

Archivierungsnummer: _____

Fachbereich 3: Wirtschaft und Recht

Klausurdeckblatt

Studiengang/PO: International Business Information Systems/PO IBIS 2016
 Modul: English
 Prüfer: Slawney
 Fachsemester: 2
 Prüfungsnummer: 1499
 Prüfungssemester: SoSe 2021
 Prüfungstermin: 20.07.2021 11:00
 Hilfsmittel: Keine

STUDENT

Name/Last Name: _____

Vorname/First Name: _____

Matrikelnr./Matriculation Number: _____

INCOMING: **ERASMUS** **SOKRATES** **OTHER**

*Mit meiner Unterschrift bestätige ich die Richtigkeit der Angaben und meine Teilnahme an der Prüfung.
 By signing below, I certify that all information is true and confirm my attendance in this exam.*

Unterschrift/Signature

PRÜFER

Erreichte/maximale Punktzahl der (Teil-)Klausur: _____ / _____

Erreichte/maximale Punktzahl der Prüfungsleistung: _____ / _____

Note der Prüfungsleistung*: _____

Datum/Unterschrift Prüfer

Datum/Unterschrift Zweitprüfer

*Zulässige Noten: 1,0 / 1,3 / 1,7 / 2,0 / 2,3 / 2,7 / 3,0 / 3,3 / 3,7 / 4,0 / 5,0

A. SPOKEN ENGLISH

(22 Points)

1. Complete the extract below from a talk by a communication expert with the verbs from the box.

clarify confuse digress engage explain interrupt ~~listen~~ ramble

'Good communicators really ~~listen~~¹ to people and take in what is said. They maintain eye contact and have a relaxed body language, but they seldom² and stop people talking. If they don't understand and want to³ something, they wait for a suitable opportunity.

When speaking, effective communicators are good at giving information. They do not⁴ their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they⁵ by giving an easy-to-understand example. Furthermore, although they may⁶ in order to elaborate a point and give additional information and details where appropriate, they will not⁷ and lose sight of their main message. Really effective communicators who have the ability to⁸ with colleagues, employees, customers and suppliers are a valuable asset for any business.'

2. Complete the 3 sentences with one of the idioms from the box.

Go the distance to hedge your bets to keep your ears to the ground lucky break

- 1 Do you think Isabella will this time?
- 2 There are hundreds of young musicians out there looking for a
- 3 It's a good idea to by applying to more than one MBA programme.

B. VOCABULARY

(51 Points)

1. Complete these statements about "a successful business" with words from the box. Write the answers directly into the sentence.

brand
customer
headquarters
innovation
leader
people
profit
shares
subsidiaries
workforce

A successful business ...

- 1 is always making money and increasing its
- 2 is often the market
- 3 is moving forward and interested in
- 4 has a motivated
- 5 has a loyal base.
- 6 has a world-famous and an instantly recognisable logo.
- 7 issues which are worth millions on the stock market.
- 8 has its in a prestigious location.
- 9 has branches and all over the world.
- 10 treats its employees well and is-orientated.

2. Complete each group of word partnerships (1-5) with the correct word from the box.

brand customer market marketing product

- | | | | |
|---|---|---|--|
| 1 | mix
strategy
plan. | 4 | profile
retention
base |
| 2 | adaptation
penetration
segmentation | 5 | positioning
identity
extension |
| 3 | placement
portfolio
feature | | |

3. Choose the correct prefix to complete each word in bold. Circle the correct preposition.

- 1 We finished building our new *multi- / ultra-* **modern** offices earlier this year.
- 2 The sales team *out / under* **performed** last year. We simply have to sell more, or we're going to have serious problems.
- 3 The government is going to *ex / de* **regulate** the industry next year.
- 4 We *over / mis* **spent** by about €100,000 last quarter, so we need to save money this quarter.
- 5 Hiram and I *re- / co-* **taught** a training session last month. He talked about sales, and I talked about marketing.
- 6 We're going to *re / de* **name** the product so it's more appealing to the new market.
- 7 I *mis / co-* **judged** Leon. I thought he was doing a terrible job, but this has been our most successful year.
- 8 With its fine workmanship and expensive materials, this range of furniture *under / out* **classes** the competition.
- 9 The *ex- / over* **director** predicted the company would fail when he left, but it didn't.
- 10 We have a truly *ultra / multi* **national** company, with staff from over 50 different countries.

4. Match the sentence halves. Write the letter (a-h) of the correct second half next to the number of the first half (1-8).

- | | |
|--|--|
| 1 We arrived at 7.58 and the train set | a) forward to seeing you next week. |
| 2 Let's set | b) up the new contract while we continued discussing the schedule. |
| 3 I need to catch | c) off at eight o'clock. We barely made it! |
| 4 Alicia drew | d) up with Freda— she's way ahead of me. |
| 5 I was looking for | e) on the printer. Is that OK with you? |
| 6 I'm looking | f) on working until I finish. |
| 7 I'm going to carry | g) Ramon this morning, but I didn't see him. |
| 8 I need to switch | h) up a meeting for Tuesday. |

1.) _____
2.) _____
3.) _____
4.) _____

5.) _____
6.) _____
7.) _____
8.) _____

5.) *Put the words in the correct order. Write out the sentence with correct word order on the lines provided.*

