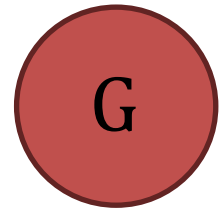


# FELADATGYŰJTEMÉNY AZ ÍRÁSBELI VIZSGÁHOZ

ANGOL KÖZÉPFOK (B2)

GAZDÁLKODÁSI  
MENEDZSMENT



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## **READING COMPREHENSION**

### **Economics and management**

#### **1. Designing a logo**

##### **UK.**

How do we know that a Mercedes is a Mercedes and not another make of automobile? Well, the features of the car are no doubt familiar to us, but we could still tell from the sign outside a showroom or a symbol on the Daimler-Benz letterhead that we are dealing with this particular make and no other. In the UK the special symbol, the trade mark, by which we identify the company and its brands can only be used with the authority of the firm which has registered it through the Trade Marks Office, in accordance with rules laid down by the Trade Marks Act 1938.

Trade marks take the form of decorative design often using phonetic characteristics – such as misspellings – as well as visual appeal. These designs, commonly called logos, can appear on the goods themselves, advertisements, packaging, letterheads, visiting cards, catalogues, promotional gifts and shop and factory signs, thus building up a consistent house style exclusively associated with that particular firm, its goods and brand image.

Services such as dry-cleaners and garages do not qualify for registered trade marks, although there is nothing to stop the owner designing an unregistered logo for the purposes of advertising and communication. In fact, many companies use a logo without registering it as a trademark.

There are many rules, governing the registration of trade marks. For example, applications must be limited to a particular class of goods within a specific product range as pharmaceuticals, musical instruments, vehicles, clothing or games and sporting items: an “all goods” description will not be accepted. Furthermore, it is forbidden to have symbols suggesting characteristics which the goods themselves do not possess. Words connected with royalty cannot be used to convey the false illusion of royal patronage. And symbols similar to those already in existence are also restrained - previous designs can be checked by looking up the records of the Trade Marks Journal.

Kenneth L. Robbins, SSC&B Lintas Worldwide

##### **USA.**

There are 1.5 million trade marks registered in the United States, 900,000 of which are in actual use. A small business cannot reserve a trade mark in advance of use, and a company must establish its right to a trademark by actually using it. A registered trade mark cannot keep competitors from producing the same item or from selling it under a different trade mark. It merely prevents others from using the same or confusingly similar trade marks for the same or similar products.

Similar protection can be granted to the suppliers of services when they register a service mark. If a trade or a service mark distinguishes a product or service from others, but does not identify the manufacturer, it is known as a real mark. On the other hand, a mark that identifies a particular good or service and identifies its manufacturer distinctly from all others is called a strong mark.

An owner may lose the exclusive right to a trade mark if it loses its unique character and becomes a generic name. Aspirin, escalator, thermos, yo-yo were all once enforceable trademarks that become common words in the English language. Such generic terms can no longer be licenced as a company's trade mark.

Scarborough-Zimmerer: Effective Small Business Management

### Task 1

Read the text and complete the table with your short notes (based on the text) with no more than 7 words, according to the example (0).

LIMITATIONS	REASONS
<b>0. All goods description is</b>	<b>too general</b>
1.	the goods do not possess them.
2.	not to mix them up with the original
3.	convey false illusion

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
<b>0. The symbols taking the form of decorative design are usually known as logos.</b>	<i>T</i>
4. The Act governing the registration trade marks became a law in the middle of the 19 <sup>th</sup> century.	
5. A company trade mark often appears on the label of goods.	
6. The symbol of a dry-cleaning business can be registered as a trade mark.	
7. Misspellings can also be logos.	
8. Logos help build a unique house style for a company.	
9. Service marks distinguish products from services.	
10. There are 900,000 trade marks in the United States.	
11. You can book a trade mark in advance if you are a small business.	
12. A trade mark is a good tool to keep the competition from producing the same product.	
13. Trade marks and real marks are the same.	
14. A strong mark can distinguish a service or a product as well as the manufacturer from similar others.	
15. Generic terms such as aspirin and thermos can stay trade marks.	

## **2. New Jobs through Better Entrepreneurship**

**0.** Valley of the river Mesta, in Southwestern Bulgaria.

**1.** ILO, UNDP and National Employment Service of the Bulgarian Ministry of Labour and Social Welfare.

**2.** In November 2009, ILO, UNDP and the Ministry of Labour and Social Welfare of Bulgaria formulated a project aiming at the promotion and support of new, as well as already existing, small and medium-sized enterprises in this area, as part of their income-generating and employment creating-policies. This was done through the establishment of a Business Promotion and Support Center, in July 2010. It comprised 8 municipalities of the region, all the relevant local economic organizations, the local branches of the National Employment Service, as well as representatives from the local business community. Through training courses, the Centre aimed at motivating and preparing unemployed people to start their own business. By linking training with a proper credit fund for small entrepreneurs, the Center hopes to create several new enterprises in the near future. A tight monitoring scheme will help prevent the newly established businesses from breaking down.

**3.** Sustainable development of Small and Medium Enterprises especially in the field of agriculture, wood processing and tourism, more specifically:

- Providing information on credit, markets, business partners, machinery, etc.;
- Contributing to a change in the mentality of the local business community towards a more market-oriented approach;
- Creating a better understanding and consensus, among the local actors about the development of 'their' local economy.

**4.** Since its opening the Center created more than 40 new jobs. It was also asked by the mayor of Bansko to support the creation of a local association of woodworkers and furniture makers in Bansko (representing more than 600 persons). The Business Center also helped 14 bakeries in the Mesta Region to form an association and become members of the National Branch Association.

The Business Center organized training activities on topics varying from bookkeeping to English language courses. In total more than 100 people are currently participating in the courses.

**5.** Several market links with Bulgarian and foreign companies have been developed.

A twinning with the Chamber of Commerce in the Greek city of Drama is under preparation.

The Center will be incorporated in a national network of similar institutions set up by the PHARE Programme and bilateral cooperations, and will be linked with Business Centers from other European countries.

**6.** The project has been defined as an answer to a specifically formulated need. It was prepared and written together with a working group of representatives of the main local institutions and organizations who, on the basis of a consensus, defined their own needs and priorities.

Training has to be conceived as a continuous process to enhance local capacity building.

In a country like Bulgaria, which has little experience in the market economy, it is important to raise public awareness to promote an entrepreneurial culture and create a favourable and enabling climate for entrepreneurship development.

### Task 1

Read the article and match the subtitles with the correct paragraphs. Write your answers in the table according to the example (0). There is one extra heading you don't need to use.

#### Subtitles:

- A. Description of the project
- B. Location
- C. Objectives
- D. Rules of participation
- E. Results achieved
- F. Responsible organization(s)
- G. Lessons learned
- H. International relationships

<b>0.</b>	1.	2.	3.	4.	5.	6.
<b>B</b>						

### Task 2

Read the text again and provide short answers to the questions according to the example (0), in no more than 5 words.

QUESTIONS	ANSWERS
<b>Which will be the twin city of Bansko?</b>	<b>0. Drama (Greece)</b>
What were the project goals based on?	7.
How will they prevent the new companies from going bankrupt?	8.
Which processing industries did the project aim to support?	9. 10.

### **3. Hungarian women entrepreneurs more independent than European peers**

#### **Women in Business and Decision-Making survey by Eurochambres**

*Women entrepreneurs in Hungary are more likely to be self-starters and going it alone in life compared to their peers according to the Women in Business and Decision-Making survey by Eurochambres. The purpose of the survey released last Thursday is to find out what problems hinder women – in this case, women entrepreneurs – from taking part in economic decision-making processes.*

The voluntary submitted survey draws input from 1,356 women entrepreneurs in 14 countries. It questioned them about the problems they face, their family background and qualifications. Maria Stark, head of department for International Affairs of the Hungarian Chamber of Commerce and Industry said Hungary's 23 chambers were asked to participate and all respondents ran micro-businesses.

The typical EU female entrepreneur is well educated, runs a micro enterprise (nine or fewer workers), and has a husband and children but has no help at home.

Hungary is one of only two countries where the majority of women do not have a partner at home, with two quarters being single (25% in the EU). At the same time, all said they have children, while half receive help at home, about average.

Stark agrees with the widely held assumption that it is difficult for mothers in Hungary to find work, which may be the reason for the entrepreneurial spirit: „To tell the truth a single woman or even a married woman with a small child or children is in a difficult situation if she would like to find a job. Even with the best educational and professional background there is a danger that if the child gets ill she has to stay at home. If she has a male counterpart who would like to get the same job she might fail.”

Hungarians seem more entrepreneurial, with none inheriting (EU 22.1%) or purchasing (EU 7.9%) their businesses. Some 80% of the Hungarian respondents said their current business is not their first one, compared to an EU average of 14%.

A Central Statistical Office survey this month said 14.5% of retail stores closed by June 30, while stores totalling 15.3% were added. Stark's take on the Hungarian situation: “The characteristic of small- and medium-sized enterprises is that they can answer the changes of market very flexibly.

„In case of women entrepreneurs having similar backgrounds, they don't have large financial reserves to maintain an activity if it is not profitable. Often if they have a stable family background they start a new business or try to find a job.”

In a second survey, Eurochambres looked at the makeup of chambers of commerce across Europe. Hungary and Malta are the only countries in the survey where women do not sit on elected boards. Stark said: “In fact in Hungary there is one woman chamber president, so I must correct the survey figure. But this still shows a very low representation. I think the reason might be that beside the management of a company and running the family life they do not have too much capacity left to perform voluntary activities. We are going to have chamber elections next month, so the situation might change somewhat.”

### Task 1

Read the text and provide short answers to the questions according to the example (0).

QUESTIONS	ANSWERS
What kind of businesses do all the respondents run?	0. microbusinesses
How do most Hungarian women obtain their businesses?	1.
How do women in the other EU countries become entrepreneurs?	2. 3.
Why are women not represented in chambers of commerce in Hungary?	4.
Why do Hungarian women become entrepreneurs, according to Maria Stark?	5.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. This survey was voluntary.	T
6. The second survey examined the activities of chambers of commerce.	
7. In Hungary, small enterprises find it difficult to adapt to the changing market needs.	
8. More Hungarian women can count on help in their household tasks than their peers elsewhere in the EU.	
9. By this June, in Hungary more shops opened than went bankrupt.	
10. Hungarian women entrepreneurs take part in economic decision-making just as often as their European peers.	



#### **4. It takes a degree of planning to get the cheapest deals**

Graduates who have just left university this summer face an average debt of £13,500, according to the National Union of Students.

Those emerging into the world of work in future are likely to face even higher debts, with tuition fees increasing to up to £3,000 a year from September. The burden of mounting interest and starting to repay loans can be a daunting prospect once your degree is awarded.

Even those fortunate enough to find employment will face additional costs, from buying suitable clothes for your chosen career to finding the money for a deposit and advance rent on new accommodation.

Donna Bradshaw from independent financial advisers (IFAs) IFG Group said: "When you get your first pay packet, you might think it is a lot of money, but you will have accommodation, travel, food and other costs.

"The worst thing you can do is bury your head in the sand and get carried away by the 'going out after work' culture. It is a good discipline to sit down and do a budget. Look at what is coming in, what you have to pay out, and see what is left over."

For students graduating with a degree of debt, 86 per cent owe money to the Student Loans Company, 53 per cent owe money to banks, 48 per cent owe money to their credit card companies and 24 per cent owe money to their parents, according to the Barclays Graduate Debt Survey.

Graduates at least benefit from a little breathing space before the Student Loans Company comes calling. You only start repayments in the April after graduation, and only then if you are earning more than £15,000 a year, or the equivalent of £1,250 a month. Repayments will be deducted from your pay packet at nine per cent of any earnings above the £15,000 threshold. So for example a graduate earning £1,500 a month, which is £250 over the repayment threshold, would have to repay nine per cent of £250, or £22, a month.

