

Use of English

Complete the text below by writing a suitable word from the list in each space provided. There are 15 gaps but 20 words are given. Use each word once only. There is an example (0) for you. Indicate your answer on the separate Answer Sheet.

Henry Ford

Henry Ford was **born (0)** in 1863 in the state of Michigan. He grew ... (1) ... on a farm but he did not want to become a farmer. He left school early. He wanted to make cars so he went to work ... (2) ... a mechanic.

In 1896 Ford built his first car. This car was very different ... (3) ... the cars of today. For example, its wheels were bicycle wheels. In 1902 Ford built a car that won ... (4) ... important race. This was the fastest car that had ever been built. ... (5) ... went seventy miles per hour. ... (6) ... then Ford had enough money to start the Ford Motor Company. At this time cars ... (7) ... a lot of money. Only very ... (8) ... people bought cars. Ford had a dream. He wanted to build a car ... (9) ... many people could buy. He said, "everybody ... (10) ... to be somewhere where he isn't."

Ford's plan was ... (11) ... make all his cars the same. Cars that are all the same take less time and less ... (12) ... to make. In 1908 Ford produced his famous Model T Ford. It sold for \$850. This was much cheaper than other cars but still more than most people ... (13) ... pay. Later when he simplified ... (14) ... car-making process, it took less than two hours to make a car. Before, it took fourteen hours. Finally, Ford was ... (15) ... to drop the price.

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|------|-------|-------|-------|
| a | by | it | the |
| able | can | like | to |
| an | cost | money | up |
| as | could | rich | want |
| born | from | that | wants |
| | | | what |

Max.: 15

Reading

Part 1

After reading the texts below, answer the questions which follow in English. Indicate your answers on the separate Answer Sheet.

How Currency Works

Currency or money can be defined as a unit of purchasing power. It is a medium of exchange, a substitute for goods or services. It doesn't have to be the coins or bills with which you are probably most familiar. In fact, through the ages, everything from large stone wheels, knives, slabs of salt and even human beings have been used as money.

Coins

The first coins were minted in Lydia, an ancient empire in the area of modern Turkey. The Lydian king Croesus started making small metal ingots stamped with an imperial emblem around 640 B.C.

This Lydian custom spread to the Greeks and eventually to the Romans. Coins were usually made of silver or gold.

An important effect of coins was that governments now controlled the release of money into the market. They could also manipulate the money supply. This was done by various Roman emperors, who would reduce the precious metal content of Roman coins when they needed money.

When Rome fell, most of Europe returned to a more primitive, feudal system of economy. Throughout the Dark Ages, people became distrustful of coins. Coinage wouldn't return until the Renaissance.

Paper money

The use of paper money in Europe began in the 1700s, when the official bank of the French government issued paper money. The idea came from goldsmiths, who often gave people bills of receipt for their gold. The bills could be exchanged for the gold at a later date. That is an important fact in the development of paper money, because it means that the money represented a real amount of gold or silver that actually existed somewhere. A piece of money was actually a promise from the institution that issued it that the institution would give the holder of the bill a certain amount of gold or silver from its stockpile whenever he wanted it.

Electronic

Since money is really just a representation of value, it didn't take long for people to realize they could just send information about money by telegraph or other electric means. After World War II, banks would record information about the day's transaction onto large magnetic reels, which were taken to the regional Federal Reserve Bank.

1. What is the definition of money?
2. Give at least two things that have been used as money. (a., b.)
3. When and where were the first coins made? (a., b.)
4. How did the Roman emperors manipulate the coins?
5. After the Roman times when did the coins come into use again?
6. When was paper money first issued in France?
7. What did goldsmiths give to their clients?
8. What did money represent?
9. When could the holder of a bill exchange it for silver or gold?
10. How did banks register money transactions after 1945?

Max.: 20

Reading

Part 2

Read the text below. The following statements are either true (T) or false (F). Put a tick (✓) in the appropriate box on your Answer Sheet.

Logistical leaps help small companies go global

It has always been difficult to imagine eating fresh camel-milk chocolates in other parts of the world. Making expensive chocolates in the middle of the Arabian Desert seems foolhardy enough. But how do you get them from there to the rest of the world without delivering a sticky mess? Al Nassma Chocolate is based in Dubai, and makes its luxury sweets from the milk of camels, which are of course found only in some of the hottest places on Earth. "Most of the demand for chocolate is from Europe, Asia and the US, so we are challenged getting our products to the consumer," says Martin van Almsick, general manager at Al Nassma. "Our biggest challenge is just getting the chocolates from the factory to the airport, when the temperature is at 50° C." Some of the chocolates are delicate hollow chocolate camels, which are extremely difficult to transport. But it is being done by using light aluminium packaging and layered ice-packs made by a German firm and a dedicated route to the runway devised by the shipping giant UPS. UPS guarantees Al Nassma that its chocolates will arrive anywhere in the world in perfect condition in 48 hours.

What Al Nassma is doing would not have been possible even 10 years ago. Evolutions in technology and packaging mean a company can send its products - even perishable goods like sweets - anywhere in the world. Donna Longino of UPS Technology says paperless technology has reduced customs hold-ups by 41%. "UPS Paperless Invoice allows shipments to clear customs in 92 countries using electronic data.

We interviewed Mr van Almsick on his way to the factory to check on a 40ft container full of chocolate to be shipped to Yokohama. "It's a very modern product," said Mr van Almsick. Al Nassma – which means a cooling desert wind – benefits from globalisation as well, using vanilla from Madagascar and honey from Hungary. The company's chocolates are sold in Mitsukoshi department stores in Japan, as well as shops in Washington DC and San Francisco.

1. It is a challenge to make chocolate in the Arabian Desert.
2. The centre of 'Al Nassma Chocolate' is in Dubai.
3. There is demand for chocolate from Asia only.
4. Chocolate is not transported when the temperature is 50 degrees above zero.
5. It is difficult to transport hollow chocolate.
6. It is enough to use aluminium packaging during the transportation of hollow chocolate.
7. UPS takes responsibility for delivering the goods in two days.
8. Delays due to customs have decreased.
9. Chocolate is transported to Yokohama as well.
10. Hungarian honey is added to 'Al Nassma' products.

Max.: 20

Writing

You are the PR Manager of a company. Your company will organize an international conference in May. Yesterday you saw an advertisement in a paper. Write a MEMO of 80-100 words to your assistant. Ask him to get information about

- prices of a four-day conference (10 a.m. - 5 p.m.)
- hot dishes and drinks for 150 persons
- folklore programme (on the last day)
- the route of the boat

The advertisement is the following:

Party service on board



Party service on board

On our boats we can organise programmes for 40-400 persons. We can also provide catering that satisfy all requirements:

- hot and cold dishes, salads, cakes;
- full range of drinks.

Other services: programmes, music.

Our bigger ships are air-conditioned. Upon request accommodation can be booked in our hotel right on the shore.

We arrange various kind of programmes, business meetings, exhibitions, conferences, press conferences, weddings and receptions on board.



Max.: 40