Mintafeladatsor
A BGF NYTK szakmai nyelvvizsgájához

ANGOL KÖZÉPFOK
B2

Budapesti Gazdasági Főiskola
Nyelvvizsga és Továbbképző Központ
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Budapest, 2007
1. az írásbeli részvizsga feladatai

1.1. olvasott szöveget értése
üzleti, pénzügyi és idegenforgalmi-vendéglátóipari szakág számára
45 perc, 20 pont

Reading Comprehension

Text 1
Drink to that
Politically incorrect can work wonders

1. For small firms with limited budgets but big ideas, the internet continues to be a marvellous way to get known – especially when it is married to one of adland's oldest ploys: creating a bit of controversy. Even better if it also raises a laugh. One of the latest firms to pull off this trick, using online “viral marketing”, is 42 Below, a New Zealand producer of premium spirits.

2. Last month, New Zealand's Advertising Standards Complaints Board deemed that the most recent in a series of politically incorrect advertisements run by the company was in such poor taste that the independent distiller agreed to (temporarily) remove it from its website. Now, of course, there is a clamour to hear the ad. It depicts Maoris, New Zealand's indigenous people, drinking “large amounts of 42 Below” and “exchanging it with the white man for muskets, blankets and Hobbits.”

3. “It's always the way with cutting-edge humour,” says 42 Below's founder, Geoff Ross, who started the three-year-old company as a hobby while working for Saatchi & Saatchi, a giant ad agency. He plans to restore the ad to the company's website within days to meet demand from people desperate to hear it.

4. Mr Ross says his ads have helped lift sales of his vodkas from 500 cases in December 2002 to 3,500 cases last month. No doubt they also helped with the firm's recent initial public offering, which was oversubscribed. 42 Below is now expanding into America, and introducing a gin called South.

5. “Even if we had the resources to blitz New York or Los Angeles, that wouldn't be the right approach because the people we want to reach reject mass marketing,” adds Mr Ross. Viral marketing relies on the message spreading around cyberspace, often by one person sending to a friend a website link of something they find interesting.

6. It is important to be subversive, he adds, and to be willing “to take the piss out of yourself.” His online ads not only dare to make light of Maori alcoholism, but also gay stereotypes, the All Blacks rugby team, America's Cup sailing and misconceptions which Kiwis face when travelling abroad. In a new ad, a supposed immigrant employee testifies that working for 42 Below beats making sneakers in a sweatshop in China, because he gets all the rice he can eat, “and they lock us in at night, for our own safety.” It pushes the limit. But as a former adman, Mr Ross knows that when marketing goes unnoticed, it fails.

(The Economist, Wellington, New Zealand)
I. 1–5 Decide if the following statements are true or false according to the text.

1. 42 Below is a New Zealand brewery producing good quality beer.
2. Geoff Ross had no experience in advertising when he started the company.
4. The company has been listed on the Stock Exchange.
5. If they had more money they would advertise on TV in America.

II. 6–8 Find the expressions in the text.

6. the world of advertising (par. 1)
7. word-of-mouth on the web (par.1)
8. a person from New Zealand (familiar expression) (par. 6)

III. 9–11 Which three of the politically incorrect issues were not used in Below 42 advertisements?

A) inhuman working conditions
B) sexuality
C) low education
D) alcoholism
E) religion
F) national sports
G) income levels
H) national stereotypes
Internet access in hotels is fast becoming a standard amenity

JUST as they take for granted air-conditioning and cable TV, business travellers increasingly expect to find broadband-internet access in their hotel rooms. Nearly 500,000 hotel rooms around the world will have high-speed internet access by the end of the year, predicts Amy Cravens of InStat/MDR, a market-research firm. Despite all the hype surrounding the provision of wireless-internet access in coffee shops and airports using Wi-Fi technology, the number of public Wi-Fi “hotspots” is tiny in comparison: most travellers are far more likely to get online in their hotel rooms. As in-room connectivity becomes more widespread, what was once seen as a distinctive feature to attract discerning customers is increasingly regarded as a necessary service.

