

Tipologia A

Short essay (150-200 words)

M1-M7: Modules

D1-D5: Dossiers

M1	<ul style="list-style-type: none">• The factors of production: definition and importance.• Distribution chain: advantages and disadvantages of direct distribution.
M2	<ul style="list-style-type: none">• The three major economic systems.• Operating a franchise: the advantages and disadvantages.
M3	<ul style="list-style-type: none">• The importance of understanding market segmentation.• The growth of digital media and internet marketing.
M4	<ul style="list-style-type: none">• The four major economic indicators and their importance.• Trade Blocs: examples and purpose.
M5	<ul style="list-style-type: none">• Invoices: the two main types and the information they contain.• Business insurance: its importance, the three main areas and examples.
M6	<ul style="list-style-type: none">• Banking services for businesses: the types of accounts and financing available.• Payment methods: the risks to buyers and sellers.
M7	<ul style="list-style-type: none">• Developments in technology and communication and their impact on globalisation.• Customer services department: its role in resolving customer complaints.
D1	<ul style="list-style-type: none">• The weather in the UK.• The USA: its size, states, population and places of interest.
D2	<ul style="list-style-type: none">• Invasions: The UK from the Romans to the Normans.• The War on Terrorism: the UK and USA in the 21st century.
D3	<ul style="list-style-type: none">• Education in the UK: from age 5 to university.• Ethnic diversity in the USA: changes and challenges.
D4	<ul style="list-style-type: none">• Industry and manufacturing in the UK: strengths and weaknesses.• The domination of private companies in the USA.
D5	<ul style="list-style-type: none">• UK elections: electoral procedure and key parties.• US elections: electoral procedure and key parties.

Tipologia B

Open questions (max 10 lines)

M1-M7: Modules

D1-D5: Dossiers

M1	<ul style="list-style-type: none"> • How do business letters and emails differ? • What are the advantages and disadvantages of video-conferencing?
M2	<ul style="list-style-type: none"> • What are the risks and benefits of using social networks when job hunting? • How can you make your CV more noticeable and memorable?
M3	<ul style="list-style-type: none"> • What elements should a successful unsolicited letter contain? • How is language an important feature of an advertisement?
M4	<ul style="list-style-type: none"> • What is the standard practice when writing a letter of enquiry? • Which are the main clauses in a sales contract?
M5	<ul style="list-style-type: none"> • What reasons might a seller have for refusing an order and what elements should a refusal letter contain? • What are the pros and cons of making an order online or by phone?
M6	<ul style="list-style-type: none"> • What is a Stock Exchange? • Why might a seller send a credit reference letter and what kind of information would he/she request?
M7	<ul style="list-style-type: none"> • What are the pros and cons of economic globalisation? • What is the standard practice when writing a letter of complaint?
D1	<ul style="list-style-type: none"> • Which four countries form the UK and what are their differences? • What features characterise the west of the USA?
D2	<ul style="list-style-type: none"> • What changes did the Industrial Revolution bring? • Who was Henry Ford and why was he important for mass production?
D3	<ul style="list-style-type: none"> • What kind of national newspapers are there in the UK and how do they differ? • Why is home schooling a popular option in the USA?
D4	<ul style="list-style-type: none"> • What are the US and UK retail sectors like? • What kind of farming is practised in the USA?
D5	<ul style="list-style-type: none"> • What is the role of the UK sovereign in the nation's politics? • What are some of the key issues facing the European Union?

Tipologia C

Multiple choice

M1-M7: Modules

D1-D5: Dossiers

M1	<p>Which of the following statements is true of presentations?</p> <p>A They can be improved by the use of visual aids. B They are only for internal purposes within a company. C They do not need to be prepared in advance. D They should not include a question and answer session.</p>
M2	<p>A headhunter...</p> <p>A organises the recruitment process for short-term positions. B finds jobs for the long-term unemployed. C is an integral part of the recruitment process within a company. D can be involved in high-profile, executive job searches.</p>
M3	<p>What is a QR code?</p> <p>A A system for tracking online behaviour. B Technology used for search engine optimisation. C A marketing and promotion method using smartphones. D A system for scanning products.</p>
M3	<p>Increased distribution and brand building are features of which stage of the product life cycle?</p> <p>A introduction B growth C maturity D decline</p>
M4	<p>What is a tariff?</p> <p>A A limit to the number or amount of a particular import. B A restriction on trade with a certain country. C A tax imposed on imported goods. D An amount of money paid to help domestic industries.</p>
M4	<p>Which of the following is NOT suitable to complete this sentence: 'Please send us your best ___ for these items.'</p> <p>A offer B estimation C price D quotation</p>
M5	<p>In the UK, employer's liability insurance...</p> <p>A has to be taken out by all companies. B covers the public and customers of a company. C is an optional insurance policy. D protects the company's workplace and property.</p>
M5	<p>Why might a seller make a counteroffer?</p> <p>A To reduce the price. B To obtain better payment conditions. C To increase the order. D To keep a customer or deal.</p>
M6	<p>What is leasing?</p> <p>A A way of having a finance company collect a company's debts. B A short-term solution to ease a company's cash flow problems. C A way of purchasing without paying the full amount in advance. D A method to obtain long term capital for business expansion.</p>
M6	<p>Which is the most secure kind of letter of credit?</p> <p>A confirmed L/C B revocable L/C C irrevocable L/C D confirmed irrevocable L/C</p>

