



## KITEX Kereskedelmi Szaknyelvi Vizsga

### TASK SHEET

### LISTENING

Welcome to the Listening Test of the KITEX Language Examination.

- The test consists of three tasks.
- Each task will begin with the instructions. You can hear the instructions on the tape and also read them on your Task Sheet.
- During the test you can take notes on the Task Sheet.
- Write your **final answers** on the **Answer Sheet** in **blue ink**.
- **Only answers on the Answer Sheet will be accepted.**
- **Corrected answers will not be accepted.**
- You must not use a dictionary.

Good luck!

### Task 1

- In this task you will have to decide if the statements are true or false.
  - After the instructions you will have one minute to read the statements.
  - Then you will hear the text twice. Between the two listenings there will be a one minute long silent period.
  - After the second listening you will have two minutes to finalise and mark your answers with an X in the answer box on the separate Answer Sheet.
  - There is one *example (0)* at the beginning.
- 

### JOB INSIDER

You are going to listen to an American business programme called *Job insider*.

The first part of the program...

- 0 *gives advice on how to become a top manager in a company.*
- 1 advises you to establish good relationships with all employees at your company.
- 2 encourages you to copy successful people.
- 3 suggests showing it if you don't know something.

The second part of the program says that...

- 4 apologizing is more characteristic of people with high salaries.
- 5 a survey focussed on the connection between people's incomes and their mistakes.
- 6 people with higher incomes are more afraid of losing their jobs.
- 7 admitting a mistake – even if you haven't made it – might sometimes be a good idea.

**Use the separate Answer Sheet!**

Score: 7 points

## Task 2

- In this task you will have to choose the correct answer (A, B, or C).
  - After the instructions you will have one minute to read the questions.
  - Then you will hear the text twice. Between the two listenings there will be a one minute long silent period.
  - After the second listening you will have two minutes to finalise and mark your answers with an X in the answer box on the separate Answer Sheet.
  - There is one *example (0)* at the beginning.
- 

### CALL CENTRES

You are going to listen to an interview with John Taylor, a senior executive at Mintel, a UK market researcher.

- 0 \_\_\_ of the people surveyed have had complaints about call centres.  
A Only 5 %  
B Most  
C All
- 1 For a lot of people the greatest problem was that \_\_\_  
A they got cut off.  
B a lot of time was wasted waiting.  
C there was no live customer service agent.
- 2 Younger people turned out to \_\_\_ than elderly citizens.  
A phone call centres less frequently  
B be more patient  
C be less patient
- 3 Mintel suggests \_\_\_  
A using synthetic voices.  
B making customer service more personal.  
C lowering staff costs.
- 4 Mr Taylor says the importance of good customer service \_\_\_  
A is not yet recognized widely.  
B is increasing.  
C was mentioned by 80% of the people surveyed.
- 5 Mr Taylor did NOT mention \_\_\_ as a solution to solve the problems with call centres.  
A developing equipment  
B staff training  
C using the internet for customer service
- 6 According to Mr Taylor airlines \_\_\_ customer care.  
A have always excelled at  
B are forced to have excellent  
C have had several complaints about their
- 7 The University of London offers a training programme which \_\_\_  
A teaches telephoning communication skills.  
B was specially designed for call-centre staff.  
C teaches how to make calls to call centres effectively.

Use the separate Answer Sheet!

Score: 7 points

### Task 3

- In this task you will have to answer the questions in English in a maximum of **FOUR** words.
  - After the instructions you will have one minute to read the questions.
  - Then you will hear the text twice. Between the two listenings there will be a one minute long silent period.
  - After the second listening you will have two minutes to finalise and write your answers in the answer box on the separate Answer Sheet.
  - There is one *example (0)* at the beginning.
- 

#### FTC ANNOUNCES RECENT EFFORTS TO COMBAT FRAUD

You are going to listen to an extract from a press conference held by the Federal Trade Commission, whose aim is to protect US consumers.

- 0 *What area is the speaker in charge of?*
- 1 Who are often the victims of consumer frauds according to FTC's survey?
- 2 What methods has FTC been using to fight consumer fraud? (*mention 2*)
- 3 What two things did Remote Response promise to send to their clients?
- 4 What is Remote Response now forbidden to do?
- 5 What kind of product did Natural Solutions promote?
- 6 What kind of job did Home Business Systems advertise?
- 7 Overall, how did the speaker evaluate FTC's work in the three cases mentioned?

