

Probă competență lingvistică - iulie 2024 (master)

Timp de lucru: 30 minute

Email *

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Nume dvs. de familie *

.....

Prenumele dvs. complet *

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

Nu



Part 1

Read the report below about the performance of an Irish manufacturer of paper goods. For each question that follows, choose the correct answer.

COMPANY PERFORMANCE

The first half of this financial year seemed promising for the company after several difficult years. The results for our Dublin and Cork branches have greatly improved, but this is mainly due to the restructuring that took place at the end of last year in Dublin. Despite improved sales for the second quarter, the retail business ended the half-year slightly behind plan. However, branded sales were in line with targets for both large and small notebooks, with the majority of sales losses due to own-label products. Selling prices met planned targets.

The consolidation of other notebook manufacturers across Europe continues. The recent purchase of Wells Stationery by German group Schroder is an example. Schroder is currently restructuring its business in Germany, transferring equipment and reducing staff levels with the expectation that it will target high street retailers in the UK and Ireland.

On a positive note, sales of our *University* notebook brand increased by 11 per cent compared to this time last year. Our Brand Marketing Programme continues to increase the notebook's profile among our target dealers and we have also won orders from leading retailer Smiths. However, the increase in sales was mainly due to the notebook's introduction in the USA, together with the new *Calculator* notebooks.

Over-production of envelopes across Europe resulted in a price war over the first half of the year. This has resulted in a loss of some \$2m worth of our envelope business from UK retailers Paper Express and TSD.

However, the first half of the financial year at our site at Hampton was reasonably promising, despite the loss of a number of 'special envelope' contracts. In an effort to increase the level of business in the 'specials' sector, we have restructured our team and created a new customer service department.

There have been a number of changes to our senior management team. Our Financial Director, Mark Shaw, left the company in October to become a director of BVN, and Tony Tripp, previously Operations Director, was appointed in his place. As to the next six months, the market will be tough in all sectors in which we operate. But by keeping control of costs and focusing on important purchasers, we should be able to maximise our return on sales of our products.

What do we find out about the company's performance in the first paragraph? *

- Not all targets were met.
- Its results were unexpected.
- The recent restructuring had a negative effect.

What has Schroder decided to do? *

- sell its German operation
- look at markets outside Germany
- transfer some of its staff from Germany

The most important factor in the success of the University notebooks was *

- the Brand Marketing Programme.
- a large order from a leading retailer.
- their launch in a new market.

Why did the company lose money on its sales of envelopes? *

- It had to lower its prices.
- It wasn't able to meet demand.
- It lost contracts in several European countries.

What caused the changes in the senior management team? *

- Someone new was taken on.
- Someone was promoted.
- Someone resigned.

What does the company have to do in the next six months? *

- expand marketing
- launch new products
- target key customers

Part 2

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

ONLINE RECRUITMENT

Most companies and organisations now recruit directly through the Internet. This is quicker and cheaper (1) paying a recruitment agency or placing an advertisement (2) a newspaper. Often they recruit (3) ... using the company website. They set up a page (4) shows vacancies within the organisation and applicants can email the company directly with their CVs.

Some other websites just work (5) databases for online CVs. These are used by employers who are looking for candidates. Usually, you (6) to put your CV on one of these sites but it can be an effective way (7) finding out about new vacancies. (8) ... employers access these sites, they search for keywords from your area of work so (9) these on your CV is very important. If your CV does not contain the same words that the recruiter is using (10) search the site, then you will stand no chance.

Choose the correct word to fill gap 1. *

- of
- than
- that

Choose the correct word to fill gap 2. *

- in
- on
- for

Choose the correct word to fill gap 3. *

- from
- by
- with

Choose the correct word to fill gap 4. *

- which
- who
- where

Choose the correct word to fill gap 5. *

- for
- as
- with

Choose the correct word to fill gap 6. *

- must
- have
- should

Choose the correct word to fill gap 7. *

- in
- to
- of

Choose the correct word to fill gap 8. *

- Which
- What
- When

Choose the correct word to fill gap 9. *

- include
- including
- included

Choose the correct word to fill gap 10. *

- for
- to
- in

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.

Julia Ryan, the current marketing assistant, is replacing Claire Anderson in accounts while she goes on maternity leave. *

What is Julia Ryan going to do?

- She is going to work in accounts.
- She is going to work in marketing.
- She is going on leave.

Tim -- order 1241 held up in customs. Please phone agent ASAP (before they collect the next batch). *

What is the problem with the new order?

- It is damaged.
- It is delayed.
- It has not been collected.

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.

This form was created inside Universitatea Lucian Blaga din Sibiu.

Google Forms