

Reading Question Paper

Time: 35 minutes

- *Answer all the questions*
- *Write all your answers on the separate answer sheet*
- *You must not speak to the other candidates*

Task One: Paragraph Headings (10 minutes) – Questions 1-6

You will read an article about the use of Esperanto in business.

- Match each paragraph to the correct heading.
- Place a in the appropriate box on your Answer Sheet.
- The first one has been done for you.
- There are two extra paragraph headings that you DO NOT need.



Paragraph Headings

- A THE EXPANSION OF IKEF
- B IKEF IN CONFLICT
- C TESTING THE WATER FOR INTEREST
- D IKEF'S PURPOSE AND KEY TASKS
- E IKEF'S ORIGINS
- F SURPRISE THAT IKEF EXISTS - EXAMPLE**
- G THE DECLINE OF IKEF
- H THE ORGANISATION COMES TOGETHER
- I AN EARLIER PROMOTIONAL BODY

La Internacia Komerca kaj Ekonomia Fakgrupo

EXAMPLE

F

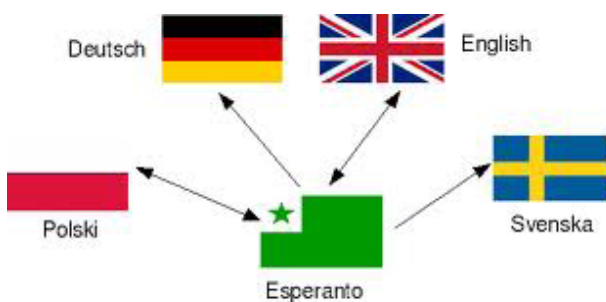
Is this a joke? Surely, English is the lingua franca of business. But who speaks Esperanto? The IKEF - Internacia Komerca kaj Ekonomia Fakgrupo, which is Esperanto for International Specialist Group for Commerce and Economics, thinks that business people should be chatting to each other in a planned language.

1

In accordance with its constitution, IKEF has the aim of widening the knowledge and use of the international language, Esperanto, in the fields of commerce, economics and economic science generally. Most important in this task is publishing and maintaining up to date technical wordlists for use in the concerned fields.

2

The Group arose from an initiative jointly agreed in 1984 by Mr Braun, a purchasing director of a large engineering company, and Mr Mee, who was co-proprietor of a specialist language school in Rotterdam in The Netherlands. They began to publicise the idea of increasing the use of the language in the fields of commerce and economics, and to recruit likeminded supporters of Esperanto to work with them.



3

A previous specialist group with broadly similar aims was The Institute for Esperanto in Commerce and Industry which had run under the direction of Mr F.L.M. Wensing from The Netherlands, Mr Erik Carlen of Sweden, and Mr Bruno Vogelmann from Germany. The Institute had been most active in the 1960s and 1970s.

4

The first step was to ask for comments among the members of the World Esperanto Association. Inquiries went out to more than 150 addresses in 67 countries, and included clear requests for collaboration. The reaction was so encouraging that the only way to keep in touch was by issuing a newsletter, which has since evolved under the editorship of Dr Thomas Goldman into the magazine La Merkato (The Market)..

5

The first meeting of interested participants was held on 19th April 1985 in Brugge, Belgium, at the invitation of Mr Rotsaert. He, with Messrs Braun and Mee, agreed that the indications of support were sufficient to go ahead with a plan to set up a formal international specialist group. The inaugural meeting of that group took place in Augsburg, Germany, on 6th August 1985 during the 70th World Esperanto Congress with an attendance of 30 interested specialists.

6

Since that inaugural meeting, membership of the Group has steadily increased. Eight years later, the registered membership surpassed 100, and the decision was taken to seek official affiliation to the World Esperanto Association in Rotterdam. During the 79th World Congress, 1994, in Seoul, South Korea, the Committee of the world body accepted the group as an affiliated specialist group. By the end of 1999, membership stood at 150 members, in 36 countries.

