **(3)** ___ laws applied to the world's biggest companies.

It comes amid growing concern that supermarkets have become too powerful as the world food industry becomes increasingly concentrated in a few **(4)** ___. The profits of Wal-Mart, which owns supermarket chain Asda, are, for example, bigger than the economies of Mozambique and Ghana combined.

'We are concerned that the growth of supermarkets in developing countries is really undermining the **(5)** ___ against poverty,' said Dominic Eagleton, policy researcher for ActionAid. 'Increasing their market power has managed to drain the wealth from **(6)** ___ and marginalised small-scale producers.'

Tesco, Britain's biggest buyer of South African fruit, is signed up to the industry's ethical **(7)** ___ which sets out minimum labour standards. However, **(8)** ___ for the charity ActionAid uncovered 'unacceptable conditions' among temporary labourers interviewed on Tesco accredited farms. The report, released tomorrow, is expected to reveal how workers complained about receiving **(9)** ___ equivalent to below South Africa's minimum wage.

Claims of sexism also surface in the findings, with complaints suggesting that men received **(10)** ___ such as uniforms and boots that women did not. Casual women labourers did not even receive similar work benefits. Dismal **(11)** ___ for workers is also highlighted, with some describing how they were forced to live in shacks with cardboard walls.

The latest **(12)** ___ comes amid wider concerns about the growth of international food chains in developing countries. A recent report, again by ActionAid, claimed that international food companies were exacerbating global poverty by buying up seed firms while forcing down prices for **(13)** ___ including tea, coffee, milk, bananas and wheat.

Eagleton said: 'Companies can use their market power to drive down prices and get better **(14)** ___ from suppliers.' He added that previous investigations had found some suppliers were often afraid to speak out for fear of being struck off by supermarkets.

Increased scrutiny on the buying power of supermarkets is unlikely to stop Tesco from expanding its presence abroad. While it took the Hertfordshire-based supermarket 75 years to break the £1bn full-year profit barrier, it has taken only five to surpass the £2bn barrier.

TESCO IN ROW OVER FOREIGN WORKERS

A buying power

B *chain*

C evidence

D farming communities

E fight

F hands

G housing

H human rights

I pay

K perks

L poverty

M researchers

N staples

O summit

P terms

R trading initiative

S wholesale

Use the separate Answer Sheet!

Score: 14 points

Task 2

- In this task some parts of the text are missing.
 - Choose the most appropriate part from the list (A-I) for each gap (1-7) 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 that you do not need.
 - There is one *example (0)* at the beginning.
-

You are going to read an article about the coffee business.

EXCELLENCE IN A CUP

One morning last month in an airy hall at the Federal University of Viçosa, Brazil, the only sound to be heard was a chorus of zestfully inelegant slurping. Twenty-four black-aproned judges were wielding their distinctive tasting spoons at the Cup of Excellence competition, **(0)** ____.

"My objective is to differentiate coffee," says Susie Spindler, who started the competition in 1999 and now conducts it in several Latin American countries. The competition is open to any grower in each Latin American country, tasting and scoring is systematic and blind, **(1)** _____. By focusing on quality and transparency, Ms Spindler has not just ferreted out sublime coffees from some unexpected sources, but has connected the best growers to buyers who are prepared to pay for quality.

With global exports worth \$9 billion in 2006 supporting some 25m coffee-growing families, **(2)** _____. But although the trade is profitable for importers and roasters, it has confounded governments and non-governmental organisations **(3)** _____. The collapse of trade barriers, a jump in production and a tendency by the largest roasters to treat coffee as a uniform commodity caused prices to fall to historic lows.

But a countervailing trend led by Starbucks and other "specialty" roasters has introduced drinkers to coffee differentiated by origin and type. Small roasters such as Stumptown, based in Portland, Oregon, are taking this approach further, borrowing concepts such as terroir, vintage and appellation from the wine world, **(4)** _____. "It's a different world," says Joel Pollock, Stumptown's head roaster and one of the judges in Viçosa.

As a result, the coffee trade has bifurcated in the past decade into commodity coffee, **(5)** _____, and specialty coffee, where quality rules. There is little middle ground. Growers producing unexceptional coffee must either cut costs to compete with big, mechanised farms – impossible for most – or improve quality. The benchmark "C" price is set at the New York Board of Trade, **(6)** _____. The aim of Cup of Excellence and other schemes is to enable high-quality coffees to differentiate themselves and command a premium over the C price. In Brazil, for example, investments in quality can increase a farmer's profits by 50%.

