

Môn thi: **TIẾNG ANH**  
Thời gian thi: **180** phút (không kể thời gian giao đề)  
Ngày thi: **03/01/2014**  
Đề thi có **11** trang

SỐ PHÁCH

- Thí sinh không được sử dụng tài liệu, kể cả từ điển.
- Giám thị không giải thích gì thêm.

BẢN CHÍNH

**I. LISTENING (50 points)**

**HƯỚNG DẪN PHẦN THI NGHE HIỂU**

- Bài nghe gồm 4 phần, mỗi phần được nghe 2 lần, mỗi lần cách nhau 15 giây, mở đầu và kết thúc mỗi phần nghe có tín hiệu.
- Mở đầu và kết thúc bài nghe có tín hiệu nhạc. Thí sinh có 3 phút để hoàn chỉnh bài trước tín hiệu nhạc kết thúc bài nghe.
- Mọi hướng dẫn cho thí sinh (bằng tiếng Anh) đã có trong bài nghe.

**Part 1: For questions 1–5, listen to a conversation between two students about a book and decide whether the following statements are true (T) or false (F). Write your answers in the corresponding numbered boxes.**

1. David began to enjoy the book when he understood why the characters kept conflicting themselves.
2. Maria believes that the contradiction makes the story absorbing.
3. Maria wishes to see the place where the book was set but David doesn't.
4. Maria doesn't want to read the story again because it is not original.
5. According to Maria, the author writes the book to show that people have different interpretations of the same event.

Your answers

1.	2.	3.	4.	5.
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**Part 2: For questions 6–15, listen to a piece of news from the BBC about education reform in the UK and fill in the missing information. Write NO MORE THAN THREE WORDS taken from the recording for each answer in the spaces provided.**

6. According to the reporter, 400 secondary schools could be re-designated as failing under the plan to raise the \_\_\_\_\_ used to measure the performance in England.
7. Numerous \_\_\_\_\_ have been made regarding teacher training and exam administration.
8. Training up \_\_\_\_\_ can be a part of the best teacher recruitment.
9. Breth Murphy used to spend 7 months in Afghanistan, and he is now helping the young people from the \_\_\_\_\_.
10. The government is keen to see people with Breth Murphy's \_\_\_\_\_ engage in teaching.
11. It is expected to provide free postgraduate training for \_\_\_\_\_ and the search for fast-track university education for those who don't have degrees.
12. The \_\_\_\_\_ proposes moving teacher training away from universities into schools.
13. Teachers will have more freedom to \_\_\_\_\_ pupils and schools will have to review how many pupils sit five selected academic subjects at GCSE.
14. Those who are critical of the government's approach say that it is an absolutely \_\_\_\_\_.
15. School inspectors said too many students were receiving dull and \_\_\_\_\_ teaching and government's task is to try to turn that around.

**Part 3: For questions 16–20, listen to a talk on the history of Balinese Culture and complete the table with the missing information. Write NO MORE THAN THREE WORDS taken from the recording for each answer in the spaces provided.**

Date	Event	Importance of art
3000 BC (beginning of the (16)_____)	Rice farmers from China settled in Bali	Built temples with wood and stone carvings
14 <sup>th</sup> century	Introduction to Hinduism	Artists employed by (17)_____ and focused on epic narratives
1906	Dutch East Indies Company established	Art became expression of opposition to (18)_____
1920s	(19)_____ of tourism	Encouraged use of new materials, techniques and subjects
1945	Independence	New art with scenes of everyday life (e.g. harvests, market scenes, daily tasks, (20)_____ and _____) reflecting national identity

**Part 4: For questions 21–25, listen to a radio interview with a psychologist about friendship and choose the best answer (A, B, C or D) according to what you hear. Write your answers in the corresponding numbered boxes.**