Going bankrupt will no longer clear your student loans, after the Government closed this loophole in 2004, but any money still owing 25 years after graduation will be written off. While student loans represent the largest chunk of debt for graduates, interest is charged at a low level linked to inflation, currently set at 2.6 per cent. Credit and store card debts, on the other hand, could be mounting up at annual percentage rates from 5.9 per cent up to 30 per cent, depending on the card.

Vivienne Starkey from IFAs Equal Partners advised graduates to prioritise their debts, and pay off the most expensive first. Ms Starkey said: "If you owe some money on credit cards, look around for an interest-free credit card offer. Aim to get your debts on to the lowest rate possible, and then pay them off. Student loans probably charge the lowest rates, so they should be the last to go."

If you cannot clear any credit card debt immediately, you can at least set up a direct debit to cover the minimum payment each month to avoid penalty charges if you forget to pay the bill. One way to ease your debt burden is to take advantage of the interest-free overdrafts on graduate accounts offered by many high street banks.

Most banks will automatically switch your account once you finish your degree, but it is worth looking around to see if you can get a better deal elsewhere. Rather than being tempted by any incentives, such as shopping discounts or mobile phone insurance, check that the account itself provides the facilities you need.

Ms Starkey said: "Choose an account with online banking, so you can keep track of your spending and stop yourself going into an overdraft that will cost you money."

### Task 1

Read the text and complete the table with your short notes (based on the text) with no more than 6 words, according to the example (0).

	NOTES
Annual tuition fee from September 2006	0. £3,000
First expenses after graduation	1.
	2.
	3.
	4.
Other, regular expenses	5.
	6.
	7.
Current interest rate on student loans	8.
Main rules of managing finances after graduation	9.
	10.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. Each graduate has at least £13,500 debt on student loan.	F
11. Online banking is a recommended tool to avoid over-drafts on graduate accounts.	
12. Overdrafts on graduate accounts are better options than credit card spending.	
13. Students have to start paying back their loans straight after graduation.	
14. The compulsory installment on student loans is 9% on the student's earnings.	
15. If you go bankrupt, you do not have to pay back your student loan, according to the measure introduced in 2004.	

## 5. Young, free and self-employed

This summer has seen bad news for the nation's young people. Unemployment has risen sharply, college places have been cut and high tuition fees threaten to deter a generation of students from less well-off backgrounds from going to university. To top it all off, the riots in August have made an already disillusioned sector of society feel even more isolated.

The latest government figures show that of 2.5 million unemployed people, just under a million are 16-24. With a limited jobs market, many are wondering where else they can turn. A number of schemes are encouraging young people to see self-employment as an alternative option.

According to recent research supporting the AXA Ambition Awards, more than three-quarters of 11- to 18-year-olds say they would like to start their own business. Andre Hackett, young entrepreneur, who has founded a recording studio, believes that anyone can do it with the right focus. "There is nothing special about me, except the way I think," he says. "I say, 'step out and do something you are passionate about.'"

"Starting a business is not about how clever or rich you are, but about the practical skills and determination to do it," says Catherine Marchant, director of Young Enterprise, a nationwide scheme that encourages hands-on business experience. "Young people need to be shown they have the skills and talent to turn their lives into something positive."

One woman trying to address this in her community is Adwoa Agyemang, 24, who started her own business, a consultancy, two years ago and now runs a Young Entrepreneurs Programme in Harrow, north-west London to show others how to get started.

Agyemang thinks the jobs market is making a permanent shift and that in future people who can offer their own services will be in the strongest position. The traditional workplace, she argues, is evolving and there is already a trend towards more work being outsourced. "In the changing environment traditional long-term employment can't be relied on," Agyemang says. "The only way to be secure is to have the skills and knowledge to create security for yourself. Entrepreneurism is the way to do this."

### Key steps to start

- **0. *Do something you are passionate about.*** .....What are you good at? What problem have you seen that needs solving? Look at your skills and experience to find your business idea. You are going to be spending a lot of time and effort on this idea, so be passionate about it.
- **1.** ..... You may love your idea, but does anyone want to buy it? It is essential to do your research to find out if there is need for your product or service and understand your competitors.
- **2.** ..... This helps you to focus your idea, foresee any threats and will be essential if you want to seek funding.
- **3.** ..... Many businesses can be started on a small budget by using savings or loans from friends and family. Programmes like The Prince's Trust also offer funding.
- **4.** ..... Some of the most successful entrepreneurs credit their mentors for getting them there. Seek advice from friends and family, look for a mentor in your field, or join a local business network. UK Business Forums is a good place to meet other business start-ups online.

### Task 1

Read the article and match the subtitles with the correct paragraphs of the second part of the article. Write your answers in the table according to the example (0). There is one extra heading you don't need to use.

0.	1.	2.	3.	4.
A				

*Subtitles:*

- A. *Do something you are passionate about.*
- B. Build a support system
- C. Write a business plan
- D. Open a business bank account
- E. Research the market
- F. Sort out the finances

### Task 2

Read the text again and complete the table with your short notes (based on the text) with no more than 5 words, according to the example (0).

	NOTES
<i>Sign of social problems in the UK this summer</i>	0. <i>Riots</i>
Negative tendencies in higher education	5.
	6.
Negative tendencies in employment	7.
	8.
Qualities needed for getting into self-employment	9.
	10.
	11.
National programme to help starting up businesses	12.
New tendency in company employment policy	13.
Examples of private enterprises started by young people	14.
	15.

## 6. Top 1000 businesses

While economic growth remains sluggish at best, it is very tempting to look for the heroes who will lead growth. And where better to look than amongst our entrepreneurs?

These are the guys who manage to take their ideas from their garages, their attics or their bedsits and turn them into the Googles and Facebooks, of this world. Seemingly effortlessly, they go from being poor to multi-billionaires employing thousands of people globally. What's not to like about this? But be wary what you wish for. Recent research conducted by Delta Economics research found that of the companies that were celebrated as "fast growth" between 2000 and 2009, 53% were no longer trading.

Of this 53%, 21% were not traceable in the records, 35% had been acquired by another business and 44% had gone into liquidation. And average growth of the remaining 47% was just over 20% year on year.

The first big question, of course, is why are so many not trading anymore? Much can be learned from how the 44% in liquidation went about growing their businesses. All of them had won acclaim for being "Fast Growth" but all of them had taken risks with how they had achieved that growth: they'd over-extended themselves, either geographically or financially and, as a result ended up at the end of the decade struggling with debt repayments and the costs of trying to do too much too quickly.

The second big question is what underpinned the successful and surviving businesses? Delta Economics runs an annual independent survey of entrepreneurs looking at the Challenges and Opportunities for Growth and Sustainability. The data suggests that it takes ten years to grow a business.

During these first few years, 20% year-on-year growth is a minimum requirement for the entrepreneur who wants their business to be around a decade later and there are two potential turning points where growth needs to be well managed:

- After three to four years, a business understands its market place. The finance it needs is to take it up to the next level. It has to match ambition with achievable and sustainable performance goals but at this point many entrepreneurs will have invested, according to our estimates an average nearly £130,000 of their own money. Use of external finance to grow the business further is taken with extreme caution by the survivors so as not to endanger that personal stake.
- After seven to eight years, the growth finance needed is different because the company itself sees its own capacity to expand rapidly. While the question of the personal stake is not so important at this point, taking on too much costly finance or growing internationally without a strong base is risky.

Delta Economics research over the past three years finds that those entrepreneurs who take affordable or less risky finance and who grow internationally from a strong domestic base are more likely to survive this critical growth stage. In their first ten years of trading the percentage of the surviving companies that fall into an exceptional growth category is just 3%.

In our pursuit of the "British Microsoft" we ignore the 97% of the surviving businesses who grow on a safer and more sustainable basis, even if more slowly. If we are looking for growth in the current climate, it is the everyday heroes who have survived that we should celebrate.

### Task 1

Read the text and complete the table with your short notes (based on the text) with no more than 4-5 words, according to the example (0).

	NOTES
failure rate of fast growing businesses in 9 years	0. 53%
ways of failure	1.
	2.
	3.
reasons for bankruptcy	4.
	5.
length of growth cycle in the life of a new business	6.
necessary growth rate for survival in the first years	7.
source of danger at the first critical point in the life of a business (at 3yrs)	8.
sources of danger at the second critical point in the life of a business (at 7yrs)	9.
	10.
from the survivors, rate of fast growing enterprises	11.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. <i>The Facebook story is a good example of a fast success story.</i>	<b><i>T</i></b>
12. The majority of the fast growth firms went out of business by 2009.	
13. Delta Economics runs surveys every three years to analyse the market position of entrepreneurs.	
14. It is important for a business to aim at slow growth and sustainability at the end of the first year.	
15. After the first few years, careful businessmen do not rush fast growth in their business so as not to risk the money they have invested so far.	

## **7. Ryanair told: Pay stranded passengers**

RYANAIR has been forced to compensate passengers for delayed flights and give them better rights over lost and damaged baggage in a move seen as giving extra teeth to watchdogs against the no-frills cheap airline.

Consumer groups said they hoped the move would end a series of nightmares suffered by Ryanair passengers, such as being left to find their own way home from foreign airports after services were cancelled.

The watchdogs also believe it will deter other no-frills airlines from following Ryanair in attempting to curb passengers' rights.

Ryanair has been told by the Office of Fair Trading (OFT) it must offer passengers suffering delays or cancellations the same rights as other airlines under European laws. These include food and drink and overnight accommodation.

The OFT expressed concern about the options that Ryanair offered passengers in such situation and said its terms did not reflect consumers' full rights.

The Irish carrier was also told it must accept liability for damaging baggage, such as pushchairs, sports equipment, wheelchairs and musical instruments.

Ryanair had said it was not responsible for damage or delays to such items, and they were carried at passengers' own risk.

In addition, the airline was told that passengers whose baggage had been lost should not have to make a second claim if it was not found within three weeks. Ryanair had said it was not liable if no second claim was made.

Ray Hall, the OFT's director of services, said: "The OFT's action has secured improvements to Ryanair's terms that will benefit passengers. We expect other airlines using similar terms to stop doing so immediately."

EasyJet said it already complied with all the regulations.

The Air Transport Users Council, the official passenger watchdog, said the OFT's action would give it extra influence when taking up complaints against Ryanair.

It said it received hundreds of complaints about Ryanair every month, mainly about flight delays because the airline rarely cancelled flights.

James Freemantle, the council's industry affairs manager, said: "I hope Ryanair will see this as an opportunity to transform their reputation."

However, he acknowledged that if the group was unable to secure compensation for passengers in such cases, they would have to take their battle to the small claims court.

Sarah McGarey, 68, a member of a church group from Muirkirk in Ayrshire, who had to pay £300 to get home by train from Germany after Ryanair cancelled the flight, said: "It is good to know that Ryanair has been forced to do something. Their staff were very unhelpful and did absolutely nothing for us."

A spokeswoman for Ryanair said the changes to its terms and conditions would not lead to fare rises.

She said Ryanair had made the changes sought by the OFT, which had also asked eight other airlines, including British Airways and EasyJet, to make changes.

Ryanair said it had cancelled just 0.6 per cent of flights and was also more punctual than rivals. It said it lost 0.5 bags per 1,000 passengers, compared with 17.7 by British Airways in Europe. EasyJet said it did not publish such figures.

### Task 1

Read the text and pair the people/organisations in the table to the correct notes, according to the example.

	Welcomes the OFT decision on Ryanair	Accepts the OFT decision on Ryanair	Didn't comment on decision
0. <i>ATUC</i>	<i>X</i>		
1. Sarah McGarey			
2. Ryanair			
3. Easyjet			
4. BA			
5. consumer groups			

### Task 2

Read the text again and complete the table with your short notes (based on the text) with no more than 6 words, according to the example (0).

	NOTES
The name of the body giving a ruling on Ryanair	0. <i>Office of Fair Trading</i>
The rights Ryanair has to provide in case of cancellations and late flights	6.
	7.
	8.
The area of disagreement between OFT and Ryanair	9.
OFT's new ruling on lost items	10.
Advice for passengers if unable to get compensation from Ryanair	11.
Other companies having to change their practices	12.
	13.
Rate of flight cancellations at Ryanair	14.
Proportion of lost baggage at Ryanair	15.



