

Lösungen

Bewertungen

Name: _____

Vorname: _____

Kandidatennummer: _____

Datum der Prüfung: _____

Punkte (von max. 25): _____

Erlaubte Hilfsmittel

Wörterbuch, gedruckt oder elektronisch

Zeit

40 Minuten

Die Experten:

Task A (5 points) (1 point for each correct answer)

Look at the list of hotels below.

It describes the different accommodation at/near Sunset Beach, Trinidad.

Decide which accommodation (A–H) would be most suitable for the people below.

Use only 5 of the 8 letters and never use a letter more than once.

Write the letter on the line on the right.

Sunset Beach hotels		
A	Crown Hotel	Elegant hotel with five-star cuisine and fine wines
B	Bay Hotel	Own quiet sandy-white beach for total relaxation
C	Island Lodge	Small island hotel with controlled access. No unwanted visitors.
D	Central Hotel	Wild and trendy with night clubs and bars
E	Backpackers' Paradise	Cheap, cheerful travel for those on a budget
F	Horseshoe Ranch	Ride by day, sleep by a campfire at night. For the young and young at heart.
G	Caribbean Water Park	Fun with a splash for families with chalet accommodation and evening entertainment. For a 'beery' good time!
H	Park Hotel	Ideal for seniors. Peace and tranquillity for the over-60s in a secluded park not too far from the sea front.

Put the letter here



- 1 The Ellison family are celebrating a lottery win and they need a place for the kids in the daytime and fun in the evenings for Mum and Dad. **G**
- 2 Millionaire Harry Jones and his wife need a rest without any surprises. Security is essential. **C**
- 3 Roger and Millie Evans are celebrating their silver wedding. Top-quality meals prepared by first-class chefs are their idea of paradise. **A**
- 4 Herbert and Celia Wainwright are enjoying their retirement and need a hotel without screaming kids, teenagers and fun-loving couples. They hate swimming and the sea. **H**
- 5 Mervin and Kylie are hiking their way round the world. Needless to say, any accommodation has to be inexpensive. **E**

Task B (12 points) (2 points for each correct answer)

Read the following text and the instructions on the next page.

A Box of Wine, A Loaf of Bread...

By *Kate Murphy*

**Better wines are getting bagged,
boxed, and canned.**

The next time you're packing for a picnic, perhaps you'll buy a box of wine instead of a six-pack of beer. That's what winemakers are hoping



with packaging that costs and weighs less than the normal glass bottle. These containers also don't need a corkscrew to open and may keep undrunk wine fresher longer. Traditionalists may hate wine from a plastic bag, a cardboard box, or aluminium can, but experts say the taste is OK and could improve some wines. Winemakers have a lot of experience with not-in-a-bottle wines. "Non-traditional containers are very popular in other parts of the world," says Joshua Wesson, director of *Best Cellars*, a chain of eight wine shops in New York. "They're an irresistible force making its way to the U.S." Indeed, over

half the wine sold in Australia and Scandinavia is not in a glass bottle.

The most popular alternative wine packaging is plastic bags inside a cardboard box. Bag-in-a-box wine has been available in the U.S. since the 1980s but has generally been low-quality wine, according to market researcher Lynn Dornblaser. "But now you can find pretty good wine," she says, such as Black Box Merlot (\$25 for 3 liters) and Gravel Mine Pinot Noir (\$65 to \$100 for 3 liters), which wine critics praise. Wine in boxes is less expensive than the same wine in a bottle because of cheaper materials and lower shipping costs. For example, a 3-liter box of Shiraz from Hardy's Stamp of Australia costs around \$14, while the same amount of exactly the same wine in four standard 750-milliliter glass bottles costs \$24. Better-designed caps stop air from entering the bag when you fill your glass – the bag collapses like a balloon – so the wine stays fresh. Opened to the air, the wine in an open bottle loses taste rapidly and becomes stale in hours. But opened box wine stays good for six to eight weeks. It will keep for a year unopened.

Wine is also available in aseptic containers like juice boxes. Three Thieves offers one-liter boxes of its Bandit Cabernet (\$8) and imported Italian Bianco (\$6). You can also find handy half-liter cartons of Almaden Sangria, Vendange Pinot Grigio, Cabernet Sauvignon, and Chardonnay – all for \$4. The aseptic containers have screw caps and a year-long shelf life, but once opened the wine will last as long as it would in an open glass bottle.