21. According to the presenter, \_\_\_\_\_  
 A. new books are being written to teach people how to manage friendships.  
 B. it's almost impossible to keep childhood friends for life.  
 C. the most important friends are childhood friends.  
 D. we have to adjust our friendships as our lives change.
22. Barbara warns that foul-weather friends \_\_\_\_\_  
 A. never want you to be happier than they are.  
 B. can spoil the times when you are feeling good about life.  
 C. engineer bad situations so that they can feel superior.  
 D. have their life perfectly organized.
23. The danger of trophy friend is that \_\_\_\_\_  
 A. you may be put in a serious mood.  
 B. you may develop unrealistic expectations.  
 C. he or she will push you to get a higher achievement that you don't want.  
 D. he or she will inhibit your social life.
24. A sisterly friend \_\_\_\_\_  
 A. will want to go out on dates with you and your new partner.  
 B. will be as close to your family as she is to you.  
 C. can be relied on but may be too involved in your life.  
 D. can resent other close friendships in your life.
25. When making new friends, \_\_\_\_\_  
 A. be sensitive to their need for space.  
 B. try to be as funny as you can.  
 C. don't mention serious issues before you have got to know them well.  
 D. don't expend too much of your time and energy.

Your answers

21.	22.	23.	24.	25.
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**II. LEXICO–GRAMMAR (30 points)**

**Part 1: Choose the best answer (A, B, C, or D) to each of the following questions and write your answers (A, B, C, or D) in the corresponding numbered boxes.**

26. More women show their \_\_\_\_\_ for dangerous sports, especially mountaineering and bungee jumping.  
A. inspiration                      B. dominance                      C. predilection                      D. attraction
27. His new play is not only interesting but also unique. It is really off the beaten \_\_\_\_\_.  
A. track                      B. road                      C. path                      D. route
28. English presents its learners with many difficulties, \_\_\_\_\_ its spelling system.  
A. at least                      B. not least                      C. at the least                      D. not in the least
29. He tends to act \_\_\_\_\_ impulse, especially when he is together with his best friends.  
A. at                      B. on                      C. by                      D. with
30. If I were you, I would never let such a golden opportunity \_\_\_\_\_ through my fingers.  
A. slide                      B. slip                      C. slid                      D. pass
31. The river is \_\_\_\_\_ with increasing load of household rubbish.  
A. soaked                      B. burdened                      C. saturated                      D. choked
32. The misapplication of the national budget \_\_\_\_\_ a wave of public protest.  
A. sparked                      B. sparkled                      C. ignited                      D. triggered
33. The dispute was eventually resolved by a(n) \_\_\_\_\_ decision of the arbitrator.  
A. interested                      B. uninterested                      C. disinterested                      D. uninteresting
34. Since his head-on collision, he has become a(n) \_\_\_\_\_ to the whole family.  
A. vulnerability                      B. weakness                      C. asset                      D. liability
35. Being \_\_\_\_\_ out of \$20,000 by his best friend, he swears not to put trust in anybody.  
A. done                      B. made                      C. cheated                      D. tricked

Your answers

26.	27.	28.	29.	30.
31.	32.	33.	34.	35.

**Part 2: For questions 36-43, write the correct form of each bracketed word in the corresponding numbered boxes. There is an example at the beginning (0).**

**FENG SHUI**

Feng Shui is the ancient Chinese art of bringing balance to one's immediate surroundings. It aims to harness energy from within the home to make it a nice, healthy place in which to live. Although in the West it has only recently gained (0)\_\_\_\_\_ (ACCEPT), in China it is considered (36)\_\_\_\_\_ (DISPENSE) to consult a Feng Shui (37)\_\_\_\_\_ (PRACTICE) before moving house or establishing a business. On a mundane level, it is the art of furniture placement, but on deeper examination meaningful philosophical and religious roots are found (38)\_\_\_\_\_ (PIN) this venerable art form. The Taoist philosophy out of which it grew sees the world as made up of potent but invisible energy which it calls 'chi'. Feng Shui aims to divert this hidden flow to create a (39)\_\_\_\_\_ (HARMONY) environment. Although this is an unfamiliar concept to the Western world, the rise of Feng Shui continues (40)\_\_\_\_\_ (ABATE). Feng Shui offers some basic rules with which to augment the potential of one's environment. Removal of clutter is said to promote feelings of (41)\_\_\_\_\_ (LUCID) and calmness. The utilisation of plants (42)\_\_\_\_\_ (ACT) the detrimental effect of machinery, computers and so on. Finally, because chi energy enters through the front door, it is provident to keep one's door in perfect condition to remove any (43)\_\_\_\_\_ (IMPEDE) to the passage of entering chi energy.