In-room access is now shifting from a fee-based model towards becoming an amenity -“from pay-per-view to free shampoo”, as Ms Cravens puts it. In America, where the market is most developed, most large hotel chains began wiring up their rooms several years ago. Access charges were typically $10 per day or $3 per hour. But now some hotels give away broadband access. Last year, Marriott announced that it will provide free access in more than 1,200 of its hotels; Fairfield Inn will do so at over 500 hotels by the end of this year. In recent weeks, similar announcements have come from the Holiday Inn, Holiday Express and Best Western chains. Tom Higgins, the boss of Best Western, says free access is becoming the norm because travellers object to paying for what they now regard as an essential service.

All of these hotel chains hope that the provision of free access will boost loyalty and occupancy, by encouraging customers to choose the same hotel or chain again. European hotels, which were noticeably slower on the uptake, are catching up - in many cases using Wi-Fi to provide in-room access without having to lay cables. The situation in Asia is much patchier.

The appeal of in-room access is not limited to laptop-toting business travellers, notes Jasbir Singh of Pronto Networks, a provider of software for managing hotspots. Leisure travellers also like to keep up with their e-mail. “In the last year, we saw a pick up in demand from tier-two and leisure hotels”, he says. In many cases, in-room access is made available via a television set-top box with a wireless keyboard, so there is no need for a laptop. So much for getting away from it all.

(The Economist)

IV. 12–20 Complete the sentences with expressions from the text. Do not use more than three words.

Nowadays business travellers expect to find not only ..........(12) and ..........(13), but ..........(14) as well in their hotel rooms. The number of rooms providing this service will probably reach the figure of ..........(15) by the end of 2004. Some years ago US hotel chains began ..........(16) their rooms, now European hotels follow suite often using the more modern, ..........(17) technology known also from public “hotspots” like coffee shops or ..........(18).

Earlier you had to pay for the use of internet in your room, now some chains offer it freely in order to increase .......... and ..........(19).

Holiday tourists also enjoy looking at their ..........(20), even if it goes against the main purpose of ‘getting away from it all’.
1.2. NYELVISMERETI TESZT

1.2.1. ÜZLETI ÉS PÉNZÜGYI SZAKÁG SZÁMÁRA
35 PERC, 20 PONT

Grammar and Vocabulary

I. 1–5 Match a word from column A with a word in column B to make a compound word. Do not use a word twice. Two words in column B cannot be paired.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>retail</td>
<td>A) venture</td>
</tr>
<tr>
<td>shopping</td>
<td>B) partnership</td>
</tr>
<tr>
<td>delivery</td>
<td>C) tribunal</td>
</tr>
<tr>
<td>limited</td>
<td>D) park</td>
</tr>
<tr>
<td>brand</td>
<td>E) stretching</td>
</tr>
<tr>
<td></td>
<td>F) mall</td>
</tr>
<tr>
<td></td>
<td>G) note</td>
</tr>
</tbody>
</table>

II. 6–8 What do the following business-related abbreviations stand for?

6. IT
7. AGM
8. VAT

III. 9–14 Complete each sentence with the correct form of the word in capital letters.

9. ENGAGE The director had a minor accident so his .......... was cancelled for the next day.
10. VACANT A .......... has arisen in the department for a senior accountant.
11. MONEY Unless the government relaxes its .......... policy, the stock market is unlikely to improve.
12. BANKRUPT United Airlines will join US Airways in escaping from .......... .
13. COMPETE The flood of new companies on the market has made the beauty industry increasingly .......... .
14. PREFER Are there any products for which you have no brand ..........?
IV. 15–20 Find the business words or expressions defined below from the box.

| subsidy, premium, hoarding, market segment, supplier, overheads, focus group, junk mail, instalment, turnover, carrier, tax |