You can even find sparkling wine in cans. Niebaum-Coppola Estate Winery offers single-portion pink aluminium cans of its sparkling Sofia Blanc de Blancs for \$5. "No one would mistake any of these for fine wine, but they aren't bad," says Cyril Penn, editor of *Wine Business Monthly*. "It's really a question of convenience." To find out whether the container makes a difference, **BusinessWeek** conducted an informal blind taste test. Of eight drinkers, five preferred the wine from the bag-in-box, one preferred the same wine from the bottle, and two couldn't tell the difference. Two tasters also couldn't tell whether identical wines were aseptically packaged or bottled. But the others preferred glass to aseptic. No one had a strong preference for either the can or bottle versions of the sparkling wine.

BusinessWeek April 04, 2005

Now tick the best answer (A, B or C).

1) For a picnic, ...

- A a box of wine is an alternative to a six-pack of beer.
- B winemakers hope you will take wine and a six-pack of beer.
- C wine is cheaper and weighs less.

2) The new packaging ...

- A is easier to open.
- B is made from plastic.
- C stops all wine from losing its taste.

3) Wine drinkers ...

- A think it's fun to buy plastic bags of wine.
- B enjoy drinking low-quality wine in the new packaging.
- C can now get very acceptable wines in the new packaging.

4) Wine in bottles ...

- A is made from cheaper grapes.
- B costs more to transport.
- C and in the new packaging cost the same in the overall logistics.

5) Wine in a box ...

- A stays fresher when opened.
- B keeps fresh for a year when unopened.
- C is available in 10 different sizes of container.

6) In the blind test, most testers ...

- A preferred bag-in-the-box wine to traditional bottles.
- B couldn't distinguish between aseptically packaged and bottled wine.
- C found the canned and bottled sparkling wine to be of unequal quality.

Task C (8 points) (1 point for each correct answer)

Read the article below.

Choose the best expression to fill each gap – A, B or C.

For each answer, put the letter on the line on the right.

Company bloggers are a new online source of information

If you can't beat them, hire them. This new marketing strategy is creating a new career: company bloggers.

In the past, people who operated online journals known as blogs – or Web logs – were **(1)** of companies, generating bad talk about products.

But some companies are taking a different approach and hiring their own bloggers to get their messages out to the consumer blogosphere.

“In view of the changes confronting us, blogs are **(2)** a matter for discussion,” said a recent **BusinessWeek** article. “Blogs are absolutely necessary.”

Stonyfield Farm Inc. in Londonderry, New Hampshire, hired a company blogger to write company-hosted blogs on food and health as well as organic farming (at www.stony-field.com/weblog).

Microsoft Corp. plans to hire bloggers to create excitement about a new product release. EDS Corp. launched its “Next Big Thing” blog in June (at www.eds.com/blogs) to discuss **(3)** future of technology.

And many companies are encouraging their employees to blog as a way **(4)** connecting with customers. Bob Lutz, the vice-chairman of General Motors Corp., has his own blog (<http://fast-lane.gmblogs.com>).

At the moment, only four percent of major U.S. companies offer public blogs **(5)** a survey by New York research firm e-Marketer.

But advertisements for blogging jobs are appearing on online job boards, and many expect the number of jobs to grow. Also, personnel managers are including blogging and blog-watching in the job **(6)** of marketing managers and communications generalists when hiring new staff.

Companies **(7)** hire bloggers want candidates who can write conversationally about new topics that interest customers, clients and possible recruits. Company bloggers' jobs involve research, finding news links and providing personal views. Typical salaries are from \$40,000 to \$70,000.

To generate Internet traffic, a good company blog **(8)** just sell what the company says because readers expect the openness and even complaints that are typical of most blogs. Company bloggers must find a good balance between readers' hopes of easy self-expression and the goals of the company.

Put the letter here



1	A enemies	B friends	C fans	<u> A </u>
2	A not	B probably	C perhaps	<u> A </u>
3	A a	B the	C some	<u> B </u>
4	A of	B for	C in	<u> A </u>
5	A through	B after	C according to	<u> C </u>
6	A résumés	B descriptions	C hopes	<u> B </u>
7	A who	B that	C where	<u> B </u>
8	A must	B will	C can't	<u> C </u>