Tipologia C

Multiple choice

M1-M7: Modules

D1-D5: Dossiers

M7	<p>Followers of sustainable development believe that...</p> <p>A economic growth can continue under certain conditions and standards. B today's needs are more important than those of tomorrow. C production must be reduced to stop ecological decline. D economic growth must be reversed.</p>
M7	<p>We use the expression 'I'm sorry, but this is just not on' when</p> <p>A explaining the reason for a complaint. B expressing our dissatisfaction. C apologising for something. D proposing a solution.</p>
D1	<p>The highest mountain in the USA is in...</p> <p>A Alaska. B Hawaii. C California. D Nevada.</p>
D2	<p>Margaret Thatcher was...</p> <p>A a UK fashion icon in the 1960s. B the first female Prime Minister in the UK. C responsible for nationalising major industries in the UK. D a UK politician with left-wing political views.</p>
D3	<p>What is a SAT?</p> <p>A An admission test for a post-graduate course. B A type of degree. C An admission test for US universities. D The core subject studied at university.</p>
D3	<p>What percentage of households in the UK have a TV?</p> <p>A 99% B 91% C 97.5% D 87.5%</p>
D4	<p>Since the end of World War II, manufacturing and industry in the USA have moved...</p> <p>A towards the north and east of the nation. B towards the east of the nation. C towards the north and west of the nation. D towards the south and west of the nation.</p>
D4	<p>What does the term 'AAA rating' mean?</p> <p>A There is an extremely high risk of a country defaulting on its debts. B There is an extremely low risk of a country defaulting on its debts. C A country has a very high level of debt. D A country has a very low level of debt.</p>
D5	<p>Which of the following are American Indian tribes subject to?</p> <p>A Federal taxes. B Local income taxes. C State property taxes. D Local sales taxes.</p>
D5	<p>The European Commission is...</p> <p>A the Legislative branch of the EU. B the Executive branch of the EU. C the Judicial branch of the EU. D all of the above.</p>

Tipologia con testo

BRICKS AND ONLINE CLICKS

How university students do their studies has changed significantly in recent years with the growth in online learning. Instead of physically attending lectures or going to the library, they can download lesson plans and lecture notes to their laptop, have a Skype conversation with a lecturer and submit work online. Many universities now offer e-learning and MOOCs (massive open online courses), but most still feel the need to have classrooms and a campus.

In December 2012, the University of Warwick signed a deal with a company called Futurelearn to enable them to offer free online degree-level courses and MOOCs to students around the world. Mark Taylor, from the university, said he hoped it would help attract more students to come to study at the university rather than as a direct substitute for learning on campus. He said, 'There is a branding to it, getting people worldwide to realise the quality of work and teaching that is available and encouraging students to come and study with us more formally.'

'Also with higher tuition fees, if somebody is charging you £9,000 a year you might want to have a look at what's on offer there before you actually turn up, which you can do with these courses.'

Dr Steve Wyn Williams from Staffordshire University, which has spent £10m improving its campus in Stoke-on-Trent over the last eight months, said academic organisations will always want to invest in buildings and facilities as well as technology. He said, 'The phase for universities has lasted since the 14th century where a campus is important. I don't think it can be either bricks or online clicks, it might lean more towards the clicks because of technology and given the pressure on students and finances but the bricks are always going to be here, the challenge for universities is how you work that together.'

Source – BBC News – © 2013 BBC

1 Read the article and answer these questions.

- 1 How has online learning changed study methods for university students?
- 2 What would the University of Warwick like to achieve with its online courses?
- 3 What benefit might a student have from doing a free online course?
- 4 According to Dr Williams, what challenge do universities face?

Zero-Hours Contracts

Zero-hours contracts, which allow employers to hire staff with no guarantee of work, have become increasingly popular in the UK. Figures from the Office for National Statistics recently showed that 1% of the UK workforce, 250,000 workers, are on these contracts, but other sources estimate that the real number is more than one million, with one in five employers having at least one employee on zero-hours. Sectors where these contracts are common include retail, healthcare and hospitality, with some companies having 80% of their staff on these contracts, and even Buckingham Palace uses them.

Under a zero-hours contract, employees only work as and when they are needed by employers, often at short notice, and are only paid for the hours they work. Some zero-hours contracts oblige workers to take the shifts they are offered, others do not. Sick pay is often not included, though holiday pay should be, in line with working time regulations.