**Use the separate Answer Sheet!**

Score: 7 points

Vizsgázó neve: \_\_\_\_\_

Édesanyja leánykori neve: \_\_\_\_\_

**KITEX Kereskedelmi Szaknyelvi Vizsga**
**ANSWER SHEET**
**LISTENING**
**Answer box 1: Job insider**

	0	1	2	3	4	5	6	7
TRUE	X							
FALSE								

Score:

	7
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**Answer box 2: Call centres**

	0	1	2	3	4	5	6	7
A								
B	X							
C								

Score:

	7
--	---

**Answer box 3: FTC announces recent efforts to combat fraud**

0	<i>consumer protection</i>
1	.....
2	.....
3	.....
4	.....
5	.....
6	.....
7	.....

Score:

	7
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## KITEX Idegenforgalmi Szaknyelvi Vizsga

### KEY LISTENING

#### TAPESCRIPPTS

##### Task 1

##### JOB INSIDER

**You are going to listen to an American business programme called *Job insider*.**

Welcome to *Job insider*, the business executive's up-to-date programme of handy workplace tips you can really use.

Wanna be a high-level leader in your company? Here's some expert advice.

It comes from Carlton Sloan, an executive coach to many of the biggest companies in the Fortune 500.

She says if you wanna reach the top, focus on three things:

First, get to work on building relationships that lead you upward both externally and internally.

Start becoming visible to senior decision-makers in your company and to influential people outside it.

Second, analyze what makes for success at the highest levels of your company and think about how you can apply your talents at that level.

You can't succeed by copying or imitating others but you can find a way to bring your own stand.

And third, have your own clear vision of the future of the company.

One other point: The best leaders don't pretend to have all the answers. They're always asking: "What should we do?", "Where should we be headed?"

It's a great way to communicate trust.

People who make great leaders, the kind of leaders who if they leave a company others will jump ship to follow, are those who say: "Tell me what's on your mind." "Give me whatever you've got."

They're open to learning and they're always looking for ways to learn. They never think they know everything there is to know, and they're right.

And here's some career advice I'll bet you haven't heard.

The more willing you are to apologize for anything, the higher your income tends to be.

Zogby International questioned thousands of Americans, male and female, and found that people earning over 100,000 dollars a year are almost twice as likely to apologize after an argument or mistake as those earning 25,000 dollars or less.

Respondents were asked whether they would have apologized in 3 situations: when they felt they were entirely to blame for a problem, when they thought they were only partly at fault, and when they believed they were blameless.

In all three cases, says the study, a person's willingness to apologize was an almost perfect predictor of their place on the income ladder.

Any statistician would tell you that so direct and consistent a correlation between behavior and income is extremely rare.

But what does it mean?

Marty Nemko, author of *Cool Careers for Dummies*, says high earners tend to be more secure and less likely to go on the defensive when challenged or criticized.

They realize when they're wrong and know it won't hurt their career much to apologize. Indeed, taking the high road, acknowledging one's share of blame, or even accepting some blame when it isn't justified, is a trait shared by many great leaders because it tends to build solidarity with subordinates.

## Task 2

### CALL CENTRES

You are going to listen to an interview with John Taylor, a senior executive at Mintel, a UK market researcher.

**John Taylor: J**

**Reporter: R**

**R:** We are here today with John Taylor, a senior executive at Mintel, a UK market researcher, to talk about customer service – or more specifically, those annoying call centers that are more and more popular nowadays.

Mr. Taylor, thanks for being here this morning.

**J:** Not at all. It's my pleasure.

**R: What annoys customers most about call centres?**

**J:** Well, if we can believe our most recent study at Mintel, it would seem pretty much everything. [*laugh*] Of the 2,000 adults surveyed, only five per cent said they had never experienced any problem.

**R: Could you tell the listeners some more details?**

Yes, of course. The biggest complaint was about waiting on hold. Some 60 per cent of callers reported frustration about having to wait for long periods before someone finally answered their call. In busy call centres, customers often have to wait for over 15 minutes before being connected to a live customer service agent. For many, that's far too long, so they give up. Almost a third of callers report hanging up while being left in the queue.

**R: Does customers' age make any difference in these cases?**

**J:** Maybe not surprisingly, the younger age group, between 25 and 34, are the least tolerant towards call centres, with around 35 per cent abandoning calls, while just 25 per cent of those aged 65 and over do so.

**R: What else did the study reveal?**

**J:** Well, it showed people are also annoyed about the growing use of automated phone systems. Over one-third of consumers dislike the synthetic voice. This is one reason why Mintel suggests using real people to deal with phone calls. While this would add extra staff costs, it would be well received by customers who would feel that they were receiving a more personal service.