With just under 800 bags of coffee (of 60kg, or 132lb, each) in its Brazil auction, Cup of Excellence is insignificant alongside worldwide production of around 100m bags a year. Yet it is influential. Trade in the best coffees is now distinct from the C market. But old habits die hard: "I don't take my eyes off the C price," says Paulo Almeida, who won first prize in Brazil's Cup of Excellence competition in 2001 **(7)** _____, doubling his farm's income. The new diversity of buyers gives farmers a chance to maximise revenue by selling their coffee through many channels simultaneously: their best through internet auctions, a specialty grade through Fair Trade or other co-operatives, a commodity grade to big exporters and the rest to local markets. "It's a matter of finding the right market for each bean," says Mr Pollock.

EXCELLENCE IN A CUP

- A** and went on to sell his coffee for \$700 a bag
- B** *searching for the country's best coffee*
- C** and the winning beans are sold worldwide in an online auction
- D** roasting coffee beans in the traditional way
- E** coffee is an important source of income for many countries
- F** and varies depending on the weather, the level of demand, and other factors
- G** taking the utmost care in roasting and preparation, and emphasizing quality
- H** hoping to use the bean to stimulate developing countries
- I** sold in large quantities at a low price

Use the separate Answer Sheet!

Score: 14 points

Task 3

- In this task there are statements about the text.
 - Choose the best option (A, B, C, or D) for each statement (1-7).
 - 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 UK store chain.

WOOLWORTHS ISSUES PRE-CHRISTMAS PROFIT WARNING

Woolworths today sparked fears of a crisis at Christmas for the high street as it revealed a slump in sales and warned that profits were likely to miss targets.

The 800-strong store chain said shopper numbers were down and sales over the past 18 weeks had hit reverse – falling 6.5% compared to 2005.

Woolworths is being squeezed by online retailers like Amazon and the supermarkets, and their contrasting fortunes were underlined when Tesco unveiled third-quarter sales up 5.6%.

While there was some disappointment with Tesco's international sales growth of 1.8%, the grocer's non-food ranges – that compete with Woolworths – recorded "double digit" growth.

Woolworths chief executive Trevor Bish-Jones pinpointed entertainment – music, DVDs and computer games as "the most challenging market" with prices well below last year's.

"Take Pirates of the Caribbean, the biggest DVD release of the year", he said. "Last year it would have been £12.99 to £14.99. This year most retailers had it at under £10 in the first week. We were at £9.63." He said Woolworths still made a profit at that price but described it as "absolutely razor thin".

He said sales of seasonal ranges were a week behind last year's levels and that clothing sales were hit by the recent mild weather. "All clothing retailers are praying for a cold snap".

Mr Bish-Jones said Woolworths has to swing back into positive trading if the business is to achieve full year profits even at the lowest end of City expectations. Analysts had been expecting profits to come in at between £28m and £47m, with a consensus of £35m.

In a statement to the Stock Exchange, Woolworths said: "We still have the key Christmas trading weeks to come, which will determine the final outcome for the year. However, given the sales performance of the last two months, it is appropriate to be cautious."

Last month a leading City analyst warned that this Christmas could be the worst for 25 years for high street retailers. Richard Ratner of Seymour Pierce said general retailers, selling Christmas gifts, were having a "torrid" time.

Woolworths' shares lost nearly 7.5% to close at 34p, with analysts saying the fall had been checked by the bid speculation that constantly swirls around Woolworths. The acquisitive Icelandic retail investor Baugur owns 10% of the chain.

However, the Woolworths warning also hit other retailers. HMV lost 7p to 164p while WH Smith also fell 4p to 380p.

Back in September Mr Bish-Jones unveiled half-year losses up from £36m to £67m but insisted there was "all to play for" in the months up to Christmas, when Woolworths does the bulk of its trade.

The chief executive said Woolworths had not made mistakes, but that the market was very difficult. "Very little of this is self-inflicted. We are seasonal and we are exposed to entertainment and clothing ... Others must be struggling too".

However, Woolworths' new catalogue and internet operation is performing "well ahead of budget". It launched a new Argos-style Big Red Book catalogue in October with in-store counters for internet ordering.