Your answers

0. acceptance	36.	37.	38.	39.
	40.	41.	42.	43.

**Part 3: The passage below contains 6 errors in spelling, grammar, word form. For questions 44-49, underline the errors and write the corrections in the corresponding numbered boxes. There are THREE examples at the beginning (0, 00, 000).**

THE VOLCANOES OF HAWAII

Line The Hawaiian island chain in the central of the Pacific consists of several volcanoes, with the active ones at the south-eastern tip of the archipelago. The largest island is Hawaii itself, which are the site of two major active volcanoes. The volcanoes, protected as a national state park, are crucial for several types of agriculture. When volcanic ash cools and is exposed to weathering, it is converting into exceptionally fertile soil. The Hawaiians utilise it for one of their main agricultural exports, pineapples. The island of Lanai comprises a single plateau, containing the world's largest pineapple plantation. The continual volcanic activity is also a major attraction for the hordes of tourists flocking to the area to see Hawaii's various spectacular geological marvel. But isn't it rather dangerous for them to do this? Actually, a daily rumble is the least of the problems associated with volcanoes. Far more worrying is thick clouds of volcanic ash or flows of lava, like those that smothered the ancient Roman city of Herculaneum, pouring down from the mountainside in the night with a destructive, and totally unexpected, force. Fortunately, Hawaii rarely witnesses such frightening occurrences. Jill Brooke, a leading expert in volcanoes, recently said, 'Hawaii experiences thousand of eruptions each year, but most are so small that they can only be detected by sensible instruments. There will eventually be a huge one, but it is almost impossible to predict when it will happen.'

Your answers

0. centre (line 1)	00. archipelago (line 2)	000. is (line 2)
44.	45.	46.
47.	48.	49.

Part 4: For questions 50–55, fill in the gaps in the following sentences with suitable particles. Write your answers in the corresponding numbered boxes. There is an example at the beginning (0).

- 0. He finds it hard to put \_\_\_\_\_ the noise of the nearby factory.
- 50. Tougher measures are to be brought \_\_\_\_\_ to fight increasing social evils in the city.
- 51. He left no stone unturned to hunt \_\_\_\_\_ his forefather reported missing in the war.
- 52. They finally decided to settle \_\_\_\_\_ a compromise rather than take legal action against their rival.
- 53. She was completely snowed \_\_\_\_\_ right after taking up the managerial post.
- 54. Having been passed \_\_\_\_\_ twice, he decided not to apply for promotion this time.
- 55. I don't hold \_\_\_\_\_ the use of violence to resolve conflict between ethnic groups.

Your answers

0. up with	50.	51.	52.
	53.	54.	55.

III. READING (50 points)

Part 1: For questions 56–65, read the following passages and decide which answer (A, B, C, or D) best fits each gap. Write your answers (A, B, C, or D) in corresponding numbered boxes.

JOB OPPORTUNITY

Would you relish the opportunity to join a growing company at the cutting (56)\_\_\_\_\_ of the pharmaceutical and biotechnology industries? Do you already command a high (57)\_\_\_\_\_ of credibility in the industry? Can you proactively use your (58)\_\_\_\_\_ of project management know-how and leadership skills to manage teams and to take (59)\_\_\_\_\_ of a variety of consulting projects? Are you ready to build and provide quality thought leadership? Do you enjoy (60)\_\_\_\_\_ out the best in colleagues with well chosen advice and sensitive mentoring? Do you have superb presentation and communication skills? Are you ready to make a positive contribution to the future of our expanding operations throughout the whole industry?

- 56. A. side                                      B. edge                                      C. rim                                      D. blade
- 57. A. rate                                      B. scope                                      C. amount                                      D. degree
- 58. A. hand                                      B. grip                                      C. grasp                                      D. hold
- 59. A. charge                                      B. responsibility                                      C. lead                                      D. credit
- 60. A. getting                                      B. finding                                      C. taking                                      D. bringing

CAUGHT NAPPING

Sleep, according to the Bard, "knits up the ravelled sleeve of care," but not, it seems for narcoleptics is the (61)\_\_\_\_\_ to fall asleep any time anywhere. First (62)\_\_\_\_\_ 120 years ago, it often goes undiagnosed, its (63)\_\_\_\_\_ labelled "lazy". The condition is debilitating and surprisingly common, affecting approximately one in 1,000 inhabitants of the western world.