**R: What other questions does the research raise?**

**J:** It is accepted in the marketing industry, and confirmed by a number of surveys, that customers receiving good service stimulate new business by telling up to 12 other people; those treated badly will tell their tales of woe to up to 20 people. Interestingly, 80 per cent of people who feel their complaints are handled fairly will stay loyal.

And don't forget that new challenges for customer care have come with rapid growth in obtaining goods and services via telephone and the Internet.

**R: Are there effective tools to handle these problems?**

Averting 'phone rage' – induced by delays in answering calls, being cut off in mid-conversation or left waiting for long periods – has been tackled by vast investment in information technology and training courses for staff.

**R: Can you give an example of that?**

**J:** Well, just to name one industry, em, airlines face some of the toughest challenges over customer care. Fierce competition has convinced them that making passengers happy is an essential marketing tool.

**R: Finally, what advice would you give to those working in customer service?**

You may not work in a call centre, but you will almost certainly have to deal with customers and co-workers on the phone at some time in your career. The University of London's Business Spotlight Programme, for instance, can help improve your customer service on the phone. It's worth attending.

**R: Thank you for sharing time with us.**

**Task 3**

**FTC ANNOUNCES RECENT EFFORTS TO COMBAT FRAUD**

**You are going to listen to an extract from a press conference held by the Federal Trade Commission, whose aim it is to protect US consumers.**

Good morning and welcome everybody. Thank you all for coming. I'm Lydia Parnes. I'm the Director of the Bureau of Consumer Protection. Today I'm going to talk to you about our latest efforts of Hispanic law enforcement, and outreach, and education.

As our nation celebrates Hispanic Heritage month, I'm very pleased to tell you about the latest developments in the FTC's initiative to fight fraud that targets Hispanic communities. Our 2003 consumer fraud survey showed that Hispanics are significantly more likely than non-Hispanic whites to be victimized by many common consumer frauds. In response, the FTC launched its Hispanic initiative in 2004 to fight fraud targeted at Hispanic communities with three powerful weapons: law enforcement, media outreach, and consumer education.

Since we began this effort, the Commission has filed 41 actions against 141 marketers for fraudulently promoting a variety of products and services to Spanish speakers. This morning I want to highlight three important new victories in this fight.

First, in August we obtained orders against Remote Response, a telemarketing company that promised consumers a MasterCard and promotional gifts, but rarely delivered either. The company had to turn over almost all of their assets to the FTC and perhaps more importantly for consumers, the company and its principles are now banned from telemarketing and from selling credit cards and similar products and services forever.

Second, last month we won a \$3 million judgment against a company called Natural Solutions. It used national Spanish language infomercials to make claims for a cancer treatment and prevention product that could not be proven. That company is now out of business.

And third, a company called Home Business Systems ran ads in Spanish and English newspapers that promised consumers up to \$1,400 a week for working at home stuffing envelopes. Many consumers paid \$45 but never received the envelopes, let alone the promised income. Instead, they got instructions on how to perpetuate the scam by placing the same envelope-stuffing ad in newspapers. The FTC obtained a temporary restraining order and an asset freeze effectively stopping this company from defrauding any additional consumers and we continue to litigate the case.

As you can see from these three examples of our recent victories, vigorous law enforcement against scammers targeting Spanish speakers is a critical part of our Hispanic initiative. But ideally, we want to stop fraud before it causes injury...

## KITEX Kereskedelmi Szaknyelvi Vizsga

### KEY – LISTENING

#### Answer box 1: Job insider

	0	1	2	3	4	5	6	7
TRUE	X			X	X			X
FALSE		X	X			X	X	

Score: 7 points

#### Answer box 2: Call centres

	0	1	2	3	4	5	6	7
A								X
B	X	X		X	X		X	
C			X			X		

Score: 7 points

#### Answer box 3: FTC announces recent efforts to combat fraud

Jó a válasz, ha tartalmilag helyes (a vizsgázó megértette a szöveg vonatkozó részét), és a kérdésre válaszol.

Nyelvtani és helyesírási hibákért nem vonunk le pontot, ha a válasz érthető és egyértelmű.

