

26/11/2013

Total = 94

Part A = 154

Part B = 140

Each question carries ONE mark unless otherwise stated.

Part A (54 marks)

*question types specified for your reference

Answer questions 1-31 using information from the article about the Adidas-Puma rivalry on pages 2-3 of the Reading Passages booklet. Write your answers in the spaces provided. For multiple-choice questions, choose the best answer and blacken ONE circle only.

1. Look at how the expression 'falling-out' is used in the introduction to this newspaper article. Decide which of the definitions below is closest in meaning. * multiple-choice - vocabulary (meaning)

- A. dropping something
- B. picking something up
- C. disagreement
- D. agreement

A B C D

C

2. The tone of this article is ... * multiple-choice - identify tone of writing

- A. informative
- B. entertaining
- C. argumentative
- D. hopeful

A B C D

A

3. Find words in paragraphs 1-5 which could be replaced by the following: * short response - vocabulary (synonyms)

(4 marks)

- a. injury (1) wounds (line 4)
- b. clear (1) obvious (line 13)
- c. big (1) massive (line 17)
- d. anger (1) wrath (line 31)

C

4. The article is about ... * multiple-choice - requires understanding of overall content

- A. serious injuries to football players
- B. competition within the sports industry
- C. the Dassler brothers' quarrel 5, 8
- D. powerful sporting brands

A B C D

5. According to the article, what was the real reason behind Rudi and Adi's disagreement?

* full response - literal

No-one knows the reason for the brothers' disagreement. (lines 22-23)

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18

6. Use information from the article to complete the following table.
 * table completion – information transfer; literal

(3 marks)

Company name	Headquarters	Number of employees	Current owners
(a) (0.5) Adidas (line 35)	Herzogenaurach (line 64)	(b) (0.5) 39,000 (line 36)	(c) (0.5) small shareholders (line 62)
(d) (0.5) Puma (line 36)	(e) (0.5) Herzogenaurach (line 64)	(f) (0.5) 9,000 (line 37)	PBR (line 61)

7. Name four things in the lives of Herzogenaurach's residents that were decided by the Dassler brothers' separation. * short response – literal (2 marks)

① the pubs they drank in / ② the butchers they shopped at / ③ who cut their gravestones /
 ④ which football team they supported (lines 27-29) / who they married (lines 30-32)

Note: choose any four from the above: 0.5 marks for each

any 4
 0.5 @

8. Find words or expressions in paragraphs 9-12 which mean the opposite of the following: (3 marks)
 * short response – vocabulary (antonyms)

- a. leaving for (1) returning from (line 51)
- b. ancestors (1) descendants (line 60)
- c. plain (1) luxurious (line 75)

8

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9. Complete each summary by underlining the correct options. One has been done for you as an example.
* multiple-choice cloze summary – identify literal descriptors from text; some inferred (6 marks)

60 years ago → (para 3) Following the Dassler brothers' falling-out, the two (refused / decided)⁽¹⁾ to work separately. They decided to (close down / set up) their ⁽¹⁾ (original / new) company and set up separate brands.

successes → (para 6) It's plain which of the two businesses is (more / less)⁽¹⁾ successful. Adidas is definitely the (larger / smaller)⁽¹⁾ of the two.

the present → (para 12) (Despite / Although)⁽¹⁾ the ^(NP) recession, both companies are building new showrooms, clearly indicating that they do (not / now)⁽¹⁾ intend leaving Herzogenaurach.

10. What can 'you'd' in line 30 be replaced by? * multiple-choice – grammar (contraction)

- A. you have
- B. you had
- C. you will
- D. you would + have risked

- A
- B
- C
- D

11. According to paragraph 11, how have Puma's and Adidas' employees changed in the last 60 years?
* short response – literal (3 marks)

Instead of being factory workers drawn from the German town of Herzogenaurach, ⁽¹⁾ they are now young, sporty employees from many nations ⁽¹⁾ who concentrate on design, marketing and brand awareness, and ⁽¹⁾ communicate in English (lines 65-68) ⁽¹⁾

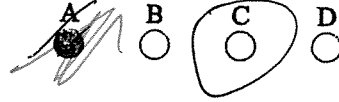
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10

Answers written in the margins will not be marked.

12. What can 'Nevertheless' in line 63 be replaced by? * multiple-choice - grammar (transition)

- A. All the same
- B. Consequently
- C. In contrast
- D. Thus



13. Complete the following timeline about the Dassler brothers. * mind map filling - literal (5 marks)

Immediately
after World
War I

→ Adi and Rudi (1) returned from the first world war (lines 50-51) *It began their company on returning from the first world war*

Christoph (1) passed on the tips of the trade/shoemaking (lines 52-53)

Adi and Rudi went into business together (lines 50-51)

post World
War I

→ Adi created a shoe (1) that was a cross between a carpet slipper and a running shoe (lines 55-56)

Rudi (1) was responsible for distribution and general management (lines 56-57)

25 years later

→ Rudi and Adi had a massive disagreement. They (1) broke up their 25-year-old company and set up rival companies on opposite sides of the river Aurach (lines 17-19)