To many, these contracts are a form of exploitation and do not offer workers enough financial stability and security. Occasional,

irregular hours may be suitable for some categories of workers, such as students who want to combine work and study, but research has shown that 16% of zero-hours workers said their employer often fails to provide them with sufficient hours each week. There is the added risk that employers will offer more work to those that 'behave' and accept the conditions, and fewer hours to those who are seen to be 'trouble'. Another concern is that things like mortgages and credit cards may be more difficult to obtain without the guaranteed income of a traditional employment contract.

According to one trade union, the popularity of zero-hours contracts also calls into question the government's unemployment figures. The suggestion is that zero-hours contracts mean people are counted as employed, when they are actually receiving insufficient hours and pay.

Source – BBC News – © 2013 BBC

2 Read the article and answer these questions.

- 1 How do the two figures for the number of zero-hours workers differ?
- 2 What are the conditions of zero-hours contracts?
- 3 In what ways do you think these contracts can be seen as exploiting workers?
- 4 How might the unemployment figures be affected by these contracts?

Tipologia con testo

Digital Product Placement

Product placement – including a particular product in a film for a fee – is not new, but with digital placement the product you see on screen was never there in the first place. Editors can drop whatever they like, wherever they like, into programmes or films during the post-production process.

‘These are not just logos, they can be video, signs and products, even cars,’ explains Mark Popkiewicz, the chief executive of digital placement firm MirriAd. ‘When brands are integrated they are placed in such a way so it is clear to the audience that they were always there and are part of the scene.’ Mr Popkiewicz believes that there is a key psychological reason behind the success of digital product placement. When consumers watch a show they are not ‘defensive’ against advertising, as they might be with advertising online or commercials on TV, but instead they are in a receptive mode.

Being digital, the process does not stop with simply adding an image. Car manufacturer Lancia recently ran a campaign to

support the launch of its new Ypsilon Methane in Italy. Viewers of the house hunting show *Cerco Casa Disperatamente* might have noticed the car appearing on signs, PC monitors, and magazines – all of which was added in post-production. But if they also had the dedicated ‘Lancia INTERACT TV’ app on their smartphone, an inaudible soundtrack from the TV would have activated the device and offered promotions related to the car. Maurizio Sala, creative director at Bitmama and project leader, explained that, according to recent data, the majority of viewers (aged 18-44) use a second screen, either a tablet or smartphone, while watching TV for activities related to the programme they are viewing – such as voting or purchasing products – as well as for social media activities. Lancia’s aim was to take advantage of this to provide the viewer with an integrated two-screen experience with real-time content.

Source – BBC News – © 2013 BBC

3 Read the article and answer these questions.

- 1 What is the difference between traditional and digital product placement?
- 2 What kind of things can be added in post-production and are they noticeable?
- 3 Why is a consumer’s psychological state important for product placement to work?
- 4 How did Lancia offer a two-screen experience with its recent campaign?

ENERGY HARVESTING

Strange as it may seem, human footsteps could play a significant role in solving the world’s energy problems. That, at least, is the view of Laurence Kemball-Cook, an enthusiastic, 27-year-old entrepreneur. His company, Pavegen Systems, is one of many companies that see a bright future in ‘energy harvesting’, that is drawing power from what is happening naturally in the world around us. Pavegen produces floor tiles that generate electricity through being walked on. The combination of the weight of the person and a 5mm movement in the tile is used to generate an electrical current.

It is intended for places with lots of people passing through, such as railway stations, shopping centres, and public buildings. It has been tested in some high profile venues, including a London underground station during the Olympic Games in 2012. More than one million people tramped over Pavegen tiles as they passed through the station, generating the power required to keep the station’s lights on.

Lawrence Kemball-Cook has ambitious plans and is working

with big infrastructure companies to develop large scale uses for the technology. ‘We’re looking to scale up and industrialise our product,’ he says. ‘We see our technology as a key component in the smart cities of the future.’ He believes Pavegen tiles will lessen the demand for power from the grid, which frequently comes from power stations running on highly polluting, global-warming-inducing fossil fuels.

He came up with the idea while studying industrial design at Loughborough University, and then started the company from a rented flat in south London, with just £50 in his pocket. The company raised the cash needed to develop its concept through two funding rounds, mostly from angel investors, but now claims to be financially self-sufficient. Today, Pavegen has 30 staff and its main office is near Kings Cross railway station in central London, a formerly squalid area that has become popular as a base for technology start-ups.

Source – BBC News – © 2013 BBC

4 Read the article and answer these questions.

- 1 What kind of company is Pavegen?
- 2 Why are their products only suitable for areas with high levels of human traffic?
- 3 In what ways could Pavegen tiles help the environment?
- 4 How has the company changed since it was started?