

BGE NYVK	B2	Reading Comprehension	
English for Tourism and Catering		45 minutes	20 marks
Sample			

A feladatokat elsőként a feladatlapokon oldja meg. Megoldásait végül jelölje, illetve írja be a megoldólapra.

Read the following texts and answer the questions.

Text 1

Marketing Small Businesses With Twitter

- 1 Three weeks after Curtis Kimball opened his crème brûlée cart in San Francisco, he noticed a stranger among the friends in line for his desserts. How had the man discovered the cart? He had read about it on Twitter.
- 2 Curtis Kimball, owner of a crème brûlée cart in San Francisco, uses Twitter to drive his customers to his changing location. For Mr. Kimball, who conceded that he ‘hadn’t really understood the purpose of Twitter,’ the beauty of digital word-of-mouth marketing was immediately clear. He signed up for an account and has more than 5,400 followers who wait for him to post the current location of his itinerant cart and list the flavors of the day, like lavender and orange creamsicle. ‘I would love to say that I just had a really good idea and strategy, but Twitter has been pretty essential to my success,’ he said. He has quit his day job as a carpenter to keep up with the demand.
- 3 Much has been made of how big companies like Dell, Starbucks and Comcast use Twitter to promote their products and answer customers’ questions. But today, small businesses outnumber the big ones on the free microblogging service, and in many ways, Twitter is an even more useful tool for them.
- 4 For many mom-and-pop shops with no ad budget, Twitter has become their sole means of marketing. It is far easier to set up and update a Twitter account than to maintain a Web page. And because small-business owners tend to work at the cash register, not in a cubicle in the marketing department, Twitter’s intimacy suits them well. ‘We think of these social media tools as being in the realm of the sophisticated, multiplatform marketers like Coca-Cola and McDonald’s, but a lot of these supersmall businesses are gravitating toward them because they are accessible, free and very simple,’ said Greg Sterling, an analyst who studies the Internet’s influence on shopping and local businesses.
- 5 Small businesses typically get more than half of their customers through word of mouth, he said, and Twitter is the digital manifestation of that. Twitter users broadcast messages of up to 140 characters in length, and the culture of the service encourages people to spread news to friends in their own network.

I. ¹⁻⁵ Choose the appropriate heading from list A–F for each paragraph (1–5). You will not need one of the headings.

- | | |
|------------------|--|
| 1. par. 1: | A) Small companies benefit more |
| 2. par. 2: | B) Return on marketing investment |
| 3. par. 3: | C) Promotion by customers |
| 4. par. 4: | D) Whereabouts and product range online |
| 5. par. 5: | E) Unexpected customer |
| | F) The advantages of microblogging service |

II. ⁶⁻¹⁰ Decide if the following statements are true (T) or false (F) according to the text.

6. Curtis Kimball does not sell his products on the premises.
7. Curtis Kimball still works as a carpenter.
8. Advertising on Twitter is more popular among big companies.
9. Twitter is the only choice for those who cannot afford the marketing expenses.
10. The marketing department has a more personal relationship with the customers.

Text 2

Hotel Industry Embraces Green Revolution Hotels are taking advantage of consumers' desire for eco-friendly vacation options

- 1 The green economic revolution is impacting the \$90 billion U.S. hotel industry. Hoteliers and their vendors have the unique opportunity to increase revenue and market share by aligning themselves with their customers' emerging green focus.
- 2 One innovative leader is Habitat Suites in Austin, Texas. The hotel's motto is 'Environmental consciousness in action.' The hotel environment is free of toxic chemicals, has the largest hotel solar system in the continental U.S., and the property's organic fruit and vegetable garden is used for hotel food services and contributes to local food banks.
- 3 The customer reaction resulting from this environmental consciousness is profound. 'Every morning at our front desk you will hear our guests remark in wonder over how well they slept last night,' general manager Natalie Marquis says. 'I believe one reason we get this strong positive feedback is because we stopped using chemical pesticides 20 years ago. Our rooms are ecologically fresh, which allows the human body to relax, enabling our guests to experience a better sleep than in other hotels that use pesticides and toxic cleaning chemicals, or even in the guest's own homes.'
- 4 Food grown in the hotel's native garden provides hotel guests with a healthy dining experience. In fact, the hotel's adoption of native gardening also gives guests a compelling reason to eat at the hotel and accounts for 15 percent of hotel guests' revenue stream.
- 5 According to a recent report published by the Green Hotels Association, 'Companies with proactive environmental strategies have a 4 percent higher return on investment, 9 percent higher sales growth and 17 percent higher operating income growth than companies with poor environmental track records.'
- 6 Finally, non-hotel-industry entrepreneurs are realizing business opportunities in the green vacation industry. Take Patricia Griffin, president of the Green Hotel Association. She started the association 15 years ago after visiting Europe and learning how hotel guests

respond positively to requests for non-daily sheet and towel cycling as a way to save energy and water, and reduce the use of cleaning products. Today you will find her association's desk cards in hotel rooms across America, suggesting to guests that they help the environment by not requesting daily towel and bed-linen cleaning.

III. ¹¹⁻¹⁵ **Answer the following questions according to the article in no more than 5 words.**

11. What advantages does the green economic revolution provide for hoteliers?
12. How does Habitat Suites help the poor?
13. Why do the guests sleep better in Habitat Suites?
14. Where do the main ingredients of the hotel's cuisine come from?
15. What should not the guests ask for in order to help the environment?

IV. ¹⁶⁻²⁰ **What expressions are used in the text for the following ideas?**

16. showing concern for the natural world (*par. 2*)
17. a good reaction or response to a particular process or activity (*par. 3*)
18. the money coming into a company from a particular activity over a period of time (*par. 4*)
19. acting in advance to deal with an expected difficulty (*par. 5*)
20. earnings before interest and taxes (*par. 5*)

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KEY

Text 1	
1.	par. 1 - E
2.	par. 2 - D
3.	par. 3 - A
4.	par. 4 - F
5.	par. 5 - C
6.	T
7.	F
8.	F
9.	T
10.	F
Text 2	
11.	increasing revenue / market share / higher sales and income growth
12.	by contributing to local food banks
13.	ecologically fresh rooms/they don't use chemical pesticides
14.	the hotel's / property's native / organic fruit and vegetable garden
15.	(daily) towel (and bed-linen) cleaning / not requesting towel
16.	environmental consciousness
17.	positive feedback
18.	revenue (stream)
19.	proactive
20.	(operating) income