## **8. BA warns of more cuts to come after £148m losses**

BRITISH Airways has warned there are "no visible signs of improvement" in the airline industry, after its first April-to-June loss since privatisation in 1987. The carrier slumped into the red by £148 million in the three months to 30 June, against profits of £37 million a year earlier. It said costs had come down by 6.6 per cent in the quarter, but added that there was "much more to be done".

BA has yet to reach agreement with unions representing cabin crew, baggage handlers and check-in staff over plans to axe thousands of jobs and freeze pay, as part of a cost-cutting drive. Chief executive Willie Walsh said yesterday he was confident the talks – currently in a "cooling-off" period due to end in a week – would result in a deal.

The airline, which has already cut 4,000 jobs in the past year, said about 7,000 staff had supported its cost-saving plan – including accepting pay freezes and volunteering to work unpaid for up to a month. It added it was now grounding more planes and cutting services back further, while also squeezing suppliers to trim costs.

But it was not all bad news. BA reported some stabilisation in the pace of decline in the number of passengers flying, which it expects to continue into the summer. Shares rose 5 per cent on the news.

Mr Walsh said: "Trading conditions continue to be very challenging, with underlying revenue down 16.8 per cent and no visible signs of improvement. While traffic volumes are down considerably, compared to last year, they have stabilised and show some signs of improvement for the peak months."

BA's first quarter results – traditionally strong as they come at the start of the holiday season – revealed a 12.5 per cent drop in passenger revenue as lucrative long-haul business passengers travelled less and traded down. The airline said it was fighting the downturn with more cost-cutting, forecasting a further 20 per cent, or £145m, in annual savings for the financial year.

It is to "park" 22 planes in total by winter 2010, with capacity cuts of 3.5 per cent this summer, 5 per cent in winter 2009 and more reductions next year. Its fuel costs have reduced substantially after last year's oil price bubble burst and are expected to be £450m-£500m lower over the financial year.

Meanwhile, BA is boosting revenues through sales via its website of products such as car hire and hotels, which have doubled since last year. The airline announced earlier this week it was scrapping all meals except breakfast on its short-haul flights in an effort to save £22 million.

## **STORMY SKIES**

BRITISH Airways is in the "eye of a storm" and must make fundamental cuts, if we are to survive, Willie Walsh warned shareholders at a meeting last month.

Managers want a pay freeze and have even asked staff to work for nothing to help make savings.

Angry staff protested outside the meeting with live lemmings and placards bearing slogans such as "British Airways deserves better than to be led by lemmings" or "We are not going to work for free". The animals were removed when they showed signs of distress.

### Task 1

Read the text and provide short answers to the questions according to the example (0), in no more than 4-5 words.

QUESTIONS	ANSWERS
How much was BA's loss for the first time after its privatisation?	0. £148 million
In what stage are the talks with trade union representatives concerning planned efficiency measures?	1.
What are BA's planned cost cutting measures in terms of wage costs?	2.
	3.
	4.
What are BA's planned cost cutting measures in terms of transport costs?	5.
What are BA's planned cost cutting measures in terms of service costs?	6.
	7.
What example does the article give for cutting services on board?	8.
Which group of passengers travel less or on lower classes?	9.
What area of business has been profitable for BA this year?	10.
How has staff reacted to the management's cost cutting plans?	11.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. BA's costs did not fall in the second quarter of 2009.	F
12. BA has to negotiate with several trade unions concerning cost-cutting plans.	
13. The pace of decrease in overall passenger numbers speeded up in the second quarter of 2009.	
14. The price rises in fuel have contributed to BA's rising costs.	
15. Running a car hire and a hotel service has proved a good business move for BA.	

## **9. BASF rebrands Hungarian factory**

**For Zoltán Demjén things have come full circle: he began working for BASF in Hungary in 1986 and is now in charge of a company with “BASF” in its name. Since last Thursday he is CEO of BASF Poliuretán Rendszerek Kft., which produces component systems for polyurethanes in Solymár on the western outskirts of Budapest.**

The change, however, is just of a formal nature as he has worked for the firm since 2001. Previously it was called Elastogran Kemipur Poliuretán Rendszerek Kft. However, from 1 March this year it was replaced by the general group name, BASF, first in Germany and then a month later in Hungary.

The Hungarian firm has been around since 1984. At the start it was a joint venture, in which the BASF subsidiary Elastogran only had a 49% share. It was BASF's first joint venture in Eastern Europe and one of the first joint ventures in Hungary. Production began at the factory in 1986. It was only in 2004 that the company became fully-owned by Elastogran and thereby BASF. Last year the company's staff of 24 generated turnover of around HUF 4.6 billion (EUR 17.35 million) – just 0.3% lower than in 2008. Demjén is anticipating growth this year.

### **Combined on site**

The factory in Solymár belongs to a worldwide network of 38 system houses of BASF's polyurethane division. Ready polyurethane is not produced in these system houses. Instead the two or more necessary components are made and filled there. They are only combined on site for the customer.

### **Wide-ranging**

Currently some 4,000 systems for specific applications can be made. Products from polyurethane are used, for example, in the automobile industry, where they can be found in steering wheels, seat cushions and instruments. Construction material manufacturers, which use it to make efficient insulating materials, are also major purchasers.

In 2007 polyurethanes had a 6% share of the world synthetics market, over 50% of which is dominated by the two packaging materials polyethylene and polypropylene.

### **Regional supplier**

The factory on Solymár supplies the former Yugoslav states and Romania as well the Hungarian market, but only customers with small and medium-sized orders. “Our concept is to offer tailored solutions to customers nearby,” Demjén explained. The head office in Germany supplies large customers directly. There are, however, also other solutions. For example the Hungarian Electrolux factory is supplied by the head office, but receives application technology support from Solymár. The customers that the Solymár factory supplies directly include a Dacia supplier in the Romanian city of Timisoara and a Hungarian IKEA supplier.

### **R&D**

Key research and product development take place at the German head office. Based on the formulas developed there the relevant components are made at the system houses. That, however, does not merely require mechanically following the predetermined formula. It also involves adapting and readjusting it to suit the specific needs of the customers. According to Demjén it is entirely possible for new formulas with better properties to result. “As soon as we have the impression that they could also be of interest to other system houses, we get in touch with our head office,” the CEO said, describing an innovative aspect of the company's work.

### Task 1

Read the text and provide short answers to the questions according to the example (0).

QUESTIONS	ANSWERS
When did production start at the company in Hungary?	0. <i>in 1986</i>
What does the Hungarian factory manufacture?	1.
How many system houses does the BAS network consist of?	2.
Where are the components mixed?	3.
Where is polyurethane used in the automobile industry?	4.
	5.
	6.
What does building industry use polyurethanes for?	7.
What order size does BASF Hungary specialise in?	8.
	9.
Which big foreign supplier does BASF Hungary supply directly, as an exception from their general policy?	10.
What is the innovative element in the R&D policy of BASF Hungary?	11.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. <i>The New CEO has been working for the company since 1986.</i>	<i>T</i>
12. BASF Hungary is not a joint venture any more.	
13. The company produced a 0.3% loss last year.	
14. In Solymár ready polyurethane is not produced, only in the rest of the 38 system houses.	
15. Polyethylene and polypropylene had over a 6% share of the world synthetics market in 2007.	

## 10. Who needs banks if you have a mobile phone?

WITH smartphones taking the world by storm, a phone that can only send and receive voice calls and text messages may seem like a relic from a bygone age. Yet in East Africa, simple phones like these are changing the face of the economy, thanks to the "mobile money" services that are spreading across the region.

Using the text-messaging capability built into the GSM system used by most cellphone networks, these services allow people without a bank account or credit card to use their phone as an electronic wallet that can be used to store, send or receive cash.

Around the world, some 2.5 billion people lack access to banking services, according to the New York-based Financial Access Initiative, a consortium of university economics researchers. But a million of these people have a cellphone, and for them mobile money is an attractive option.

It works like this: you pay cash to your local agent - often at the nearest corner shop, if you live in a city - who then tops up your mobile money account using a secure form of SMS text messaging. That money can be transferred to another person by sending an SMS to their cellphone account. People without mobile money accounts can receive payments in the form of a text code which can be forwarded to their local agent, who exchanges it for cash.

The system relies on what is known as the unstructured supplementary service data (USSD) system that is built into the GSM cellphone network. It is USSD that allows pay-as-you-go customers to find out their credit balance, for example.

To access the mobile money service, users have to enter a number and password into the phone, so any money that is stored on it should be secure even if the handset is lost. The system is not, however, foolproof and weaknesses in the GSM standard could, in theory at least, give thieves a way in.

One of mobile money's pioneers is the M-Pesa system, operated by the Kenyan cellphone network Safaricom. "Pesa" is Swahili for money. M-Pesa is now used by around 8 million Kenyans to pay for anything from school fees to grocery bills. It was joined last year by Zap, a mobile money service run by Safaricom's main rival, Zain.

There are tens of thousands of local agents in Kenya and the commission they charge for transferring cash into or out of the system is usually less than that imposed by banks or credit cards.

For some the system is a lifeline. "If I didn't have my mobile phone, I would be very poor," says Neyasse Neemur, a widowed mother of four children who lives in northern Kenya. "Now I can sell fish using my mobile."

According to the Central Bank of Kenya, payments worth around 1 billion Kenyan shillings (\$13 million) per day were transferred through Kenya's mobile money systems in 2009, equalling the country's credit card transactions. The bank expects mobile money transfers to overtake credit cards in 2010.

Whether mobile money takes off in the US and Europe remains to be seen: in these areas contactless payment cards are already being promoted as an alternative to cash. But for millions of people in poorer countries mobile money is proving a life-changing technology that is lifting people out of poverty.

### Task 1

Read the text and provide short answers to the questions according to the example (0), in no more than 4-5 words.

QUESTIONS	ANSWERS
<i>Which capability of mobile phones enable them to offer mobile money services?</i>	0. <i>text messaging</i>
What services does this “electronic wallet” offer?	1.
	2.
	3.
What is the technical condition to use mobile money services from a mobile phone?	4.
What security measures exist for users?	5.
	6.
Which mobile money systems are used in Kenya?	7.
	8.
What examples are given for expenses paid through mobile phones?	9.
	10.
How much do local agents charge for operating the system?	11.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. <i>The mobile money service helps 1 billion people out of the 2.5 billion without access to banks.</i>	<i>F</i>
12. It is the local agents who handle the cash involved in the financial transactions.	
13. Some people have managed to start up businesses with the help of mobile money services.	
14. The mobile money transactions have overtaken credit card transactions in 2010 in Kenya.	
15. In more developed countries mobile money services do not have a future.	

## Environment protection

### 1. Under the Hole in the Sky

**0** Maria Alvarado can tell whether it's a green-light day or an orange-light day or, as happens more frequently these days in the Chilean town of Punta Arenas, the world's most southerly city, a red-light day. Alvarado, 35, works 12-hour shifts in the streets of Punta Arenas keeping track of parked cars. She knows what it means when the sky turns white and the windows and the sea becomes blinding. It means the hole in the Earth's ozone layer is right overhead: it's a red-light day.

**1** To the rest of the world, the ominously expanding Antarctic ozone hole was dispatched with the worldwide ban on the use of ozone-depleting substances in 1987. To the 120,000 residents of Punta Arenas, the ozone-hole is a local nightmare. Each spring it still swells to about the size of North America. As variable as the weather, the hole makes sudden visits to the city. For days at a time, the sun's harsh ultraviolet rays, with no ozone shield to stop them, beat directly down on residents.

**2** A few decades ago sunburns and skin cancer were virtually non-existent in this cloudy, windy region. The expanding ozone hole changed all that. Skin cancer has soared 66 percent in the past seven years. Since UV-related disorders take decades to surface, the true impact may not be known for decades. "It's like being placed on top of a high mountain without any time to acclimatize," says the city's only dermatologist.