15. the amount paid for insurance
16. unwanted advertising delivered by post
17. the regular costs of running a business (spent on heating, maintenance etc.)
18. a person or company which provides raw material or goods for sale for other businesses
19. money that is paid by a government or organisation to make something cheaper to buy or produce
20. a marketing research technique in which a group of people is observed discussing and trying various products

V. 21–25 Rewrite the following sentences. The beginning and the end of each sentence are given for you.

21. They have appointed a colleague as chairman.
   A colleague ……… as chairman.
22. The two-tier banking system was introduced in Hungary in 1987.
   Hungary ……… a two-tier banking system since 1987.
23. ‘Did you send out the letters of invitations yesterday?’ the boss asked the secretary.
   The boss asked the secretary ……… the letters of invitations the day before.
24. ‘Why don’t you take the airport shuttle service?’ he asked.
   He suggested ……… the airport shuttle service.
25. Mr Smith’s flight is delayed so he cannot attend the meeting.
   If Mr Smith’s flight ……… the meeting.

VI. 26–29 Fill in the gaps with a suitable preposition.

26. Domestic sales have risen ……… 10% over the last year.
27. I would like to get maximum benefit ……… this training course.
28. The country depends heavily ……… its exports.
29. She applied ……… a secretarial job.

VII. 30–35 Use the appropriate form of the verbs in brackets in the following sentences.

30. The bank’s new service allows its customers ……… (carry out) different transactions on the phone.
31. The central bank is responsible for ……… (issue) coins and bank notes.
32. She is very likely ……… (get) the scholarship.
33. We’re going to have the office ……… (paint) next summer.
34. We look forward to ……… (receive) your urgent reply.
35. The shareholders ……… (discuss) the first item on the agenda when the chairman arrived.
VIII. 36–40 Fill in the gaps in the following sentences with one of the following words or expressions. You will need only five of the expressions.

| although, because, if, so, otherwise, so that, unless, however |

36. I put the documents into the safe ......... nobody could read them.
37. I won’t be satisfied ......... I can work out a solution to the problem.
38. Unemployment has decreased ......... the local authorities opened a new factory a few months ago.
39. I hope we’ll get the loan. ......... we won’t be able to start our new business.
40. ......... the new chief executive has excellent managerial skills he is not very good at communicating with people.
1. 1–7 Fill in the blanks using the words A)–J) in the following list. You will not need three of the expressions.

<p>| | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A) loan</td>
<td>B) publicity</td>
<td>C) special interest</td>
<td>D) interest</td>
<td>E) throwaways</td>
<td>F) itineraries</td>
<td>G) bankruptcy</td>
<td>H) peoples</td>
<td>I) tour operators</td>
<td>J) affinity groups</td>
</tr>
</tbody>
</table>

Peter Taylor runs one of the most successful small travel agencies in Rye, Sussex. He arranges ..........(1) holidays to respond to requests by groups of people with the same unique interests and willing to travel to the same destination. They have around 4000 customers every year. He was close to ..........(2) a couple of years ago and as he was looking for new markets he found that very few agencies offered services to the different ..........(3). He started mailing brochures and ..........(4) to a selected list of clubs and organisations in the area. He realised he needed money so he could only succeed by a government-backed small business ..........(5). “I offer a personal service, I am not like big ..........(6). My colleagues and I myself plan the ..........(7) and look for friendly family-run hotels.”

II. 8–12 Complete each sentence with the correct form of the word in capital letters.

8. ALLOCATE Tour operators negotiate seat or room .......... with the principals.

9. PROFIT Our overseas subsidiary MyTravel proved to be the most .......... in 2005.

10. CONSUME Economy is an organised system for the production, distribution and .......... .

11. MAINTAIN One of the key departments in a hotel is Engineering and .......... because for the smooth running of the hotel it is essential to take care of the building and the technical equipment.