<b>0</b> <i>consumer protection</i>
1 Hispanics / Hispanic communities / Hispanic people / Spanish-speaking people/communities / Spanish speakers
2 law enforcement / media outreach / consumer education ( <i>bármelyik kettő jó; a helyes válaszhoz kettő kell!</i> )
3 (a) credit card/MasterCard/bank card, (promotional) gifts ( <i>mindkettő kell a helyes válaszhoz!</i> )
4 telemarketing/to telemarket/to sell over the phone/ (to) sell credit cards ( <i>bármelyik elfogadható helyes válaszként</i> )
5 (medicine/product) for cancer treatment/prevention / medicine / that can cure cancer
6 working at home / stuffing envelopes (at home) / packing envelopes (at home)
7 (as / it is / FTC is) successful/efficient/effective/victorious/vigorous/good / (as) victories / he is/was satisfied/pleased / positively ( <i>bármilyen hasonló, pozitív jelentésű válasz elfogadható</i> )

Rossz a válasz, ha tartalmilag részben vagy teljesen helytelen és/vagy hiányos és/vagy nem a kérdésre válaszol, vagy a helyes válasz mellett irreleváns dolgot is tartalmaz. Részben jó válasz esetén NEM adható fél pont.

Score: 7 points

## Beszédkésztség

### Bevezető beszélgetés (nem értékelt rész)

Good morning/afternoon. Please take a seat. My name's.... My colleague is just going to listen. What's your name?

Can I see your proof of identification?

Thank you. Could you sign this next to your name, please?

Thank you. Could you please read this to see if everything's correct? If not, please correct it and then sign it on the line in the middle of the page.

Good, thank you.

Could you say a few words about yourself, please?

(A vizsgát innentől kezdve értékeljük!)

#### 1. Irányított párbeszéd (5-6 perc)

Well, let's start the exam now. First, I'm going to ask your opinion about a couple of issues. If you can't understand me, I can repeat the question once.

(A vizsgázó a vizsgáztató kérdéseire válaszol, gondolkodási idő nélkül. A kérdések száma függ a válaszok hosszúságától, de legalább 4 kérdés hangzik el, legalább 3 témakört érintve.)

*Nowadays, a lot of young people decide to start a family without getting married. What do you think their reasons are and what's your opinion about this issue?*

I see, thank you. Let's talk about something else.

*Nowadays, a lot of young people look for employment opportunities abroad. Why do you think this is so?*

I see. Let's move on to another topic.

*Nowadays, extreme sports have become very popular. What do you think the reasons are for this and what's your attitude to extreme sports?*

I see, thank you. Let's talk about something else.

*In your opinion, how does the Internet influence people's lifestyle?*

OK. Thank you.

Let's move on to the second task.

2. Szituációs párbeszéd (kb. 7-8 perc)

**You will have to act out a situation with me. Could you draw two cards, please?**

**Look at the titles and choose the situation you would like to act out.**

**What number is it?**

**OK. Here's your situation. You have a minute to read it and think about what you want to say.**

**Is it clear what you have to do?**

**Are you ready to start?**

**OK. We have about 7 minutes for this task. Try to cover all the points but don't worry if I stop you. Let's start then.**

**0 CLEARING STOCK**

***Candidate's card***

**You are** the sales director of a company.

**The examiner is** the owner of the company.

You work for a company distributing sportswear and sports equipment. Your company would like to clear stock because you are changing your product range. You are discussing the details with the owner of the company.

- Give details of the stock to be cleared.
- Discuss a suitable pricing policy. Give reasons.
- Suggest suitable advertising methods. Compare and contrast them.
- Discuss the details of the work of the staff involved in clearing stock.
- Try to persuade the owner to give some of the remaining stock to charitable organisations.

You will start the conversation.

**Now, let's move on to the third task.**

3. Leíró szövegalkotás (kb. 7-8 perc)

Now you will get two sheets with pictures and you can choose one of them. You will have to say what you can see and what your thoughts are in connection with it. Please remember that you will have to speak on your own and from a professional point of view. Could you draw two sheets, please?

Look at the pictures and choose the sheet you would like to talk about.

What number is it?

Right, now you have half a minute to think about what you want to say.

OK, let's start.

(A vizsgázó önállóan beszél a képről, a vizsgáztató figyel és nem szól közbe.)

K/19

Cash and carry



(Mután a vizsgázó befejezte az önálló témakifejtést, a vizsgáztató legalább 1, legfeljebb 5 kérdést tesz fel a képpel, illetve a témával kapcsolatban. A kérdések száma attól függ, hogy miről nem beszélt még a vizsgázó, illetve mennyi idő áll még rendelkezésre.)

**Could you describe the role of such stores in today's trade?**

**In what aspects is this type of operation different from other retail and wholesale forms?**

**Who are the target customers of such stores and what characterizes their buying habits?**

**That's enough, thank you. And that's the end of the test for you. Thank you very much.**