**3** In 1998 health department officials devised the "solar stoplight" to give residents warning of intense periods of UV radiation. From September to December they activate actual stoplights in schools and businesses and issue updates to newspapers, television and radio stations. The solar stoplight has four colors: green (normal), yellow (wear a hat and sunglasses), orange (apply sunscreen) and red (stay in the shade "as much as possible"). But the vast majority of residents ignore the color-coded warnings. A recent survey revealed that more than 60 percent of residents have never used sunscreen and only 42 percent even own sunglasses.

**4** To raise awareness, local authorities have organized workshops for people who work outdoors. The health department's ozone education program tells citizens that they should learn to live with the ozone hole as if "it's our friend." "There is nothing else they can do," says director Lidia Amarales. More stoplights and education projects are planned, but resources are limited.

**5** Chilean government officials and environmental groups are calling on the international community to dole out funds for monitoring of and research on the ozone's impact on the region's people and the ecosystems. "The world definitely owes some of these countries economic relief," says Marco Pinzon, coordinator of the UN's Latin America ozone program. Industrial nations, after all, caused the ozone loss in the first place with their use of refrigerants, aerosol sprays made with CFCs and other ozone-depleting substances. Although worldwide consumption of CFCs has fallen by 80 or 90 percent, the ozone hole won't begin shrinking for at least another five years and won't recover fully until 2050, scientists say. It may take longer still, say environmentalists, if the protocol isn't modified to include new ozone-depleting substances not covered in the treaty, or if the worst-case predictions of global warming are true.

### Task 1

Read the article and match the subtitles with the correct paragraphs. Write your answers in the table according to the example (0). There is one extra heading you don't need to use.

#### SUBTITLES

- A. Training for the locals
- B. A car park attendant's observations
- C. The responsibility of the developed world
- D. The establishment of a warning system
- E. Chile's special geographical situation
- F. The health impacts of the ozone hole
- G. Consumption of CFCs in Chile

<i>0</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>B</i>					

### Task 2

Read the text again and provide short answers to the questions according to the example (0), in no more than 7 words.

QUESTIONS	ANSWERS
Why is it dangerous to go out in Punta Arenas on a red-light day?	<i>0. the ozone hole is over the city</i>
What harmful health effect of the radiation can be seen today in Chile?	6.
What measures has the health department taken to make residents better-informed?	7. 8.
How does the population react to the advice issued by the authorities?	9.
What should the developed countries do to help Chile and countries in a similar position?	10.



## 2. The Rain Farm

- 0) Northern Queensland, Australia, is known for its beautiful ocean reefs, man-eating crocodiles, and virgin rain forests. This East-Coast area receives Australia's highest amounts of rainfall. The region has also been making headlines as home to the world's first rain farm. Close to Innisfail, Queensland, where the rain forest areas remain untouched and protected by the World Heritage Authority, a group of private investors run a rain farm on 580 acres of mountainous terrain.
- 1) "Simply put, we collect rainwater at our farm and bottle it to sell to customers, mainly in Australia," says Perry Grewar, managing director of Rainfarms Australia Ltd. "However we are very particular about the kind of rainwater we gather. We only collect downpours from tropical showers that come in off the ocean along our East Coast." Moisture-laden clouds travel over thousands of miles of ocean until they collide with Queensland's highest mountain range and unload their bounty over the rain forest. "We don't collect water from rain clouds that come in from the west because the rain might have dust contaminants from traveling over the land," Grewar explains. "We also don't collect rain that results from cyclones, because it might have a high sodium content that would be undesirable".
- 2) To gather the rain, the company has installed more than 5,000 specially designed collectors up the side of a mountain. Made from food-grade plastic, each collector panel is about six feet long. The collectors, which are all connected, are turned upside down when not in use. This keeps foreign material such as leaves, bird droppings and dust impurities from settling in the collection bins and contaminating rainwater. When the right kind of rain comes along, the collectors are turned over, either manually or automatically, to catch rain. Each panel collects two pints of rainwater for each millimetre of rainfall. The water is passed through an initial filter to remove any foreign matter before entering the collection system.
- 3) This water then enters foodgrade polypipe and flows by gravity down to a pre-storage filtration system that removes particles more than 10 microns in size. Water is held in a 660,000-gallon storage system. Next, 5- micron particles are filtered out of the water. Upon entering the bottling factory of Rainfarms Australia, filters remove foreign material sized to 0.2 microns. "This is actually a high level of filtration that removes virus and bacteria contamination," Grewar explains. "It's quite an incredible process. In addition, we use ultraviolet light to ozonise the water to absolutely guarantee that nothing foreign gets through. Consumers get 100-percent natural rainwater".
- 4) "From the time rain falls from the sky in north Queensland, we can collect, bottle, package and place the water in the back of a truck in 20 minutes," Grewar adds. "Then we begin the job of distributing it to our fast-growing list of customers".

### Task 1

Read the article and match the subtitles with the correct paragraphs. Write your answers in the table according to the example (0). There is one extra heading you don't need to use.

#### SUBTITLES

- A. To produce drinking water is a fast process
- B. The procedure to guarantee good quality water.
- C. The technology to collect the right kind of rain.
- D. Northern Queensland boasts a privately run rain farm.
- E. The health benefits of rain water.
- F. The collected rain is carefully controlled.

<b>0.</b>	1.	2.	3.	4.
<b>D.</b>				

### Task 2

Read the text again and provide short answers to the questions according to the example (0).

QUESTIONS	ANSWERS
<b>Who runs the farm?</b>	<b>0. A group of private investors</b>
Why have they chosen Queensland to house the rain farm?	5.
	6.
What sort of rainwater do they collect?	7.
What sort of rainwater is not collected?	8.
	9.
Why are the collectors kept upside down when not in use?	10.

### 3. Deluge of criticism greets irrigation plan

EGYPT plans to divert up to the tenth of the flow of the Nile to irrigate its Western Desert. But hydrologists say that this mammoth engineering project, which will cost some £1.2 billion and take twenty years to complete, is a waste of water and money.

Currently, Egypt controls the flow of the Nile at the Aswan High Dam. The dam can hold back the rains that come with the summer flood – around 85 cubic kilometres of water – and release it gradually. This allows farmers in the Nile valley and its delta to grow crops all year round.

The new scheme aims to repeat that success in the Western Desert's New Valley. Between 2 and 9 cubic kilometres of water a year would be pumped out of the reservoir, through a 5-kilometre tunnel, into a canal. The water would have to be raised 55 metres, requiring the world's largest pumping station. The scheme was unveiled last week by President Hosni Mubarak at Toshka, which lies on the banks of the reservoir behind the Aswan Dam.

Hydrologists familiar with the area cannot understand Mubarak's decision." This scheme is unfounded, a national fantasy", says Tony Allan of the University of London's School of Oriental and African Studies. "The reservoir is now full for the first time since 1980. So they feel they have to use every drop of water." But he points out that in 1987, 20 years ago, a drought meant that a quarter of the farmers in the Nile valley came within a few weeks of being denied water for irrigation. "Both Sudan and Ethiopia are planning to build more dams upstream, so Egypt is going to have less water, rather than more," adds Declan Conway, a hydrologist at the University of East Anglia in Norwich.

Farouk El-Baz, an Egyptian hydrologist now at Boston University in the US, says it makes sense to irrigate good soils close to the reservoir. But he does not believe that the canal is justified. The plan is to build an 800-kilometre canal running north to the oasis at El Kharga and then northwest to Farafra. "The canal would suffer big evaporation losses. Even worse, this is an area of very large moving dunes. You would need an enormous programme to stop the canal filling with sand," says El-Baz.

Egypt has made repeated attempts to irrigate its deserts since the 1960s. But the results have been a disappointment. A major problem is that irrigated areas tend to become waterlogged. One scheme was tried in the 1960s, in an area called Liberation Province, west of the Nile delta, brought water to 350,000 hectares of desert. But only a third of this area was still producing crops by the end of the 1970s.

El-Baz warns that the new scheme is likely to face similar problems because most of the New Valley oases are in depressions with poor drainage. Fields would become waterlogged and pools would become breeding grounds for mosquitoes," he says.

Allan and other experts consulted by *New Scientist* say that Egypt would be better advised to invest in efforts aimed at using water more efficiently in the existing irrigated areas in the Nile delta, where soils and drainage are better.

### Task 1

Read the text and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
<b>0. The article is against the new Nile irrigation plan.</b>	<b>T</b>
1. The interviewed hydrologists agree in their criticism of the plan.	
2. The biggest problem is the huge cost of the scheme.	
3. The solution is to manage irrigation more efficiently.	

### Task 2

Read the text again and complete the table with your short notes (based on the text) with no more than 5 words, according to the example (0).

PARAMETERS OF THE PROJECT	
location of the new dam	<b>0. New Valley, Western Desert, Egypt</b>
expected volume of water / year	4.
height of water elevation	5.
PROBLEMS TO BE EXPECTED	
regarding the Nile	6.
regarding the canals	7.
	8.
regarding the soil	9.
regarding the remaining pools	10.

#### **4. Protection needed for 'marine Serengetis'**

*Efforts to conserve threatened marine creatures such as sharks and turtles should concentrate on so-called hotspots of biodiversity, according to a new scientific study.*

Researchers from Germany and Canada discovered that certain areas of the ocean seem to teem with many different species and that these locations should be developed as marine reserves.

The scientists' modelling shows that preventing fishing in these "parks" would be the most efficient way of enhancing the survival prospects of those fish and other marine animals now threatened with extinction.

The team, led by Dr Boris Worm from the Institute for Marine Science in Kiel, publishes its findings in the journal *Proceedings Of The National Academy Of Sciences* (PNAS).

##### **Plundered seas**

It is well known that on land, some places are far richer in species than others; a couple of examples are tropical rainforests and savannah watering-holes. Many of these areas have now been turned into protected parks.

But Dr Worm and colleagues have shown this concentration of life to be true also of the oceans. Although scientists have long suspected this to be the case, the new study is said to be one of the first to put some hard data to the idea.

"This is like the watering-holes in the Serengeti, where you have lions and leopards and gazelles and wildebeest and all species congregating at a relatively small spot," Dr Worm said.

"We've looked for these spots in the open ocean," he told BBC News Online.

And they found them. By using records compiled over many years by scientific observers on long-line fishing boats, Dr Worm's team discovered that there are places in the ocean that really are the marine equivalents of the Serengeti, rich in species like tuna, swordfish, shark and billfishes.

Many of these organisms are under threat of extinction - some of the large predatory species have seen their numbers decline by 90% in living memory.

##### **Wasted effort**

The hotspots tend to lie in regions where the tropical and temperate oceans meet, and coincide with features like reefs and underwater mounts where there is also a diversity of plankton and smaller fish.

"We see the ocean as a seemingly uniform, monotonous landscape which is just plain water," Dr Worm said.

"We find out more and more that this is not true. The ocean has structure; this structure is imposed by differences in temperature, in salinity, in different hydrographic features."

Dr Worm's team has run computer models showing that locating marine reserves in hotspots would be a highly efficient way of preserving the spectacular predators of the open ocean.

"If you preserve the wrong area, if you close it off from fishing - fishermen go elsewhere and then they may go to an area which has high diversity and where they cause increased harm.

"If you protect the right areas, you do conservation most efficiently."

### Task 1

Read the text and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
<b>0. A lot of people thought that the fauna of the ocean is the same everywhere.</b>	<b>T</b>
1. Some species of ocean predators are nearly extinct.	
2. The best way to protect the oceans' wildlife if the same protection is given to all the territories.	
3. Computer models help to locate hotspots in the ocean.	

### Task 2

Read the text again and provide short answers to the questions according to the example (0).

QUESTIONS	ANSWERS
What territories are mentioned as areas especially rich in wildlife?	<b>0. Ocean hotspots</b>
	4.
	5.
Where can we find areas of high biodiversity in the ocean?	6.
	7.
	8.
	9.
What do differences in water salinity, temperature and in hydrological features determine?	10.