12. MARKET The only .......... low season products are educational trips and conference packages.

III. 13-15 Write the meaning of the following abbreviations.

13. pax
14. encl
15. OAP

IV. 16-20 Match the following expressions with the definitions. You will not need three expressions.

<table>
<thead>
<tr>
<th>occupancy rate</th>
<th>to charter</th>
<th>timetable</th>
<th>outbound</th>
<th>front office</th>
</tr>
</thead>
<tbody>
<tr>
<td>airport tax</td>
<td>back of house</td>
<td>deposit</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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39. I hope we’ll get the loan. ........ we won’t be able to start our new business.
40. ........ the new chief executive has excellent managerial skills he is not very good at communicating with people.
1.3. SZAKMAI SZÖVEG ÍRÁSA KÖZVETÍTÉSSEL

1.3.1. ÜZLETI ÉS PÉNZÜGYI SZAKÁG SZÁMÁRA
50 PERC, 20 PONT

Writing

A feladat megoldásához egy- és kétnyelvű általános szótár használható.


Írjon egy ajánlatkérő levelet Mr. John Gambler-nek, a Toyland International (12 Rose Street, Oxford SW3 NE2 England) helyi kirendeltség-vezetőjének a következő tartalommal 120–150 szóban:

- Ön versenyt szervez egy Gyermeknap alkalmából megrendezendő játékkiállításon.
- A Toyland cég katalógusából 50 társasjátékra lenne szüksége (Sequence, Risk, Taboo, Monopoly, Activity) és később további 200-ra kedvező ajánlat esetén.
- Érdeklődjék a feltételekről!
1.3.2. IDEGENFORGALMI–VENDÉGLÁTÓIPARI SZAKÁG SZÁMÁRA
50 PERC, 20 PONT

Writing

A feladat megoldásához egy- és kétnyelvű általános szótár használható.

Ön Susan/Andrew Brown, a Sunrise Hotel szállodalánc kelet-európai regionális menedzsere (67 Ringwood St., Harmondsworth, Middlesex, HK78 3MB, UK). Egy külföldi befektetőcsoporttal együttműködve egy új szálloda építését tervezik Magyarországon, egy Tisza-parti településen.

Írjon levelet 120-150 szóban a település polgármesterének! (Nagy János, Polgármesteri Hivatal, Tiszanagyfalud, 3898 Hungary Kossuth u. 35.) a következő tartalommal:

• a helyszín kiválasztásának okai (magyar partner ajánlása, ideális környezet)
• a fenntartható turizmus jegyében minimális környezetátalakítást terveznek (fák, természet védelme, tájba illő épületek)
• a helyi lakosoknak és vállalkozóknak munkalehetőségeket biztosítanak (szállodai alkalmazottként, beszállítóként)
• az új fejlesztés hasznos hoz a település közösségének is (új infrastruktúra, nő a kereslet éttermek, szolgáltatások iránt)
2. A BESZÉDÉRTÉS RÉSZVIZSGA FELADATA

ÜZLETI, PÉNZÜGYI ÉS IDEGENFORGALMI–VENDÉGLÁTÓIPARI SZAKÁG SZÁMÁRA
30 PERC, 20 PONT

Listening Comprehension

Text 1

You will hear part of a radio programme about fitness and employment.

I. 1–4 As you listen, choose the right answer A), B) or C).

1. Ms. Bond is a
   A) careers counsellor
   B) head-hunter
   C) job-hunter

2. She advises to
   A) write about your physical activities in your CV
   B) play a particular sport
   C) do gardening instead of going to the gym

3. There is a strong correlation between physical activity and
   A) the demands of the employers
   B) performance at workplace
   C) looking after yourself

4. Employees can have legal protection only if they have
   A) recognised its desirability
   B) recognised their abilities
   C) a recognised disability

II. 5–9 Answer the following questions in not more than five words.

5. What is Ronny Fox’s position in the company?
6. How many employees is he in charge of?
7. What is the first positive advantage of employing fit people?
8. Write down one of the types of insurance that Mr. Fox mentions.
9. What can you improve if you get fit?
Text 2

You will hear a text about new services offered by supermarkets.