The three main symptoms of narcolepsy are all expressions of REM (rapid eye movement) sleep. They (64)\_\_\_\_\_ cataplexy, a sudden loss of voluntary muscle control, common to 60% of narcoleptics; sleep paralysis, which generally occurs on waking or falling asleep; and excessive sleepiness throughout the day, with frequent naps and a struggle against drowsiness. Paradoxically, many narcoleptics are insomniacs and (65)\_\_\_\_\_ little or no refreshment from sleep.

- 61. A. trend                                      B. propensity                                      C. mood    D. mode
- 62. A. located                                     B. invented                                        C. notified                                         D. identified
- 63. A. sufferers                                  B. subjects                                        C. instructors                                    D. patients
- 64. A. comprise                                  B. compose                                        C. consist                                         D. contain
- 65. A. desist                                        B. detect    C. detract                                         D. derive

Your answers

56.	57.	58.	59.	60.
61.	62.	63.	64.	65.

**Part 2: For questions 66–77, read the text below and think of the word which best fits each gap. Use only ONE word in each gap. Write your answers in corresponding numbered boxes. There is an example at the beginning (0).**

SCHOOL'S OUT FOR SUMMER

Organised excursions are one of the ways that summer school programmes create a relaxed and fun atmosphere for their students, (0)\_\_\_\_\_ escape from the classroom for a day is not an excuse to stop learning.

As well as (66)\_\_\_\_\_ a great way to see Britain and to learn more about British life and culture, excursions can have a valuable role to play in language learning as they give learners the opportunity to put (67)\_\_\_\_\_ practice what they have learnt in the classroom. Excursions can (68)\_\_\_\_\_ from visits to famous towns and cities to the thousands of sites of historical interest around the country. Museums, art galleries and theme parks are other options. However, (69)\_\_\_\_\_ is the responsibility of the school to ensure that learners are properly prepared for their trips (70)\_\_\_\_\_ still in the classroom. Teachers should introduce the excursion as a discussion topic, provide background information on the place of interest or instruct students to carry (71)\_\_\_\_\_ their own research. New vocabulary and key words can be explained and learners can prepare questions to ask (72)\_\_\_\_\_ they get to their destination. Once (73)\_\_\_\_\_ of the classroom, many learners find it easier to relax and, as a result, become more articulate. They are helped by the (74)\_\_\_\_\_ that at most tourist attractions there are staff who are used to talking to learners and will make the effort to understand their English. (75)\_\_\_\_\_ returning to the classroom, teachers can set students a variety of extension exercises such as giving a mini-presentation (76)\_\_\_\_\_ an aspect of the trip or making a poster or an information leaflet to advertise the place (77)\_\_\_\_\_.

Your answers

0. but	66.	67.	68.	69.
	70.	71.	72.	73.
	74.	75.	76.	77.

**Part 3: For questions 78–83, choose the best phrase or sentence A–I given below the text to fill each of the blanks in the following text. Write one letter (A–I) in corresponding numbered boxes. THREE of the suggested answers do NOT fit at all.**

## COUNTING PENGUINS!

Scientists in the South Atlantic have developed an alternative way to track penguins: they now count the birds by giving them supermarket-style electronic tags. The aim of their work there is to examine the factors (78)\_\_\_\_\_ and how numbers relate to environment change.

At present, there are about 2.5 million breeding pairs of Macaroni penguins on Bird Island in South Georgia, but long-term monitoring studies show the numbers may have halved since 1978. Researchers from the British Antarctic Survey have been studying the penguins throughout this time, (79)\_\_\_\_\_. Weighing the birds has been an important part of the research, giving data on how regularly and effectively they feed. However, the traditional method of weighing penguins, by picking them up, putting them in a bag and using a hand-held balance, is now seen as (80)\_\_\_\_\_ in what is a harsh environment. It can also be disturbing for the penguins. So the team has worked with a consultant design engineer on (81)\_\_\_\_\_. The birds are given an individual supermarket-style electronic tag, attached to a plastic ankle ring. A special weighbridge has also been constructed – painted with the intention of (82)\_\_\_\_\_ – and it has been placed on the birds' route to and from their colony. Every time a tagged bird crosses the weighbridge, the tag is electronically read, (83)\_\_\_\_\_. This weighbridge has proved to be of great assistance to the scientists.