## 5. Red alert over rare species

The well-known "Red List" that details which species are threatened with extinction is inaccurate, according to a new assessment. It concludes the list fails to reflect the true threat to species, by not taking full account of the threat posed by people.

The Red List, which is compiled by the World Conservation Union (IUCN), estimates a species' risk of extinction mainly on the basis of its population size, rate of decline and geographic range.

But Alexander Harcourt and Sean Parks at the University of California, Davis, argue that this is not enough. They compare an endangered species to a house that has been left unlocked. The house is vulnerable to burglary, but it only becomes threatened when there is a burglar nearby. In the same way, a small population of animals susceptible to extinction only becomes actively threatened when it is being poached or its habitat is destroyed. Harcourt and Parks advocate modifying the Red List criteria to include local human population density.

Although a large number of people nearby may not in itself be a threat, they argue that hunting, pollution and habitat destruction, for example, are all likely to increase as people encroach on wildlife. What is more, data on human density is readily available. "We have the numbers, why not use them?" says Harcourt.

Low to high

To illustrate their point, the researchers reassessed 200 primate species from the 1996 Red List. They found that 17 species designated as being at relatively low risk by the Red List should now be reassigned as high priority. Two such species are Wied's tufted-ear marmoset (*Callithrix kuhlii*) and the golden lion tamarin (*Leontopithecus rosalia*) from South America. Contrary to the expectations of many, the researchers also found that two high-profile species, the gorilla and the pygmy chimpanzee, or bonobo, should be downgraded to a lower level of threat.

But Craig Hilton-Taylor, Red List Programme Officer based in Cambridge, England, says that the IUCN has already introduced a specific classification system for threats such as human density. The system runs in parallel to the main Red List classification. Besides, part of the Red List's value is that you can make comparisons with past assessments, he says, and modifying the criteria would make this impossible. "We've been asked by everyone, please don't change the system again," says Hilton-Taylor.

Harcourt maintains that making explicit threats part of the criteria is not only more accurate, it may also help highlight future problems. Matt Walpole, a conservation researcher at the University of Kent at Canterbury, England, agrees: "Where [population] data is lacking, it might be a useful way of flagging up potentially threatened species."

### Task 1

Read the text and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
<b>0. According to American researchers, the Red List needs to be re-assessed.</b>	<b>T</b>
1. Harcourt and Parks would like to add one more risk factor to the Red List.	
2. Researchers in Cambridge, UK, oppose the changes only because they claim it unnecessary.	
3. As a result of the new classification, all endangered species had to be put into a higher risk category.	

### Task 2

Read the text again and complete the table with your short notes (based on the text) with no more than 4 words, according to the example (0).

	NOTES
Previous criteria for assessing the risk of a species' extinction	<b>0. its population size</b>
	4.
	5.
New criterion to be included	6.
Advantages of new criterion	more exact
	7.
Forms of danger humans can cause to wildlife	8.
	9.
	10.



## 6. What are eco-plastics?

Every year, U.S. landfills handle tens of billions of tons of plastic. And in this case "handle" means "do nothing with" -- plastic just sits there undisturbed for hundreds of years. The microbes that degrade other trash don't want to do anything with plastic, the environmental danger, which is fuel based, requires lots of energy to produce and it clogs up landfills for what might as well be forever.

The danger of plastic-laden landfills has sparked the move from plastic to paper grocery bags, cardboard instead of plastic for prepared foods and products like the exclusive-to-Japan Toyota Raum -- a car whose interior boasts some "eco-plastic" components.

Eco-plastics seem to be the next step in greening our lives. They come in all different forms. Some are simply plastics made all or partially from recycled traditional plastics. Traditional petroleum-based plastics are the kind that sits in landfills for centuries. These "eco-plastics" aren't any more biodegradable than the non-recycled kind, but they have the environmental benefit of keeping a lot of that non-biodegradable stuff out of landfills in the first place.

But when people talk about environmentally friendly plastic, they're more often talking about "bioplastics," a very different group of materials. Bioplastics are made from biological material instead of from fossil fuels, and they're supposed to have very different properties from traditional plastics. There's also a pretty new subgroup of miscellaneous plastics made with synthetic materials that might react differently in landfills from the regular stuff.

### *Green features of different types of eco-plastics*

*Recycled traditional plastic* is composed of varying percentages of "virgin" (non-recycled), traditional plastic. The eco feature here is that all that virgin plastic is reused to make your lawn furniture instead of being thrown into a landfill. This type is no more biodegradable than the original, though.

*Bioplastic* is made from plant material and it should degrade relatively quickly in landfills and, in some cases, compost bins. The most common forms are starch-based (often corn starch), like polylactide (PLA) plastic, which is the most common form. You'll find PLA in things like biodegradable food-service trays and disposable cups. Polyhydroxyalkanoate (PHA) plastic uses starch also, typically from corn or sugarcane or beetroots, and it shows up in things like cosmetics bottles. Cellulose-based plastics are made of cellulose, the main component in plant tissues. You'll also find bioplastics made from soy protein or lactic acid.

Finally, there are several recent plastics innovations that make up the "*miscellaneous*" category. ECM Biofilms has come up with a way to add microbe-attracting pellets during the manufacturing process for traditional plastics, causing the end product to degrade faster in landfills.

While all of these eco-plastics offer some type of environmental benefit over traditional plastics, the issue ultimately comes down to theory versus practice. In theory, these plastics are biodegradable. But since they're quite new, at least in industrial terms, the long-term research is still lacking.

**Task 1**

Read the text and complete the table with your short notes (based on the text) with no more than 7 words, according to the example (0).

	NOTES
Yearly amount of plastics in US landfills	<i>0. billions of tons</i>
Environmental danger of plastic production	1.
	2.
Alternative wrapping materials used instead of plastic	3.
Disadvantage of recycled plastic	4.
Characteristics of bioplastic	5.
	6.

**Task 2**

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
<i>0. Japan has come up with a car made of eco-plastic elements.</i>	<i>T</i>
7. Corn and sugarcane are typically used for polylactide plastic. (PLA).	
8. Bioplastic is produced by extracting microbes from traditional plastics.	
9. Several new groups of ecoplastics are under development.	
10. The long-term behavior of eco-plastic needs to be monitored.	

## 7. Future of Sellafield plant in doubt

British Nuclear Fuels (BNFL) has acknowledged that the Sellafield nuclear plant in Cumbria is to shift focus from reprocessing spent nuclear fuels to managing radioactive waste. Its statement comes in response to a newspaper report which suggested that Sellafield's Thorp reprocessing plant – which converts spent fuel rods into uranium and plutonium – would close by 2010. Closure would have both symbolic and practical implications for the future of the nuclear industry in Britain.

Nuclear reprocessing was once seen as the key to almost unlimited power generation. Britain has built its nuclear industry largely on reprocessing waste for other countries – countries which may now have to reconsider the future of their own nuclear industries, as they cannot deliver their waste to Britain.

Hopes dashed

In its statement, the BNFL said its current order book of contracts extends to 2010 – but refused to confirm that was the date envisaged for the closure of Thorp's reprocessing activities. "Although the focus of the Sellafield Site is shifting from commercial reprocessing to clean up and managing the historic legacy, BNFL has made it absolutely clear that all existing reprocessing contracts will be honoured and fulfilled," it said.

Any future role for Thorp, it said, will depend "upon the wishes of our customers, the Nuclear Decommissioning Authority (NDA) which will take over the ownership of the site in 2005 and ultimately the sanction of government". David Bonsor, acting chief executive of British Nuclear Fuels, told BBC News 24 that 2010 was "our current planning assumption limit". He said: "If customers want business beyond 2010, then that's a decision for them to come to us and ask us for that business and we'll talk to the NDA."

The great hopes once invested in nuclear power generation from reprocessing have foundered on high relative costs, public fears about safety and proliferation, and difficulties in disposing of highly radioactive waste. BNFL itself has liabilities now estimated at £41bn – forcing it to hand over ownership to the NDA.

Anger

Currently there are two reprocessing plants at Sellafield – the Magnox reprocessing plant, for fuel from the first generation of British reactors, and Thorp, which opened as a nuclear reprocessing plant in 1994, used mainly for reprocessing waste delivered from abroad.

Martin Forward, spokesman for Cumbrians Opposed to a Radioactive Environment (Core), said the Thorpe plant was hailed as having a lifespan of at least 25-30 years. He said: "We would be pleased if reprocessing stopped sooner than BNFL wanted it to and moved towards a clean-up, which is desperately needed.

"We are angry as well. When the plant was in the planning stage, BNFL said there was a massive amount of business out there, but the reality is that they have never managed to pick up more business for the plant."

### Task 1

Read the text and provide short answers to the questions according to the example (0), in no more than 7 words.

QUESTIONS	ANSWERS
<b>0. How many nuclear plants are there in Sellafield?</b>	<b>Two</b>
1. Which plant is going to be closed down?	
2. How are foreign countries affected by the closure?	
3. How profitable is nuclear industry in Britain?	

### Task 2

Read the text and decide which organisations the statements refer to. Write your answers in the table according to the example (0). There are **7 correct answers** (excluding the example).

STATEMENTS	BNFL	NDA	CORE	GOVERNMENT
<b>0. Opposes nuclear power stations</b>			<b>X</b>	
Wants to stop nuclear reprocessing				
Seller of the nuclear plant				
Buyer of the nuclear plant				
Made false business promises about benefits of nuclear power station				
Decision about the plant will be in their hands				

## 8. Britons 'in favour of wind farms'

Three-quarters of Britons believe wind farms are necessary to help meet demand for energy, a survey by the British Wind Energy Association suggests. The body claims the vast majority of the public feels the need for clean sources of renewable energy. The study also suggests 70% of those polled would support the creation of a wind farm in their area. But opponents of wind farms say they are unsightly and point out that wind is an unreliable source of power.

Two surveys have been merged into the study: one by World survey on behalf of BWEA, and one by ICM Research on behalf of Greenpeace. Both polls were carried out in the month of August, each involving 1,000 adults.

Chief executive, Marcus Rand, said: "Time is running out on climate change and wind power is essential to averting its potential impacts. Britain has the best wind resource in Europe - it's everlasting, on our doorstep and ready to use now. By embracing wind, we will increase our nation's energy security and create thousands of new jobs in Britain, but we need to act now."

The chair of campaign group Country Guardian, Angela Kelly, told BBC News Online: "Most of the public have not studied the facts. But the more the public discover the truth about wind farms, the less they want them. The Achilles' heel of wind power is you cannot predict it even 10 minutes in advance, so it has to be backed up at all times by a secure supply of electricity and you cannot afford to shut down any existing power plants.

"We already have more than 1,100 wind turbines in this country and they do not even produce enough juice to run one factory. The power generated is at such a high cost that it is only economically viable by virtue of a package of subsidies that, according to official figures, will be worth £1bn in 10 years' time. This must be found from the consumer to boost the profits of a few multinational corporations and shrewd investors."

Ms Kelly added: "I am not prepared to see inappropriate and unnecessary industrialisation reduce the UK's unique and varying landscape to a common denominator of cloned mechanical monsters."

Members of the public sympathetic to wind power stations will be able to sign a petition at the Embrace The Revolution website, and the names of every supporter will go on four new turbines to be set up in 2009.

The architects behind the London Eye, David Marks and Julia Barfield, said they believed the current wind turbine technology represented the best environmentally sustainable and economically viable source of renewable energy.

"That is why we are actively exploring ways to incorporate wind turbines within landmark buildings that we are designing today," they added.

TV botanist David Bellamy recently led a march in south Wales to oppose plans to build wind turbines on a mountain. The protest was led by campaigning group Save Our Common Mountain Environment (Socme), which claims that wind farms will push up energy prices and that they ruin landscapes and kill birds and bats.

They also say that wind is an unpredictable and therefore unreliable source of power, and the turbines can be damaged or even knocked down by storms.