6

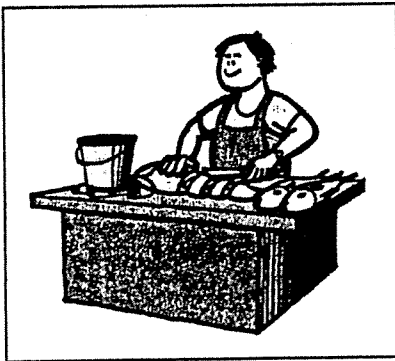
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14. A number of jobs and professions are mentioned in the article. Can you identify any of them in the pictures below? Mark each picture with a tick (✓) in the box if it is mentioned and a cross (✗) if it is not.
 * picture matching comprehension – matching written description to pictorial representation (5 marks)

(1) A ✗



Picture shows a fishmonger; fishmonger is not mentioned in the text

(1) B ✓



Picture shows football players; 'football world champions' (para 7:line 42)

(1) C ✓



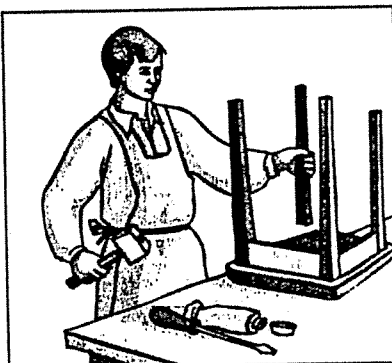
Picture shows a shoemaker; 'Their father Christoph, a shoemaker' (para 9:line 52)

(1) D ✗



Picture shows a chef; chef is not mentioned in the text

(1) E ✗



Picture shows a carpenter; carpenter is not mentioned in the text

5

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Two friends are discussing the article, 'Boot camps: Puma and Adidas'. Complete their conversation with suitable words or expressions from the box below. Use each answer ONCE only. The first one has been done for you as an example. (10 marks)

- | | |
|------------------------------|-----------------------------|
| A - I agree | B - not talking |
| C - in the end | D - motivated their workers |
| E - end of the day | F - too much risk |
| G - don't know | H - it's sad |
| I - believed that | J - can you trust |
| K - the disagreement between | |

I find it hard to understand why K the Dassler brothers has lasted for so long. I think (15) H for families to fall out like this.

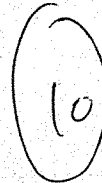
(16) A. I think it's unwise for families to go into business with each other as there's (17) F involved.

You've got a point, but if you can't trust your family, who (18) J?

I suppose you're right. I wonder if they did make up (19) C. I don't think they did because they were still (20) B when Rudi died.

I (21) G. What about their secret meeting in 1974? It's commonly (22) I they did actually forgive each other.

Maybe, but the rivalry (23) D. I think at the (24) E, they believed the rivalry was good for both of their companies.



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Writing in Response: Letter to the Editor of a Newspaper

Below is a draft letter to the editor of the newspaper written by your friend C. Wong in response to the article. Read the choice of words and expressions given and help C. Wong to express his opinion on the article by underlining the best option as shown in the example. (7 marks)

* multiple-choice cloze summary – requires understanding of views/opinions within source text, as well as summarising skills

Keeping it in the family –

good business (*practised / practising / practice*) or terrible mistake?

The article, 'Boot Camps: Puma and Adidas', is an (25) ⁽¹⁾ *interesting / intrusive / intensive* look into how family disagreements can help companies become successful.

Puma and Adidas are now world leaders in the sports goods market, but I feel the cost of this success has been too high. How (26) ⁽¹⁾ *much / many / few* has the town of Herzogenaurach had to (27) ⁽¹⁾ *say / pay / lay* for the success? The town's workers were unable to interact with other people in the town who worked for (28) ⁽¹⁾ *their / there / these* company's rival. This is (29) ⁽¹⁾ *fine / wrong / right* as it not only affects (30) ⁽¹⁾ *personal / public / private* freedom, but also is bad for Herzogenaurach's community.

Family politics have no place in the business world. It's time these two companies ended this silly disagreement so that the (31) ⁽¹⁾ *people / visitors / employee* of Herzogenaurach can get on with their lives.

C. Wong

Happy Valley

(7)

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Part B

Choose **EITHER** Section 1 (easier) **OR** Section 2 (more difficult).

Section 1 (40 marks)

Answer questions 32-43 using information from the web postings shown on pages 4-5 of the Reading Passages booklet. Write your answers in the spaces provided. For multiple-choice questions, choose the best answer and blacken ONE circle only.