- A leading them to the steady decline
- B helping it to blend in with its surroundings
- C using up too much time and labour
- D having a certain negative influence on all those
- E allowing specified information to be recorded
- F analysing the results in any way
- G affecting penguin populations
- H developing a different, less intimidating technique
- I attempting to discover why their numbers are declining

Your answers

78.	79.	80.	81.	82.	83.
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**Part 4: Read the following passage and answer questions 84–93.**

**For questions 84–89, choose the best answer (A, B, C, or D) according to the text. Write your answers (A, B, C, or D) in the corresponding numbered boxes.**

It is a lamentable truth that women are sometimes presented with impossible choices between career advancement and family commitment. This dilemma is perhaps sharpest for female scientists who leave their profession in order to raise children and then find themselves at a disadvantage compared with men on returning to work years later. Women in science get left behind because scientific developments move so fast and knowledge needs to be continuously updated. In addition to that, working conditions for scientists with unsociable hours, do not favour the family.

This is where a newly-launched campaign to attract female scientists back into the fold comes in. The campaign aims to emphasise a woman's academic as apposed to her chronological age so that, after raising a family, she will be compared to men with the same amount of work experience rather than to men of the same age, and encourages women to retrain and upgrade their skills. The Royal Society and the Wellcome Trust, the major founder of Biomedical research in the UK, have lent the campaign their support.

Dr. Nancy Lane, a cell biologist and fellow of Girton College, Cambridge, and director of the Women in SET (Science, Engineering and Technology) Initiative at Cambridge has dedicated her life to encouraging female scientists. A working party chaired by her produced a report for the government highlighting the low percentage of women in science, particularly at senior levels. The report was given the optimistic title 'The Rising Tide', in the hope that this dismal trend could be on the turn.

Despite good intentions, a rising tide of female scientists seems at present to be distant prospect. The majority of successful women in the field are either unmarried or married but childless. One organisation geared towards changing this is the Athena Project, of which Dr. Lane is deputy chair. The organisation is compiling a register of women in higher education to outline the skill areas of those in the SET fields. Back by various government and scientific bodies, the project's goal is to achieve significant increase of women in top positions in science, engineering and technology by the year 2017.

There is much room for improvement on present percentages, with women making up no more than 21% of full-time researchers in the physical sciences, a mere 2% at the level of professor, and with just one female Chemistry professor in the UK. A lack of research grants exacerbates this deplorable situation, with studies in Sweden pointing to strong evidence that women need to prove themselves two and a half times better than men in order to receive them.

One eminent scientist with a mission to help other women in the field was Daphne Jackson, Britain's first Physics professor. After her premature death, aged 54, in 1991, the Daphne Jackson Memorial Trust was established to help retrain highly-qualified female scientists who have taken at least three-year break from work. The trust pays part-time salaries for two years to women able to find an institution and supervisor to allow them to pursue a research project. A successful example of somebody on a Daphne Jackson fellowship is Dr. Sue Jackson (no relation), a former welding engineer with a PhD from Cambridge when her first child was born 14 years ago and she gave up work. The fellowship has enabled her to conduct research on laser welding for car bodies and has helped her cope with radical changes such as the move from practical work to computer modelling. Sue Jackson has found the project tremendously stimulating and motivating.

Let us hope that, with the help and encouragement of organisations such as Athena Project and Daphne Jackson Memorial Trust, more women will follow suit and return to the scientific fields to which they have contributed and will continue to contribute so much. Society as a whole will certainly be the better for it.