- 1 product / launching / really / We're / a / impressive / range
- 2 good / forecasts / The / are / sales / very
- 3 increase / want / awareness / We / to / brand
- 4 thorough / doing / We're / market / extremely / research
- 5 successful / created / They / a / advertising / hugely / campaign
- 6 introduced / We've / just / card / a / customer / new / loyalty
- 7 thought / absolutely / He / an / of / brilliant / slogan / advertising
- 8 shopping / They're / highly / entering / online / the / competitive / market

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____
- 6.) _____
- 7.) _____
- 8.) _____

6.) *Match the words to make common partnerships. Write the letter (a-j) of the word that fits next to the number of the first word (1-10).*

- | | |
|-------------|----------------|
| 1 marketing | a) penetration |
| 2 market | b) retention |
| 3 product | c) goods |
| 4 customer | d) market |
| 5 brand | e) feature |
| 6 free | f) materials |
| 7 expanding | g) group |
| 8 focus | h) sample |
| 9 raw | i) name |
| 10 designer | j) strategy |

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____
- 6.) _____
- 7.) _____
- 8.) _____
- 9.) _____
- 10.) _____

Read the article from the *Financial Times* below and do the exercises that follow.

Online shopping expected to grow by 35% this year

Elizabeth Rigby

Consumers are expected to spend 35 per cent more buying a host of items from clothes to CDs online this year, taking total spending for 2005 to an estimated £19.6bn, according to the Interactive Media Retail Group. In its first annual report, published today, IMRG said it expected 4m more Britons to shop online this year, taking the total shoppers to 24m, more than half the UK's adult population. The latest figures underline the sharp growth of internet shopping in the decade since 1994. While internet shopping accounted for just £300m of retail sales in 1999, by 2004 consumers were spending £14.5bn online, according to IMRG.

Online shopping is also counteracting sluggish consumer spending on the high street. Household expenditure grew by only 0.2 per

cent in the fourth quarter of 2004. "For a sector to have grown from scratch in ten years with very little investment suggests that the internet's time has come," said James Roper, IMRG chief executive.

The larger retailing groups – Kingfisher, Argos, Dixons, Tesco and Boots – are spending money on developing their internet offering, but many retail chains are not investing in online shopping, which in turn is allowing entrants such as figleaves.com, which sells underwear, and asos.com, the clothing e-shop, to gain a foothold in the market.

In 2004, the IMRG estimated that the top 100 retailers in the UK spent just £100m on their internet presence – and most of this came from a handful of stores. But in spite of the neglect from big retailers, the growing popularity of online shopping looks set to con-

tinue as more people gain access to the internet.

Figures out from 2004 from Ofcom, the communications regulator, showed that more than 56 per cent of homes had internet access, with a third of those having a broadband connection. The emergence of mobile commerce technology could also mean that people will be able to shop online from their mobile phones.

IMRG said electrical and clothing goods were experiencing strong growth online, with more than £2bn of electrical goods sold over the internet in 2004. Dixons, the high street electrical retailer, expects its online sales – currently at £170m – to hit £1bn in the next five years. Meanwhile, clothing is another big expansion area, with sales growing 37 per cent to £644m in 2004.

From the *Financial Times*

1. True or false (according to the article)? Circle the correct answer:

- a) TRUE/FALSE
- b) TRUE/FALSE
- c) TRUE/FALSE
- d) TRUE/FALSE
- e) TRUE/FALSE
- f) TRUE/FALSE

- a) In 2000, people in the UK were spending almost five times more online than they were in 1999.
- b) People are spending more money, but they are spending less money in the shops.
- c) Because many retail chains are not investing in an internet presence, this is opening up a market for online-only businesses.
- d) All of the top 100 retailers in the UK are spending a lot of money on online shopping facilities.
- e) Ofcom is a business information service like the IMRG.
- f) People prefer to buy their electrical goods in the shops.

2.) Find words or expression in paragraph 1 that mean:

- a) a large number _____
- b) raising the amount to _____
- c) emphasise _____
- d) ten-year period _____
- e) was the reason for _____

3) Find words in paragraph 3 and 4 that mean the opposite of:

- a) saving _____
- b) preventing _____
- c) lose _____
- d) care _____
- e) stop _____

4) Match the two parts of the phrases in *italics* to make a coherent two-word expression.

- | | |
|--|-------------------|
| a) Ofcom is a <i>communications</i> _____ | <i>area</i> |
| b) 56 per cent of homes have <i>internet</i> _____ | <i>sales</i> |
| c) A third of them have a <i>broadband</i> _____ | <i>regulator</i> |
| d) There is a new technology for <i>mobile</i> _____ | <i>connection</i> |
| e) Dixons expects to hit GBP1bn in <i>online</i> _____ | <i>access</i> |
| f) Clothing is another big <i>expansion</i> _____ | <i>commerce</i> |

Writing

(15 Points)

Pick *one* of the three (3) themes and write 150-200 words on it.

Themes:

- 1.) In what ways is online shopping more attractive to consumers than bricks-and-mortar or high street shopping?
- 2.) Write about a successful company, service or product and outline the factors that helped it succeed.
- 3.) Summarize the main points of the article on page 5. Then state whether you think the growth trends in online retail shown in 2004 still continue nowadays.

Write text here:

Lined area for writing or answers.

Word Count: _____

END OF EXAM