32. What type of content does the website contain? * multiple-choice – requires understanding of overall content

- A. an overview of sporting products
- B. reviews of sports products
- C. comments related to sports brands
- D. tips on how to choose sports kit

A B C D

33. Look at how the word 'plastered' is used in message 'A'. Decide which of the definitions below is closest in meaning. * multiple-choice – vocabulary (meaning)

- A. hardly dressed
- B. mainly wearing
- C. partially clothed
- D. completely covered

A B C D

34. Look for words or expressions in messages 'B' and 'C' which are the *opposite* in meaning to: (3 marks)
* short response – vocabulary (antonyms)

- a. sensible (1) silly (line 11)
- b. pain (1) comfort (line 14)
- c. worn out (1) in good condition (line 17)

35. Read message 'D' carefully and decide if the following are true (T), false (F) or not stated (X). Put appropriate symbols in the boxes below. * true/false/not stated – inference and literal (4 marks)

- a. The writer loves playing sport. *no: he is 'not sporty' (line 18)*
- b. The writer is image-conscious. *yes: 'I really enjoy the image it projects' (line 18)*
- c. The writer wears expensive, high-performance trainers bought at discounted prices. *not stated and can't be inferred*
- d. The writer doesn't mind being seen as active, young and fit. *yes: 'I really enjoy the image ... active, young and fit.' (lines 18-19)*

(1) F
(1) T
(1) X
(1) T

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36. Was Clare Bixenman's family rich? Give a reason for your answer. Write in ONE complete sentence.
* full response – literal (2 marks)
(1) No, Clare Bixenman's family was not rich (1) as the text says, 'even though she did not have much money'. (line 23)

37. Which words in messages 'E' and 'F' mean the same as the following: (4 marks)
* short response – vocabulary (synonyms)

- a. idle (1) inactive (line 22)
b. grateful (1) touched (line 24)
c. cherished (1) appreciated (line 24)
d. costly (1) expensive (line 26)

38. What does Kevin from Japan do in his spare time? * full response – inference and literal

He collects special edition sports shoes (line 26)/replies questions about his collection (line 28).

39. Complete the sentence below. * sentence completion – summary sentence (2 marks)

The writer of message 'G' thinks that people should (1) make sure that they choose sports products based on a brand's reputation, and not on whether it is (1) fashionable or not. (lines 30-31)

40. In message 'H', which of the following are mentioned? Underline your answers below. (2 marks)

* short response – identify items in text; literal

tennis matches / dresses / pop singers / swimmers / sports clothing / basketball trainers
(1) (line 34) (1) (line 34)

41. In message 'H', what is the writer's attitude towards big spending on branded sports clothing?

* multiple-choice – inference

- A. uncertain
B. neutral
C. approving
D. disapproving

A B C D

Answers written in the margins will not be marked.

42. Read the following replies, matching each with ONE of the messages on pages 4-5 of the Reading Passages booklet. Use each letter **once** only. The first is given to you as an example. (7 marks)

* matching – match replies/responses to source text; inference and literal

e.g.

(a) Exactly! I couldn't agree more. It's no different from dressing in the same style as an actor or a popular singer. *A. H. (Argentina)* → **H**
(lines 33-34)

(b) Well done! It takes a lot of effort to make big lifestyle changes. Your mother gave you the best present possible – your health! *J. Malone (Ireland)* → **(1) E**
(line 23)

(c) Like you, I bought a set of golf clubs because I saw my idol using them. They didn't improve my swing in the slightest! It was worth a try though, wasn't it? *Jean Paul (Switzerland)* → **(1) A**
(line 5)

(d) I totally agree with you. Comfort and durability is what I look for in sports clothing. I'll never be a slave to fashion fads! *L. J. (Brazil)* → **(1) B**
(line 8)

(e) I just bought very expensive branded squash balls, and they were absolutely worth every cent! The brand is famous for squash products, and so I knew they would be good! *J. Q. (China)* → **(1) G**
(lines 29-30)

(f) I've got friends who collect stamps, but I've never heard of anyone collecting special edition sports shoes! *H. Walcott (Wales)* → **(1) F**
(line 26)

(g) I made the mistake of buying a new pair of fashionable running shoes the other day. They gave me terrible blisters! I totally agree with you – stick to what you know works! *B. Z. (Kenya)* → **(1) C**
(line 12)

(h) I'm sorry but I think buying expensive branded sports clothing simply to project a sporty image is a little foolish. *Marco L. (Poland)* → **(1) D**
(line 18)

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43. Complete the information summary below. Note the sport that each writer talks about, and their opinion about brand products (positive or negative). Quote ONE piece of evidence to justify your response. Some of the details have been completed to help you. * table completion – summary of text; inference and literal (12 marks)

Message	Sport mentioned	Positive or negative about brands	Supporting quote from the message
A	(1) <u>golf</u> (line 5)	<u>negative</u>	(1) I realised how silly that was (line 7)
C	(1) <u>rugby</u> (line 12)	(1) <u>negative</u>	(1) buying 'fashionable' rugby boots is a complete waste of money (lines 14-15)
D	<u>basketball</u> (line 20)	(1) <u>positive</u>	(1) I love wearing expensive branded sports clothing! (line 18)
E	(1) <u>running</u> (line 25)	(1) <u>positive</u>	I wanted a particularly popular brand of trainers at that time (lines 22-23)
H	(1) <u>tennis</u> (line 33)	(1) <u>positive</u>	(1) people spend some thousands of Euros on a jacket or pair of shoes, so why not on branded sports clothing (lines 35-36)

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