84. What does the writer say about women in science?
- They tend to lack the driving ambition that motivates male scientists.
  - They are not as well suited to the pace of developments in science as men.
  - It is difficult for them to get back into the field after a lengthy absence.
  - The demands for family generally force them to choose other careers.
85. A new campaign has been launched in order to \_\_\_\_\_
- narrow the gap between male and female scientists.
  - attract more female graduates into the field of academic research.
  - assist female scientists in coping with both children and work.
  - encourage experienced female scientists to return to work.
86. The report was called 'The Rising Tide' \_\_\_\_\_
- to reflect recent trends.
  - to present a positive image.
  - to show the extent of the problem.
  - to suggest things can't get worse.
87. What does the writer say about the current situation?
- There is a clear link between family status and attainment.
  - Many women in the field try to be too self-reliant.
  - Further research is needed to determine the extent of the problem.
  - Current initiatives have little prospect of success.
88. What is the problem with research grants?
- They are unlikely to provide sufficient support for projects.
  - Countries such as Sweden have fairer systems for awarding them.
  - They represent another obstacle for women in the field.
  - They are not distributed fairly among the different fields of science.
89. The Daphne Jackson Memorial Trust \_\_\_\_\_
- puts women scientists in touch with potential research supervisors.
  - offers further training for women scientists in research fields.
  - only supports female scientists over a certain age.
  - provides support for women scientists returning to research.

Your answers

84.	85.	86.	87.	88.	89.
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**For questions 90–93, complete the following sentences. Choose NO MORE THAN THREE WORDS from the passage for each answer. Write your answers in the corresponding numbered boxes.**

90. Working hours for female scientists are so \_\_\_\_\_ that they cannot support their family.
91. A new campaign is launched to promote female scientists to \_\_\_\_\_ their academic knowledge and skills after their maternity and child care.
92. "The Rising Tide" is considered \_\_\_\_\_ because it aims at improving the current problems soon.
93. A doctor of engineering science realised that the Daphne Jackson Memorial Trust was so \_\_\_\_\_ because the Trust helped her accomplish a practical project.

Your answers

90.	91.	92.	93.
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**Part 5: Read the following extract and answer questions 94–105.**

**THE GLOBAL PRODUCT – THE WORLD AS A SINGLE MARKET?**

- A.** For businesses, the world is becoming a smaller place. Travel and transportation are becoming quicker and easier, communications can be instantaneous to any part of the world and trade barriers are breaking down. Consequently, there are tremendous opportunities for businesses to broaden their markets into foreign countries. The challenge facing those promoting products globally is to determine whether marketing methods should be the same across the world or if they should be adapted to different markets based on specific cultural factors.
- B.** Many theorists argue that, with the 'shrinking' of the world, global standardisation is inevitable. Over time, and as economies develop, it has been suggested that consumer buying patterns will blend into one another and national differences may disappear. Kellogg, the American breakfast cereal producer, has been very influential in challenging consumption patterns in countries outside the United States. In France, for example, breakfast cereals were almost unheard of, and market research suggested that the market was closed to companies like Kellogg. However, today, there is growing demand for breakfast cereals across France. Nevertheless, the standardisation of products for worldwide consumption in this way is rarely the most effective strategy as is evident from an analysis of the following key aspects of global marketing.
- C.** First of all, it is considered better business practice by many large, established companies to change their products from one country to the next. Take the example of Coca Cola. The recipe for this drink is changed to suit local tastes - the brand in the US is much sweeter than in the UK, whilst in India the product's herbs and flavourings are given more emphasis. In terms of the car industry, it would be too expensive for manufacturers to develop and build completely different vehicles for different markets yet a single, global model is likely to appeal to no one. In response to varying needs, Nissan, for example, sells in 75 different markets, but has eight different chassis designs. The Ford Mondeo was designed with key features from different markets in mind in an effort to make its appeal as broad as possible. The best policy, as far as most multinational companies are concerned, is to adapt their product to a particular market.
- D.** Secondly, it is also important to consider whether a product should be launched simultaneously in all countries (known as a 'sprinkler launch') or sequentially in one market after another (a 'waterfall launch'). In practice, most companies producing consumer goods tend to launch a new product in one or two markets at a time rather than attempt to launch a product across a range of countries at a single time. Many high-tech products such as DVD players reached the market in Japan before reaching the UK. Hollywood films are often seen in the United States weeks or months before they arrive in other countries. For example, Star Wars Episode One was launched in the US in May 1999, in the UK in July 1999 and in Spain in August 1999.
- E.** The advantage for firms is that it is easier to launch in one market at a time. Effort and concentration can be focused to ensure the best possible entry into the market. Moreover, for technical products especially, any initial problems become apparent in a single market and can be corrected prior to launch elsewhere. Even though this method can be time-consuming, it is usually a safer approach than a simultaneous launch. Despite this, in certain highly competitive markets such as computer chips, companies such as Intel tend to launch their new products internationally at the same time to keep the product ahead of its competitors.
- F.** The final consideration when planning to enter a global market, rather than assuming the product will suit all markets, is to take cultural differences into account. Prices have to be converted to a different currency and any literature has to be translated into a different language. There are also less tangible differences. It is quite possible that common practices in one country can cause offence and have grave consequences for business success in another. In one situation in China, a Western businessman caused offence to a group of local delegates because he started to fill out the paperwork immediately after shaking hands on a deal. Completing the legal documents so soon after the negotiations was regarded as undermining the hosts' trust. Knowledge about such cultural differences is absolutely vital.
- G.** Therefore, if a company is attempting to broaden its operations globally, it must take the time to find out about local customs and methods of business operation. Equally important is to ensure that such information is available to all necessary workers in the organisation. For example, in order to attempt to avoid causing offence to passengers from abroad, British Airways aims to raise awareness of cultural differences amongst all its cabin crew.
- H.** It can be concluded that global standardisation of products to 'fit' all markets is unlikely to be the most viable option. Marketing methods employed will depend on many factors, such as the type of product, the degree of competition, the reputation of the firm and/or the brand, the state of the economy into which the product is to be launched and how and when to launch. In short, the key to marketing success on a global level is to have sufficient information on how cultural differences are likely to affect the marketing of a product and then allow the appropriate decisions to be made.