Mr Bish-Jones said multi-channel sales had soared by 160% against last year and now accounted for 7.5% of total sales. The catalogue has proved so popular that it has added "some short term cost pressure" as it struggles to fill orders. Mr Bish-Jones said this would amount to "a few million pounds".

"If I had said to people 3 months ago that we would now be the fastest growing internet retailer they would have said "Trev, you are on drugs'," he added.

WOOLWORTHS ISSUES PRE-CHRISTMAS PROFIT WARNING

0 According to Woolworth's warning ____

- A they expect no profits from the Christmas season.
- B their turnover will be lower than expected originally.
- C their sales are expected to increase in the pre-Christmas period.
- D they are expecting a crisis.

1 Amazon ____

- A owns supermarkets similar to Tesco.
- B has increased its sales by 5.6%.
- C is a strong competitor for Woolworths.
- D is not as fortunate in its trading as Woolworths.

2 Tesco has ____

- A problems similar to those of Woolworths.
- B had decreasing sales abroad.
- C had the sales of its non-food products increased by 1.8%.
- D had a sales growth of 5.6% in the past 3 months.

3 According to Trevor Bish-Jones selling entertainment products ____

- A is not as profitable as it used to be.
- B is not profitable for Woolworths any more.
- C has become seasonal.
- D wasn't profitable last year.

4 The attitude apparent from Woolworth's statement to the Stock Exchange is ____

- A optimism.
- B pessimism.
- C carefulness.
- D reassurance.

5 The price of Woolworths shares has fallen ____

- A due to bid speculation.
- B due to Baugur.
- C unlike that of HMV shares.
- D and so has that of WH Smith shares.

- 6 In the first half of the year Woolworths ____
- A did most of its yearly sales.
 - B did not make any profits.
 - C did not experience as negative an influence of its market as now.
 - D decreased its losses to £36m.
- 7 The Big Red Book catalogue ____
- A has increased sales by the expected extent.
 - B is part of a traditional mail order system.
 - C has caused some temporary difficulties.
 - D is at present loss-making.

Use the separate Answer Sheet!

Score: 14 points

KITEX Kereskedelmi Szaknyelvi Vizsga
ANSWER SHEET
READING

Answer box 1: Tesco in row over foreign workers

O	1	2	3	4	5	6	7	8	9	10	11	12	13	14
B														

Score:

	14
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Answer box 2: Excellence in a cup

O	1	2	3	4	5	6	7
B							

Score:

	14
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Answer box 3: Woolworths issues pre-Christmas profit warning

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

Score:

	14
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KITEX Kereskedelmi Szaknyelvi Vizsga
**KEY
READING**
Answer box 1: Tesco in row over foreign workers

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14
B	A	O	H	F	E	D	R	M	I	K	G	C	N	P

Score: 14 points

470 words

Answer box 2: Excellence in a cup

0	1	2	3	4	5	6	7
B	C	E	H	G	I	F	A

Score: 14 points

563 words

Answer box 3: Woolworths issues pre-Christmas profit warning

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

Score: 14 points

590 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 110 minutes long.
- The total score is 40 points (100%).

Good luck!

Task 1 A BUSINESS LETTER

You are the manager of a supermarket chain. You have received a letter from your headquarters calling your attention to the numerous complaints the company's Customer Service Department receives about your branch.

- Write a reply to Ms Laura Higgins, Managing Director of Marketta Plc (1112 Budapest, Fő u. 1.) in 250-300 words.
- Include the following points:
 - admit responsibility for some of the problems
 - describe action being taken
 - reject responsibility for some of the problems
 - suggest solutions to these problems
 - finish the letter on an optimistic note
- Use the English layout of formal letters.

Your name is Andrea/András Fehér

The name and address of your company is Marketta Vértes, 2800 Tatabánya, Virág u. 1.

Use the separate Answer Sheet!

Score: 20 points

Task 2 A COMPOSITION

You are the marketing manager of a company producing soft drinks. Your company wants to launch Fruity, your new organic sugar-free soft drink in Hungary.

- Write a proposal to your boss about your ideas in 250-300 words.
- Include the following points:
 - targeted market niche with reasons
 - ideas for trialling before mass production
 - possible way of distribution, with reasons
 - incentives for wholesalers and distributors to stock items
 - ideas for advertising

Use the separate Answer Sheet!

Score: 20 points