Task Two: Scan Reading (10 minutes) – Questions 7-13

You will read about four people who each run a small business successfully.

- Read the text and decide if the information is in text A, B, C or D.
- Place a in the appropriate box on your Answer Sheet.



Example: This business originated out of someone's lack of money.

The correct answer is **A**.

Information to Find

This business...

- 7 provides an interesting present you can give to your loved ones.
- 8 grew out of its owner's interest in art.
- 9 has work which takes place in several locations.
- 10 has an owner who followed the example of others.
- 11 has an owner who learned from his/her own mistakes.
- 12 provides a range of connected products.
- 13 didn't make its owner rich.

Text A: Website Design

My field of business is website design for small businesses and home-based companies. I sometimes do them for personal web sites too, but not very often. It all started in 1998. I wanted my own website and looked into the cost of having one designed for me. I was astonished at the prices, some were more than 2,000 Euros. After much trial and error I taught myself website design. I then discovered that lots of people wanted to have a site for their own small business but could not afford the high price for a "professional" site. They often had great ideas and products but awful websites, or none at all. That was when I decided to concentrate on creating professional and effective sites, but at reasonable prices. No, I have not become a millionaire, but I do have loyal clients, websites I am proud to have my name on, extra money for vacations and a good feeling knowing I have helped other people to achieve their goals.

Text B: Cartoon Maps

We create cartoon caricature maps of towns and cities across the country. Our cartoon maps portray local area businesses, points of interest, historical sites, and lots of fun stuff about the community. Basically, the biggest reason I started the business is that I love to draw. I also like to put some humour into life. I started the business in September 1992 and we have made thousands of maps. We have four people who are part of the company. Our main art studio is where the creative work gets done. Years ago, the place looked like a child's playroom as we used coloured markers and ink to create maps. Then the digital age propelled us into computer graphics. That also means that at times, especially when we're busy, we'll work from home or even out of hotel rooms if we need to. The best part of our work is when we deliver the maps. People are genuinely happy to see themselves or their business on the map. Over the years I've really enjoyed meeting so many interesting people from all over the place. Right now, we are expanding and offering other entrepreneurs the opportunity to create cartoon maps in their local areas as a franchise. A lot of people have shown interest.

Text C: Greeting Cakes

It had always been my dream to open up my own business. I no longer wanted to work for other people, helping them to make money. Then I had a brilliant idea: I could replace greeting cards with 'Greeting Cakes', they would be so much more interesting than just a card. I set up the company and advertised them as a fun way to send the perfect gift for family or friends. Each Greeting Cake box comes complete with cake mix, a mixing cup, a measuring spoon, a "pan" to bake the cake in, a candle and even some decorations for the top. You can bake the cake in under two minutes in the microwave. The boxes have a shelf life of one year so you can stock up on them and send them when you remember a birthday or celebration. So far business has been good, I'm trying to think of another original idea that is just as good but I haven't found the right inspiration yet.

Text D: Office Help

'Speedtype' provides administrative and secretarial assistance to small businesses and entrepreneurs who, for whatever reasons, choose not to employ full-time staff. I help my clients by taking care of those day-to-day administrative tasks that take up their valuable time and energy. Strange as it may sound to some, I had always wanted to be a secretary. I took the standard typing and word processing courses, and landed my first secretarial position at a major corporation straight after college. I loved both the technical and administrative sides to my job but soon tired of the corporate 'rat race' and of all the office politics which became so tiresome and negative. I dreamed of having my own business so that I could do what I loved to do, but on my own terms. Finally, in early 1999, I quit my job and just spent some time deciding what to do next. A couple of months later, I found something on the internet about people providing secretarial services for others while working from home and how they did it. I was impressed by their enthusiasm and 'Speedtype' started up soon after that.