For questions 94–100, choose correct heading for paragraphs B–H from the list of headings below. Write your answers in the corresponding numbered boxes. There is an example at the beginning (0).

List of Headings	
i	Launching a new soft drink product
ii	The main benefits of the single market launch
iii	Researching cultural differences and providing information
iv	The lack of cultural differences in the world today
v	Examples of launching a product in one market at a time
vi	The emergence of global marketing and its challenges
vii	The world as a single market: a successful case
viii	Specific cultural differences to consider
ix	Different markets, adapted products
x	Success in the global market – key factors

0. Paragraph A      95. Paragraph C      97. Paragraph E      99. Paragraph G  
 94. Paragraph B      96. Paragraph D      98. Paragraph F      100. Paragraph H

Your answers

0. vi	94.	95.	96.
97.	98.	99.	100.

For questions 101–105, write in the corresponding numbered boxes

**Y** if the statement agrees with the information given in the passage

**N** if the statement contradicts the information given in the passage

**NG** if there is no information about this in the passage

101. The suggestion of market researchers was by no means applicable to Kellogg's story.  
 102. Coca Cola is not untypical a case of the international standardisation of products for global consumption.  
 103. It is better to make a product available in different markets at the same time.  
 104. In the computer industry, "Waterfall" launch seems to be safer and more competitive than "Sprinkler" launch.  
 105. Considering cultural and regional variations is the most important factor in marketing success.

Your answers

101.	102.	103.	104.	105.
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#### IV. WRITING (50 points)

**Part 1: Use the word given in brackets and make any necessary additions to write a new sentence in such a way that it is as similar as possible in meaning to the original sentence. Do NOT change the form of the given word. You must use between THREE and EIGHT words, including the word given. There is an example at the beginning (0).**

0. He paid no attention to our warning. (notice)

He \_\_\_\_\_ took no notice of \_\_\_\_\_ our warning.

106. If only I hadn't let my friends persuade me to go on such a risky off-road trip. (talk)

I regret \_\_\_\_\_ such a risky off-road trip.

107. We were completely surprised that the Rector didn't turn up at the opening ceremony as agreed.

(absented)

To our utter astonishment, \_\_\_\_\_ the opening ceremony.

108. The student's performance appears to be improving dramatically this year. (evidence)

The student's performance \_\_\_\_\_ this year.