But some local communities have reacted positively to the introduction of the turbines. Margaret Munn, a councillor in Ardrossan, Ayrshire, said her community had "overwhelmingly accepted" a new wind farm, contrary to her expectations and wishes. "Instead of spoiling the landscape, locals believe it has been enhanced," she said, "simply by being impressive-looking. They also bring a calming effect to the town and, contrary to the belief that they would be noisy, several people find them to be silent workhorses."

**Task 1**

Read the text and decide if the persons listed support or subject wind farms. Write your answers in the table according to the example (0).

	NAMES	SUPPORT	OBJECT
0.	Marcus Rand	X	
1.	David Bellamy		
2.	David Marks		
3.	Julia Barfield		
4.	Margaret Munn		
5.	Angela Kelly		

**Task 2**

Read the text again and provide short answers to the questions according to the example (0), in no more than 6 words.

QUESTIONS	ANSWERS
Who took part in the study?	0. BWEA and Greenpeace
What is the most serious technical argument against wind power stations?	6.
How do architects plan to design new landmark buildings?	7.
What will happen if somebody signs the petition in favour of wind power stations?	8.
Why can wind turbines improve the landscape?	9.
Why does Ms Kelly say that multinational companies will benefit from generating wind power?	10.

## **9. Replant trees you chopped down, council tells builders**

A DEVELOPER is to be told to replant a "millennium woodland" after chopping down more than 100 trees without permission.

The city council is to take action after investigating the destruction of the community woodland in Craigmillar.

The authority was called in by residents who watched in horror as builders began hacking down the trees last month. But by the time officials intervened only around ten per cent of the trees remained standing.

The developer has said it believed it had permission to chop down the trees on what it described as "horrible scrubby wasteland".

They had been planted on the council-owned park - which lies directly next to the Aspect housing development - in 2000 as part of a UK-wide initiative.

Thistle Developments, the firm transforming the former Craigmillar Brewery site at Peffermill Road, not only faces having to replant the entire woodland, but also a claim for up to £50,000 in compensation from the council.

The developer today continued to insist it did not believe it had done anything wrong, saying it had struck an agreement with the local authority to create a new "landscaped parkland" next to the new homes.

Some of the homes in the new Aspect development, which will feature more than 230 new homes in three blocks of flats with an average price of around £150,000, are expected to boast views of Arthur's Seat and the Pentland Hills.

A report for councillors states: "No permission has been granted by the council for Aspect to carry out any work on council-owned land within Cairntows Park. Planning permission has been granted to Aspect for work on their own land adjacent to Cairntows Park. They have been instructed to stop work on council-owned land in Cairntows Park and further action is being taken to pursue the question of the restoration of the site."

City environment leader Robert Aldridge added: "Discussions between the developers and the council are due to take place in the near future. It is hoped that an agreement will be reached regarding compensation."

Local Labour councillor Maureen Child added: "It would seem perfectly appropriate for the council to ask for compensation bearing in mind the amount of inconvenience this has caused."

However, Derek Stephen, managing director of Aspect Scotland Limited, a subsidiary of Thistle Developments, said: "If we have to reinstate this area we will do so, but we have been under the clear impression that we had approval to carry out work on this land.

"This was pretty horrible scrubby wasteland and we were going to carry out major landscaping improvements to the area.

"We've still to meet the council but as far as I'm concerned we've done nothing wrong and I don't see why we should have to pay the council compensation."

### Task 1

Read the text and decide if the persons or organisations listed argue for or against paying council compensation. Write your answers in the table according to the example (0).

ORGANISATION OR PERSON	FOR COMPENSATION	AGAINST COMPENSATION
0. <i>Councillor Maureen Child</i>	X	
1. Local people		
2. City council		
3. Thistle Development		
4. Aspect Scotland Limited		

### Task 2

Read the text again and provide short answers to the questions according to the example (0), in no more than 4 words.

QUESTIONS	ANSWERS
<i>How many trees did the builders cut down?</i>	0. <i>more than 100</i>
How much of the trees did people save?	5.
When were the trees planted?	6.
What did the developers think about the area they cleared?	7.
What did the developers believe about the permission to cut the trees?	8.
What did the developers want to do with the cleared area?	9.
What does the council want the developers do to the area?	10.



## **10. Sustainable Growth - Interface, Inc.**

Ray Anderson has spent most of his life as an environmental vandal. He has devoted his career - the better part of four decades - to mastering the black magic of the 20th century: He takes huge lakes of petroleum and spins them into elegant brocades.

The petroleum, which took millions of years to make, is irreplaceable. The brocades - beautiful woven fabrics that carpet offices and corridors from the U.S. Capitol to MTV headquarters - will last forever. After just 10 years, most of that fabric will end up in the dump.

Indeed, Anderson's success has been marked by a kind of galloping environmental appetite. He is the 63-year-old founder and CEO of Interface Inc., an Atlanta-based company with 7,300 employees. Its business: turning petrochemicals into textiles. In 26 factories on four continents, Anderson's looms produce a million pounds of synthetic carpet and fabric every day - along with more than seven tons of air pollutants every year.

Ray Anderson is a certified captain of industrial capitalism. He is also becoming one of the nation's leading environmentalists, a radical who makes the folks from Greenpeace look timid.

Four years ago, Anderson made a decision that changed the course of his carpet company, and that could transform the nation's economy. He decided that Interface would become, as he put it, "the first fully sustainable industrial enterprise, anywhere." Anderson decided that his petrochemical conglomerate would become 100% environmentally friendly.

His vision for the 21st century: Interface would no longer use virgin nylon yarn to stitch its fabrics. Interface's factories and offices would use power from renewable sources only. Interface would produce zero waste; indeed, it would reclaim its own products and use them as raw material for new textiles. And Interface would pull its suppliers and customers into its sustainability orbit, insisting that the products it bought be recyclable and nontoxic, pushing clients to think differently about carpeting - and about their own businesses. "I want to pioneer the company of the next industrial revolution," says Ray Anderson.

Anderson wants to turn the entire U.S. economy inside out. Companies would consume their own waste. Landfills, after all, are best seen as a yardstick of the failure of human ingenuity. In nature, there is no garbage; everyone's waste becomes someone else's food.

Anderson's thinking is so advanced, and the efforts at Interface are so far along, that Interface ranks as the most highly evolved big company in the country today. In terms of combining social responsibility and economic growth, no one comes close. At Interface, social responsibility and growth have become the same thing.

From 1995 to 1996, sales at the publicly traded company grew from \$800 million to \$1 billion. During that same period, the amount of raw materials used by the company dropped almost 20% per dollar of sales. Which means, says Anderson, "The world just saw the first \$200 million of sustainable business."

Of course, you can't fully transform a modern industrial enterprise in just a year or two. However, a dramatic change has already taken hold at the company. From the factory floor to the R&D lab, sustainability has become as important a consideration in every business decision as profitability. Interface, for instance, has developed a new idea about carpeting and

customers: It wants to lease carpet instead of selling it. The company would make, install, and maintain the carpet, take it back from customers, and then turn the old carpet into new carpet.

Ray Anderson is going to be one of those people you look back on and say, 'He changed the world.'

### Task 1

Read the text and complete the summary with no more than 3 words each based on the text, according to the example (0).

SUMMARY SENTENCES	COMPLETIONS
Ray Anderson has worked with petroleum for ...	0. <i>40 years</i>
The fabric of carpets is made of ....	1.
According to his plans, Anderson intends to turn his company ....	2.
Future companies wouldn't produce .....	3.
In Anderson's company the two most important issues are ....	4.
	5.

### Task 2

Read the text again and use it to decide if the statements are true (T) or false (F). Write your answers in the table below according to the example (0). Please note that if all your answers are marked as true or as false, your answers will be disqualified.

STATEMENTS	TRUE or FALSE
0. <i>Black magic is petroleum.</i>	<i>T</i>
6. Brocade carpets made with virgin nylon are harmful for the environment.	
7. Anderson's company is absolutely green.	
8. The company is going to reuse its own products.	
9. Enterprises can become economically sustainable in 1-2 years.	
10. Interface Inc. has started leasing carpets to their customers.	

## WRITING TASKS

### Task 1: table description

1. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

**Venezuela Poverty Rates (1997-2006)**

Year / Time Period	Households (% of total declared)		Population (% of total declared)		
	Poor	Extremely Poor	Poor	Extremely Poor	
1997	1st Half	55.6	25.5	60.9	29.5
	2nd Half	48.1	19.3	54.5	23.4
1998	1st Half	49.0	21.0	55.4	24.7
	2nd Half	43.9	17.1	50.4	20.3
1999	1st Half	42.8	16.6	50.0	19.9
	2nd Half	42.0	16.9	48.7	20.1
2000	1st Half	41.6	16.7	48.3	19.5
	2nd Half	40.4	14.9	46.3	18.0
2001	1st Half	39.1	14.2	45.5	17.4
	2nd Half	39.0	14.0	45.4	16.9
2002	1st Half	41.5	16.6	48.1	20.1
	2nd Half	48.6	21.0	55.4	25.0
2003	1st Half	54.0	25.1	61.0	30.2
	2nd Half	55.1	25.0	62.1	29.8
2004	1st Half	53.1	23.5	60.2	28.1
	2nd Half	47.0	18.6	53.9	22.5
2005	1st Half	42.4	17.0	48.8	20.3
	2nd Half	37.9	15.3	43.7	17.8
2006	1st Half	33.9	10.6	39.7	12.9
	2nd Half	30.6	9.1	36.3	11.1

National Institute of Statistics, Venezuela

#### The words to use:

also by category decade	divide fall for example give	sharp <del>table</del> trend
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This is a **table** (0) showing poverty rates in Venezuela between 1997 and 2006.

2. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

**World Economic League 2013**

Rank, 2012	Rank, 2022	Country	2012 \$ GDP (billions)	2022 \$ GDP (billions)
1	1	United States	15,643	23,496
2	2	China	8,249	19,516
3	3	Japan	5,936	7,375
4	6	Germany	3,405	4,275
5	9	France	2,607	3,185
6	8	United Kingdom	2,443	4,061
7	5	Brazil	2,282	4,389
8	13	Italy	1,999	2,173
9	7	Russia	1,954	4,242
10	4	India	1,834	4,935
11	11	Canada	1,777	2,511
12	14	Australia	1,533	2,014
13	17	Spain	1,355	1,385
14	15	Mexico	1,188	2,005
15	12	Korea	1,151	2,304

*Source: Centre for Economics and Business Research*

**The words to use:**

according to for example growth improve	increase position predict slight	table value while
--	---	-------------------------

This is a **table** showing the world economic league in 2013.

3. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which contain comparisons.

**Population and GDP of the G8, 2014**

	Population		GDP		GDP per capita
	millions	%	US \$ (billions)	%	US \$
<b>World</b>	<b>6,379.2</b>	<b>100.0</b>	<b>55,500</b>	<b>100.0</b>	<b>8,700</b>
<b>G8</b>	<b>857.8</b>	<b>13.4</b>	<b>25,516</b>	<b>46.0</b>	<b>29,744</b>
United States	293.0	4.6	11,665	21.0	39,807
United Kingdom	60.3	0.9	1,877	3.4	31,142
Canada	32.5	0.5	1,007	1.8	30,971
Japan	127.3	2.0	3,835	6.9	30,115
France	60.4	0.9	1,804	3.3	29,859
Germany	82.4	1.3	2,310	4.2	28,025
Italy	58.1	0.9	1,610	2.9	27,730
Russia	143.8	2.3	1,408	2.5	9,793
<b>Non-G8</b>	<b>5,521.3</b>	<b>86.6</b>	<b>29,984</b>	<b>54.0</b>	<b>5,431</b>

*Source: The World Factbook*

**The words to use:**

account for also compare give	large low percentage row	<del>show</del> value while
--	-----------------------------------	-----------------------------------

This is a table **showing** the population and GDP of the G8 countries in 2004.

4. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

### Agricultural Production Expenses, 2007 and 2012

	2007	2012	%
	(\$ billions)		change
<b>Total</b>	<b>241.1</b>	<b>328.9</b>	<b>36.4*</b>
Feed	49.1	75.7	54.2*
Livestock and poultry purchases	38.0	41.6	9.4
Fertilizer	18.1	28.5	57.6*
Hired labor	21.9	27.0	23.4*
Cash rent	13.3	21.0	58.2*
Seeds	11.7	19.5	66.0*
Supplies and repairs	15.9	18.9	18.7*
Gasoline, fuels, and oils	12.9	16.6	28.4*
Chemicals	10.1	16.5	63.4*
Other	50.1	63.7	27.1*

Source: USDA NASS, 2012 Census of Agriculture.

\*Statistically significant change.

### The words to use:

by column compare express	high increase over <del>source</del>	such as total trend
------------------------------------	---	---------------------------

The source of the table is USDA NASS, 2012 Census of Agriculture.

5. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

**Hourly wage by gender and industries in Brazil (in Brazilian real)**

Activity	1978		2007	
	Men	Women	Men	Women
Agricultural	14.86	6.49*	3.10	0.91*
Transformation Industry	38.11	17.42*	7.12	4.33*
Construction	23.21	38.82*	4.72	19.72*
General Industry	31.46	33.10	10.45	11.02
Commerce	38.26	21.81*	6.48	4.83*
Services	40.00	12.30*	7.65	3.56*
Transportation	32.67	26.39*	7.28	7.45
Social Services	74.35	32.77*	13.45	8.26*
Public Administration	50.08	45.15*	12.02	10.99*
Other Activities	78.14	38.85*	9.12	7.04*

*Brazilian Institute of Geography and Statistics*

**The words to use:**

by <del>column</del> compare decrease	except for give high most	sharp significant difference
--	------------------------------------	------------------------------------

Example: The first **column** presents the different industries in Brazil.

6. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

Internet sales per shopper 2014-2015			
	Sales per shopper 2014	Sales per shopper 2015	Increase in sales per shopper
UK	£1,071	£1,174	9.6%
Germany	£890	£1,023	14.9%
France	£767	£847	10.4%
Spain	£458	£499	8.9%
Italy	£444	£485	9.2%
Netherlands	£613	£663	8.1%
Sweden	£539	£588	9.1%
Poland	£181	£206	14.2%
Europe*	£738	£820	11.1%
U.S.	£1,043	£1,120	7.4%
Canada	£731	£780	6.8%

[www.econsultancy.com](http://www.econsultancy.com)

**The words to use:**

almost different each express	from high increase per cent	row slight <del>topic</del>
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Example: The **topic** of the table is internet sales per shopper between 2014 and 2015.



7. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons

**Energy Demand in China's Road Transport Sector**  
(million tonnes)

	2000	2001	2002	2003	2004	2005
Gasoline	36.86	38.55	40.24	43.17	46.30	49.65
Diesel	19.72	21.68	24.71	27.49	31.32	33.92
CNG	0.12	0.20	0.44	0.62	0.79	0.97
LPG	0.40	0.56	0.63	0.74	0.74	0.74
Bioethanol	0	0	0.17	0.34	0.51	0.68
Total	57.10	60.99	66.18	72.35	79.66	85.96

(CNG – Compressed Natural Gas; LPG – Liquefied Petroleum Gas)

Source: [www.researchgate.net](http://www.researchgate.net)

**The words to use:**

all amount give important	low period remain rise	row <del>source</del> steady
------------------------------------	---------------------------------	------------------------------------

Example: The source of the table is a website.

8. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons

**GDP growth and inflation 2016-2017 in percents**

	GDP growth		inflation	
	2016	2017	2016	2017
United States	1,5	2,3	1,2	2,5
Euro zone	1,6	1,4	0,2	1,1
UK	2,0	0,4	0,6	2,5
Switzerland	1,5	1,6	-0,4	0,8
Japan	0,8	1,2	-0,3	0,7
China	6,6	6,3	2	2,2
emerging markets	4,1	4,4	3,7	3,7
world average	2,6	2,9	1,9	2,6

Source: Pictet Asset Management, CEIC, 2016

**The words to use:**

column	express	substantial
deflation	multiple	table
double	slightly	tendency
drop	source	

Example: The source (0) of the table is Pictet Asset Management.

9. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

### Top 5 smart phone vendors

#### Q3 2014 Preliminary Data (Units in Millions)

Top Five Smartphone Vendors, Shipments, Market Share and Year-Over-Year Growth

Vendor	2014Q3 Shipment Volumes	2014Q3 Market Share	2013Q3 Shipment Volumes	2013Q3 Market Share	3Q14/3Q13 Change
1. Samsung	78.1	23.8%	85.0	32.5%	-8.2%
2. Apple	39.3	12.0%	33.8	12.9%	16.1%
3. Xiaomi	17.3	5.3%	5.6	2.1%	211.3%
4. Lenovo*	16.9	5.2%	12.3	4.7%	38.0%
4. LG*	16.8	5.1%	12.0	4.6%	39.8%
Others	159.2	48.6%	113.0	43.2%	40.8%
<b>Total</b>	<b>327.6</b>	<b>100.0%</b>	261.7	<b>100.0%</b>	<b>25.2%</b>

Source: IDC Worldwide Quarterly Mobile Phone Tracker, October 29, 2014

#### The words to use:

all amount give low	period quarter remain rise	row <del>source</del> important
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Example: The source of the table is IDC Worldwide Quarterly Mobile Phone Tracker.

10. Study the table, and describe it in about 120-160 words, using the 10 given words or expressions in their right forms. You may include numerical data as well to support your description, which should refer to tendencies and contain comparisons.

**Wages in Canada, in 2008 and 2012**  
**Median employment income by province**

	2008	2012	\$ Change	% Change
Alberta	\$38,078	\$40,460	\$2,382	6.3%
Saskatchewan	\$30,510	\$33,770	\$3,260	10.7%
Ontario	\$32,756	\$32,140	-\$616	-1.9%
Manitoba	\$29,693	\$31,180	\$1,487	5.0%
Quebec	\$29,080	\$29,690	\$610	2.1%
<b>British Columbia</b>	<b>\$29,833</b>	<b>\$29,200</b>	<b>-\$633</b>	<b>-2.1%</b>
Newfoundland and Labrador	\$24,065	\$28,740	\$4,675	19.4%
Nova Scotia	\$27,632	\$28,160	\$528	1.9%
New Brunswick	\$26,340	\$27,430	\$1,090	4.1%
Prince Edward Island	\$23,028	\$25,050	\$2,022	8.8%
Canada	\$31,348	\$31,660	\$312	1.0%

**The words to use:**

affect	decrease	slightly
column	double	<del>table</del>
compare	express	the highest
considerable	increase	

Example: This **table** shows media wages in Canada in 2008 and 2012.

## Task 2: letter writing

1. You are a security manager working for J.C Retail Ltd. Write a letter in 140-160 words to **Bauer Security Systems Ltd.** (42 Inverness Terrace, London, W2 HS1), in which you enquire about their latest security system. Your name and address in this role is: József/Julia Schmidt, 25 Leigh Road, Bristol, BR16 S21.

**In your letter** ask about

- the terms of payment
  - guarantees
  - the deadline for installation
  - and contract for servicing.
- 

2. You are a sales manager who has been working for a Polish subsidiary of a multinational company based in Amsterdam. Write a letter of complaint in 140-160 words to the General Manager of the company (Mars Inc. 25, Pacificatstraat, Amsterdam 3318, The Netherlands) including the points given below. Your name and address in this role is: Szabó Gábor/Gabriella, Mars Inc, u. Solidarnosc, Krakow 6200, Poland.

**In your letter** complain about

- the long working hours/weekends
  - the lack of a proper holiday
  - no professional development courses
  - no promotion, though it was promised.
- 

3. You are a sales representative working for a Hungarian chemical company. Write a letter in 140-160 words to Colouyt, a Belgian transport company (21-23 Bodenstraat, Antwerp 2130, Belgium), which has the third largest warehouse on the market and enquire about their services. Your name and address in this role is: Szabó Gábor/Gabriella, Hungarochem Ltd., Kazincbarcika, Béke u. 7.

**In your letter**

- introduce your firm
- Enquire about:
  - their prices
  - terms of payment
  - modes of transport.

4. You are a manager of a small business. You ordered office furniture from an English company (Office-Art Ltd., Adam Street, London WC2N 6EZ). Write a letter in 140-160 words to the Manager of Customer Services, in which you complain about their services. Your name and address in this role is: John/Jane Williams, 36 Rosebank Drive, Reading R66 1JY.

**In your letter** of complaint include the following:

- delayed delivery
  - damaged goods
  - missing items
  - the action you would like them to take.
- 

5. You are a fresh graduate from Hungary. You saw the following advertisement in The Independent newspaper and decided to apply for the post. Write a letter of application in 140-160 words. Your name and address in this role is: Szabó Gábor/Gabriella, 2100 Gödöllő, János u. 20.

**Business analyst – London**

Developing computing company requires graduate with previous work experience for the analysis of current business processes and to recommend changes in management. Business related degree essential together with some previous experience in business and financial analysis; excellent problem solving required; good communication skills essential.

**Salary: £20,000 per annum**

Please reply in writing with CV to: Peter Brown, Priory Studios Ltd, 104 High Road, London, N15 6JR

**In your letter,**

- describe
  - your studies
  - your work experience
  - why you are suitable for the job
- and ask
  - what documents you need.

6. You are the Personal Assistant to the General Manager of a multinational company, which is planning to organize a management training course. You have already contacted a hotel (Hotel Residence, 36 High Street, Bath, BH25 X25) to enquire about the facilities. Write a letter in 140-160 words to the hotel to confirm the booking. Your name and address in this role is: Mark/Maria Gódor, Wilkins Computing Services, 25 Leigh Road, Bristol, BR16.M

**In your letter,**

- refer to your telephone call
  - book
    - accommodation for 12 managers
    - conference room and equipment
  - ask about the price.
- 

7. You are the logistics manager at Hungarosped company. You have been invited to give a presentation at the International Transport and Distribution Conference to be held next year. You have been informed only about the presentation fee (£100). Write a letter in 140-160 words to the organizer (Mrs Glenda Brandon, Speaker Organizer, Prime Conferences Ltd, 120 High Street, Chelsea, London SW10 1TE) to enquire about the other details. Your name and address in this role is: Koós György/Györgyi, 1019 Budapest, Úri u.7.

**In your letter** include the following points:

- Accepting invitation
  - Asking them to provide
    - travel costs
    - accommodation
    - equipment.
- 

8. You are a professor teaching at the Economics Institute of Szent István University. Write a letter in 140-160 words to your English colleague (Susan Cartwright, Economic Studies Department, University of Manchester, 51 Oxford Road, Manchester, M13 9PL), who is coming to Hungary to attend a conference, and invite her to your university to give a lecture on the current issues of her field of research. Your name and address in this role is: Dr. Mécs László / Lívia, SZIE, Közgazdasági Intézet, 2103, Gödöllő, Páter K. u. 1.

**In your letter,**

- write about
  - the date of the lecture
  - the fee you can pay for the lecture
  - the students' language knowledge
- ask about the equipment she needs.

9. You are the Personal Assistant to the General Manager of a company selling sports equipment. The Manager (Noémi Várhelyi) is travelling to London in the near future to sign a contract. Write a letter in 140-160 words to your business partner (John Wesley, Wesley and Son, 13 Timothy Street, London W2 3H1) to inform him about your boss' travel arrangements. Your name and address in this role is: Erdős Viktor / Viktória, Fittisport Ltd, 2100, Gödöllő, Köztársaság út 1.

**In your letter,**

- inform him about
    - her arrival (date, place)
    - the length of her stay
  - ask him about
    - the accommodation
    - social programmes.
- 

10. You are the Assistant to the Training Manager at Team Consultancy Kft., which offers training courses to international companies operating in Hungary. Write a reply in 140-160 words to a letter of enquiry you received from the HR manager of Actaris Metering Systems (Peter Carlisle, 2100 Gödöllő, Táncsics M. u. 11). Your name and address in this role is: Nagy András/Anna, 1118 Budapest, Nagykereki út 79.