Task Three: Multiple-Choice Reading (15 minutes) – Questions 14-20

You will read a text about **The Golden Eagle Pub in Meckham.**

- Read the following text.
- Answer the multiple-choice questions about it and choose the correct answer: A, B, C or D.
- Place a in the appropriate box on your Answer Sheet.



Good-Bye to The Golden Eagle

The Golden Eagle Pub in Meckham has been through every system of management imaginable. **Saul Denman reviews its history.**

There is evidence that there has been a pub at the corner of the Market and the High Street since Mediaeval times. But The Golden Eagle is first recorded in the 19th Century, when the site came into the hands of the Brandt family and became a place associated with disreputable characters. The local council fought to close the business many times because, in its opinion, the drinkers' behaviour upset respectable people living in the town centre.

Industrial expansion, especially with the arrival of the railway in the 1850's, saw the growth of the town and its potential workforce. As a result more than twenty new pubs opened by the turn of the century. Despite the competitive market, workers often complained about the price of drinks, and when The Golden Eagle came onto the market in 1930 it was bought and run by a co-operative, set up by the workers from the Hart Shoe Factory.

Jack Hemmingway, now eighty-five, recalls, "I remember as a young kid going hungry, so father could buy his share in the co-operative. It was tough back in those days, but I think back to the pride we felt in our street at having our own pub."

In the Second World War the pub was badly bombed, but as a result of popular pressure it was bought and operated by the Meckham Town Council. In many ways the 1950s were the heyday of the pub, as Jack Hemmingway recalls, "I remember going there after work on Friday night for a drink, a chat and a sing-song."

The Golden Eagle became privately owned in the 1960s, and was bought by the Sindo brothers. Again, the pub came under investigation from the authorities when it became a centre of drug-dealing in the area. After the jailing of the Sindos in the mid-seventies, it was re-opened through the small business enterprise scheme as a pub and vegetarian restaurant. This formula worked for over two decades.

Danny Noble, unemployed since leaving school in 1990, made the pub his second home. "I loved the atmosphere down there. For lunch you could get bread and bean soup cheaply enough, and then you could drink in the evenings. Fantastic place!"

The Golden Eagle, now shut for refurbishment, will carry on next year as an up-market restaurant. Mr Hector Jenner, a local management consultant, is clear, "Rising property prices and a richer clientele in the area has meant the writing has been on the wall for a dirty establishment of that kind. I'm relieved to see it go."

One thing is certain, though, the new restaurant will look nothing like the pub that Jack Hemmingway and Danny Noble knew.

Questions for Task Three:

14. The town authorities wanted to close The Golden Eagle because its customers...

- A** were involved in crime.
- B** sometimes started fighting.
- C** politically opposed the council.
- D** offended local residents.

15. The workers' co-operative bought The Golden Eagle because...

- A** they wanted cheaper drinks.
- B** no other buyers wanted to keep the pub open.
- C** the pub was a good investment.
- D** they wanted to create more jobs.

16. Mr Jack Hemmingway...

- A** had a father who was a drunk.
- B** visited the pub before the Second World War.
- C** supported the purchase of the pub by the local council.
- D** visited the pub when at the peak of its fortunes.

17. In the 1960s and 1970s the Golden Eagle...

- A** changed hands at least twice.
- B** was privatised because of drug-dealing.
- C** was turned into a vegetarian restaurant by the Sindo brothers.
- D** was associated with crime throughout this time.

18. Regarding the Golden Eagle, Danny Noble...

- A** visited the pub after school.
- B** lived in the pub.
- C** enjoyed the cheap beer.
- D** often had a simple inexpensive midday meal.

19. Regarding the Golden Eagle, Mr Jenner...

- A** was involved in the sale.
- B** says old clients will like the new restaurant.
- C** thinks the new restaurant will attract local well-off people.
- D** has no opinion about the old pub.

20. The article writer's intention is to present the Golden Eagle pub...

- A** in a positive way for potential buyers.
- B** as a building with a complex past.
- C** to demonstrate the current character of the town.
- D** as an example in a campaign against alcoholism.