

# Probă competență lingvistică - iulie 2024 (licență)

Timp de lucru: 30 minute

Email \*

.....

Numele dvs. de familie \*

.....

Prenumele dvs. complet \*

.....

Sunteți de acord să vă afișăm numele dumneavoastră pe lista "Proba de competență lingvistică eliminatorie (în limba engleză)"? \*

Da



## Part 1

Read the following text called *The Power of Word of Mouse*. For each question that follows, choose the correct answer.

### THE POWER OF WORD OF MOUSE

People often say that the best form of promotion is by 'word of mouth.' After all, people normally trust a recommendation from someone they know. But in today's digital world, consumers don't just talk to

friends and family members. By posting their opinions online, they can reach thousands of other consumers. What's more, this is a very good way of persuading people to buy things. A recent survey by the Nielsen Company revealed that 70 per cent of consumers trust opinions they find online, which is much higher than the figures for other advertising media, like TV, and only slightly lower than opinions of friends.

The bad news for companies is that negative opinions can go online as well as good ones. When Adam Brimo, an Australian engineering graduate, was dissatisfied with his mobile phone provider, he decided to set up a website to talk about his experiences. It quickly filled up with posts from other dissatisfied customers. In the end, the company invited him to meet their chief executive, who then gave a public apology. When Dave Carroll, a US musician, took a flight with United Airlines, his guitar was broken during the trip. The airline company refused to pay for the damage, so he wrote three songs about it and uploaded them on YouTube. This was a public relations disaster for the airline, and possibly the reason why their share price dropped by 10 per cent that week.

Paul Patterson, a professor of marketing, agrees that companies now have less control over how the public view them but points out that the way to deal with dissatisfied customers is the same as always. Companies just need to react faster in case a customer decides to contact other customers online. Some analysts worry that a company's image could be damaged by a small number of dissatisfied customers. But Hugh Bainbridge from the Australian School of Business says consumers do not believe everything they see online, and that brands are only damaged when a large number of customers are clearly unhappy. Instead of seeing it as a threat, companies should treat this new medium as a useful source of customers' opinions.

Perhaps the biggest success story comes from Coca-Cola. In 2008, Dusty Song couldn't find a Coke fan page he could join on Facebook, so he downloaded a picture of a Coke can and created his own. Unexpectedly, it was a big hit with other fans. When Coca-Cola found out about this, they didn't try to get control over the page. Instead, they flew Dusty to Atlanta to meet their management team and told him to carry on the good work, with help from a few senior executives from the company. The result was a Facebook page run by a passionate fan and a good PR story for Coca-Cola. That really is a smart use of "word of mouse."

According to the Nielsen Company's research, which is most likely to make someone buy a product? \*

- a recommendation from a friend
- a recommendation posted online
- a TV advertisement

According to Paul Patterson, in the digital age, companies need to \*

- use different media to advertise products
- respond more quickly to customer complaints
- put satisfied customers in contact with each other

What does Hugh Bainbridge feel about the effect of online opinions? \*

- They give too much importance to a small number of complaints.
- They allow customers to spread wrong information about brands.
- They do not harm brands if there is no good cause for complaint.

What point does the story about Coca-Cola illustrate? \*

- Companies have lost most of their control over their brands.
- Companies can use consumers to create online content for them.
- Companies need to monitor online content very carefully.

## Part 2

Read the following text and choose the correct word to fill each gap (1-10).

### OLDER EMPLOYEES

The number of workers over the age of 50 or 60 is likely to increase in the future. We are all living longer and many businesses (1) .... decided to operate without a fixed retirement age (2) .... order to take advantage of the skills and experience (3) ... older workers can offer.

(4) .... popular opinion, older workers are not less productive than younger ones. Indeed, in sectors (5) .... physical strength is not important, like (6) .... service sector, they may be more productive. They (7) .... tend to take less sick leave and do not have as many accidents (8) ... younger employees. Research also

suggests that they do not suffer (9) .... stress so much. The reason for this may be that their children have left home, (10) .... it is easier for them to manage the work-life balance.

Choose the correct word to fill gap 1. \*

- are
- have
- has

Choose the correct word to fill gap 2. \*

- in
- on
- by

Choose the correct word to fill gap 3. \*

- what
- that
- who

Choose the correct word to fill gap 4. \*

- Despite
- However
- Although

Choose the correct word to fill gap 5. \*

- which
- what
- where

Choose the correct word to fill gap 6. \*

- a
- the
- this

Choose the correct word to fill gap 7. \*

- too
- also
- ever

Choose the correct word to fill gap 8. \*

- than
- so
- as

Choose the correct word to fill gap 9. \*

- for
- of
- from

Choose the correct word to fill gap 10. \*

- because
- so
- therefore

### Part 3

Look at the following questions. In each question, which sentence is correct?

Subscribe to *Business Today* for twelve months and save 50% off the normal price! Offer ends March 1. Valid for new subscriptions only. \*

- You can renew your subscription to Business Today for half the normal price.
- Business Today will be cheaper after March 1.
- If you start subscribing to Business Today before March, you will save money.

Tony,  
Couldn't get hold of Mario. His office number was engaged. Could you try?  
Elaine \*

Why couldn't Elaine speak to Mario?

- The phone line was in use.
- He was out of the office.
- The number was wrong.

NOTICE FOR HOTEL GUESTS: When car park is locked (midnight–6 a.m.), contact security guard for entry. \*

- The hotel offers safe parking for guests' cars at night.
- Guests can only leave their cars here during the day.
- There is no entry to this car park after midnight.

### Sales representative required \*

Closing date for applications: 24 April.

Previous experience of working in sales essential.

Own car an advantage.

- Applicants must have experience of this type of work.
- Applicants need to own their own car.
- Applicants have to be free to start work on 24 April.

When collecting parcels from this post office, you need to produce documentation which proves your identity. \*

- You cannot post parcels from here without documentation.
- You should collect post and documents at the same time.
- You must bring something in writing showing who you are.

MANUFACTURER'S NOTICE: Please return any goods damaged during transportation within two weeks of delivery, for immediate replacement. \*

- Goods damaged during transportation must be replaced immediately.
- If this product arrives damaged, send it back within two weeks.
- If you require a refund, send the product back immediately.

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