**In the letter** write about:

- the time and length of the training your company usually offers
- the detailed programme
- the venue of the training (inhouse/hotels/other conference rooms etc.)
- the payment terms.



## **ANSWER KEY**

### **Reading comprehension –economics and management**

#### **1. Designing a logo**

##### **Task 1**

1. symbols suggesting missing/false characteristics, 2. symbols similar to those already in use, 3. words connected with royalty

##### **Task 2**

4. F, 5. T, 6. F, 7. T, 8. T 9-13. F, 14 T, 15 T

#### **2. New Jobs through Better Entrepreneurship**

##### **Task 1**

- 1-F, 2-A, 3-C, 4-E, 5-H, 6-G

##### **Task 2**

7. based on needs analysis, 8. setting up a monitoring scheme, 9. wood processing / furniture making, 10. bakeries

#### **3. Hungarian women entrepreneurs**

##### **Task 1**

1. start it up / set it up themselves, 2. inherit, 3. purchase, 4. they do not have time to do voluntary work, 5. it is difficult to find a job for a mother / with children

##### **Task 2**

6. F, 7. F, 8. T, 9. T, 10. F

#### **4. It takes a degree of planning to get the cheapest deals**

##### **Task 1**

1. student loan, 2. interest on loan, 3. buying suitable clothes, 4. advance on rent / accommodation, 5. accommodation, 6.travel, 7. food, 8. 2.6%, 9. prepare a budget, 10. paying back most expensive debts first

##### **Task 2**

- 11-T, 12-T, 13-F, 14-F, 15-F

#### **5. Young, free and self-employed**

##### **Task 1**

1. college places have been cut, 2. high tuition fees, 3. high unemployment/ limited job market
4. youth unemployment ( under a million aged 16-24), 5\*. passion/ determination/ focus
- 6.\* (practical) skills, 7. \* knowledge /experience/talent, 8. Young enterprise (scheme)
9. outsourcing / people who offer their own services, 10. recording studio, 11. consultancy

##### **Task 2**

- 0-A, 1-E 2-C, 3-F 4-B

#### **6. Top 1000 businesses**

##### **Task 1**

1. disappeared / not traceable / no longer trading, 2. have been bought up/ acquired by another firm, 3. had gone into liquidation / bankruptcy, 4. over-extended themselves / over-extension / too many/big loans, 5. struggle with debt(s) repayment, 6. 10 years, 7. 20%, 8. endangering personal assets / not careful use of external finance, 9. taking on too much / expand rapidly
10. growing internationally without a base, 11. 3%

##### **Task 2**

- 12-T, 13-F, 14-F, 15-I

## 7. Ryanair told: Pay stranded passengers

### Task 1

	Welcomes the OFT decision on Ryanair	Accepts the OFT decision on Ryanair	Didn't comment on decision
0. ATUC	X		
1.Sarah McGarey	X		
2.Ryanair		X	
3.Easyjet			X
4.BA			X
5.consumer groups	X		

### Task 2

6. food, 7. drink, 8. overnight accommodation, 9. passenger rights / damaged bags  
10. no second claim should be needed, 11. go to small claims court, 12. BA  
13. Easyjet, 14. 0.6%, 15. 0.5/1000 passengers

## 8. BA warns of more cuts to come after £148m losses

### Task 1

1. in a "cooling-off period", 2. axe (cut) jobs, 3. freeze pay, 4. (voluntary) unpaid work for 1 month, 5. grounding more planes (22 in total in winter), 6. cutting services, 7. squeezing suppliers, 8. cutting /scrapping meals (except for breakfast on short flights), 9. long-haul business passengers, 10. sales via website (car hire, hotels), 11. angry protests / demonstration

### Task 2

- 12-T, 13-F, 14-F, 15-T

## 9. BASF rebrands Hungarian factory

### Task 1

1. system components, 2. 38, 3. on site, 4. steering wheels, 5. seat cushions, 6. instruments  
7. insulation materials, 8. small, 9. medium, 10. Dacia supplier in Romania, Timisoara  
11. They share their findings with the head office and other system houses

### Task 2

- 12-T, 13-F, 14-T, 15-F

## 10. Who needs banks if you have a mobile phone

### Task 1

1. store, 2. send, 3. receive cash, 4. USSD system built in, 5. number, 6. password, 7. M-Pesa, 8. Zap, 9. school fees, 10. grocery bills, 11. less than bank's fees

### Task 2

- 12-T, 13-T, 14-F, 15-F

## Reading comprehension –environment protection

### 1. Under the Hole in the Sky

#### Task 1

- 0-B, 1-E, 2-F, 3-D, 4-A, 5-C

#### Task 2

6. skin cancer has risen 66%, 7. solar stoplights, 8. education programs, 9. most of them ignore it, 10. provide money for monitoring and research

## **2. The rain farm**

Task 1

1-F, 2-C, 3-B, 4-A

### **Task 2**

5. Australia's highest amounts of rainfall, 6. the rain forest areas are untouched, 7. downpour from tropical showers from their East Coast, 8. rain from rain clouds that come in from the west, 9. rain from cyclones, 10. This keeps pollution from contaminating rainwater.

## **3. Deluge of criticism greets irrigation plan**

Task 1

1. T, 2. F, 3. T

Task 2

4. 2-9 cubic kilometers, 5. 55 meters, 6. less water is expected, 7. evaporation, 8. filling with sand/costly maintenance/moving dunes, 9. becomes waterlogged/poor drainage, 10. breeding ground for mosquitoes

## **4. Protection needed for 'marine Serengetis'**

Task 1

1. T, 2. F, 3. F

Task 2

4. tropical rainforests, 5. savannah watering holes, 6. where tropical and temperate oceans meet, 7. near reefs, 8. near underwater mounds, 9. where there is a diversity of plankton and smaller fish, 10. (ocean) structure

## **5. Red Alert**

Task 1

1. T, 2. F, 3. F

Task 2

4. its rate of decline, 5. its geographic range, 6. local human population density, 7. helps highlight future problems, 8. hunting, 9. pollution, 10. habitat disruption

## **6. What are eco-plastics?**

Task 1

1. it is fuels based, 2. it requires a lot of energy, 3. paper / cardboard, 4. it isn't more biodegradable than the original / doesn't degrade, 5. it is made of plant material, 6. it degrades relatively quickly

Task 2

7-F, 8-F, 9-T, 10-T

## **7. Future of Sellafield plant in doubt**

Task 1

1. Sellafield Thorp, 2. They can't deliver their waste to Britain, 3. Loss-making (41bn pounds) (or: not profitable)

Task 2

4. BNFL, CORE, 5. BNFL, 6. NDA, 7. BNFL, 8. NDA, GOVERNMENT

## **8. Britons 'in favour of wind farms'**

Task 1

1. opposes, 2. supports, 3. supports, 4. .opposes, 5. opposes

Task 2

6. unstable, unpredictable, 7. they try to incorporate turbines, 8. names will go on new turbines, 9. they are impressive-looking, 10. because of a package of (state) subsidies

## 9. Replant trees you chopped down, council tells builders

Task 1

ORGANISATION OR PERSON	FOR COMPENSATION	AGAINST COMPENSATION
0. Councillor Maureen Child	X	
1. Local people	X	
2. City council	X	
3. Thistle Development		X
4. Aspect Scotland Limited		X

Task 2

5. 10 % , 6. in 2000, 6. horrible / scrubby woodland, 8. that they have it, 9. landscaped parkland, 10. Reinstate / replant

## 10. Sustainable Growth - Interface

Task 1

1. petroleum, 2. green / environmentally friendly, 3. garbage / waste , 4. social responsibility / sustainability, 5. economic growth / profitability

Task 2

6-T, 7-F, 8-T, 9-F, 10-F

## Sample table descriptions:

### 1. Venezuela poverty rate

There are three columns in the table which are **divided** into two parts. The first column presents the years and the time period in half a year. The second column shows households and the third one – the population. Both columns have two **categories**: poor and extremely poor. The rows present the years from 1997 to 2006. The values are **given** in percentage of total declared.

Overall the rate of poor and extremely poor households shows a downward trend. However, from year to year we can see some fluctuations. **For example**, the rate of poor decreased between 1997 and 2001, but it started to rise until 2003.

During the **decade** the rate of poor households **fell sharply**, by over 20%, and the rate of extremely poor decreased by over 10%.

The rate of poor and extremely poor **also** decreased significantly as a percentage of the population. However, we can find fluctuating values from 2001.

### 2. World Economic League 2013

The first column shows the rank of the countries in 2012, **while** the second column **predicts** these ranks for 2022. The third column lists the countries and the last two columns present the GDP **values** in billion US dollars.

**According to** the table, the countries in the first three **positions** will not change by 2022: the important economic powers will be US, China and Japan. European countries, such as Germany, France or the UK will lose their positions. We can also find countries which will **improve** their ranks, **for example** India, Brazil and Russia. India will improve its rank significantly, as in 2012 this country is in the 10<sup>th</sup> position in the economic league and it is predicted to be in the 4<sup>th</sup> place in 2022.

GDP values are predicted to **increase** in all the listed countries. The GDP of US, China and Brazil will increase dramatically. China, for example will more than double its GDP, while in the other countries the change will be **slight**. The lowest **growth** can be seen in Spain.

### 3. Population and GDP of the G8

The **rows** list the names of G8 countries but they **also** present the total **values** of non-G8 countries and those of the world.

The table has three columns: the first one shows the population of the countries in millions and it also gives the numbers as a **percentage** of the world's total population. The second column shows GDP values **given** in billion US dollars and also as a percentage. The third column presents GDP per capita expressed in US dollars.

It can be seen that the population of G8 countries **accounts for** 13.4% of the world's population. US, Russia and Japan have the **largest** population of the G8 countries. **Comparing** GDP, US has the highest value with 25,516 billion US dollars, **while** the **lowest** GDP values can be seen in Canada, Russia and Italy.

GDP per capita is 29,744 US dollars on average in the G8 countries. It can be seen that all these countries have relatively high GDP per capita values, except for Russia, where this figure is under 10 US dollars.

### 4. Agricultural production expenses

It shows agricultural production expenses in 2007 and 2012. The first **column** lists the types of expenses, **such as** feed, labor or chemicals. The second and the third columns **compare** the figures in the given years, **expressed** in billion US dollars. The last column presents the

change of the values in percentage. In the first row we can also see the **total** values of expenses.

We can see that the **highest** expenses are on feed, livestock and poultry purchases and hired labor. Comparing the two years, an increasing **trend** can be seen in all categories. Expenses on feed, seeds, cash rent and chemicals **increase** especially significantly. As the fourth column shows, the change is over 50% in all these four categories. Expenses on seeds show the highest growth, with 66%, the lowest rise can be seen in the case of livestock and poultry purchases, with 9.4%.

Regarding the total values, agricultural expenses rose from 241.1 billion US dollars to 328.9 US dollars, which means a sharp rise **by** 36.4%.

### Sample letter

**Bauer Security Systems Ltd.,**  
42 Inverness Terrace  
London, W2 HS1

25 Leigh Road  
Bristol  
BR 16

3 October 2017

Dear Sir/ Madam,

I am writing on behalf of J.C. Retail Ltd., to enquire about their latest security systems.

Our company is planning to move to Bristol from Manchester and we need reliable security systems for our 3 new shops. We sell valuable I-phones, so we need to ensure the safety of our stock. Your name was given by our partners who recommended you to us for your high quality, precise work.

I would like to ask several questions to find out if your services would be suitable to us. Firstly, I would like to ask about your terms of payments. In how many days you require payment after completing the work? Would bank transfer suit you?

Secondly, I would like to enquire about guarantees. How many years' guarantee do you usually provide for your installed systems? I expect it is no shorter than 5 years in the case of such expensive systems.

Thirdly, how fast can you install your system in all our shops? What would be the deadline after placing the order?

Finally, would it be possible to make a contract with you for maintenance and servicing? How much would you charge for such a contract?

I look forward to your reply and to making business with you.

Yours faithfully,

Julia Schmidt  
Security Manager