III. 10–12 Sainsbury’s supermarket in Manchester offers 7 different ways of shopping. Choose the THREE ways of shopping which are mentioned in the text.

10. ........
11. ........
12. ........

A) 24-hour internet shopping
B) vending machines
C) mail order
D) drive-through
E) quick shop section
F) home shop service
G) personal shopping

IV. 13–17 As you listen, complete the missing information.

In the future supermarkets will offer new services, for example: advice on ........(13); dry-cleaning; photo-processing; ........(14) food, in-store ........(15) and restaurants. 30–40 years ago these things would have been considered not practical, not ........(16). Their aim is to make shopping more ........(17) for customers.

V. 18–20 Decide if the following statements are true (T) or false (F).

18. Supermarkets should offer a wider variety of food.
19. Big supermarket chains have opened small shops recently.
20. In the future people will visit large hypermarkets more often.
3. AZ ÍRÁSBELI ÉS BESZÉDÉRTÉS RÉSZVIZSGÁK FELADATAINAK MEGOLDÁSAI

3.1. OLVASOTT SZÖVEG ÉRTÉSE FELADAT MEGOLDÁSA

<table>
<thead>
<tr>
<th>Text 1</th>
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</thead>
<tbody>
<tr>
<td>I.</td>
<td></td>
<td>F</td>
<td></td>
<td>F</td>
<td></td>
<td>T</td>
</tr>
<tr>
<td>II.</td>
<td></td>
<td>adland</td>
<td></td>
<td>online (viral marketing)</td>
<td></td>
<td>Kiwi / Maori</td>
</tr>
<tr>
<td>III.</td>
<td></td>
<td>C</td>
<td></td>
<td>in any order</td>
<td></td>
<td>E</td>
</tr>
<tr>
<td>IV.</td>
<td></td>
<td>air-conditioning</td>
<td></td>
<td>in any order</td>
<td></td>
<td>cable TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td>broadband-internet access / high-speed internet access</td>
<td></td>
<td></td>
<td></td>
<td>500 000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>wiring up</td>
<td></td>
<td></td>
<td></td>
<td>airports</td>
</tr>
<tr>
<td></td>
<td></td>
<td>wireless / Wi-Fi</td>
<td></td>
<td></td>
<td></td>
<td>loyalty and occupancy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e-mail</td>
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</table>

<table>
<thead>
<tr>
<th>Text 2</th>
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</thead>
<tbody>
<tr>
<td>I.</td>
<td></td>
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<tr>
<td>II.</td>
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<tr>
<td>III.</td>
<td></td>
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</tr>
<tr>
<td>IV.</td>
<td></td>
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</tbody>
</table>
### 3.2. NYELVISMERETI TESZT MEGOLDÁSA

#### 3.2.1. ÜZLETI ÉS PÉNZÜGYI SZAKÁG SZÁMÁRA

<table>
<thead>
<tr>
<th>I.</th>
<th>1.</th>
<th>D – retail park</th>
<th>V.</th>
<th>21.</th>
<th>... has been appointed ...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.</td>
<td>F – shopping mall</td>
<td></td>
<td>22.</td>
<td>... has had ...</td>
</tr>
<tr>
<td></td>
<td>3.</td>
<td>G – delivery note</td>
<td></td>
<td>23.</td>
<td>... if s/he had sent out ...</td>
</tr>
<tr>
<td></td>
<td>4.</td>
<td>B – limited liability</td>
<td></td>
<td>24.</td>
<td>... taking/that I should take ...</td>
</tr>
<tr>
<td></td>
<td>5.</td>
<td>E – brand stretching</td>
<td></td>
<td>25.</td>
<td>... was not delayed, he could ...</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II.</th>
<th>6.</th>
<th>Information Technology</th>
<th>VI.</th>
<th>26.</th>
<th>by</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>7.</td>
<td>Annual General Meeting</td>
<td></td>
<td>27.</td>
<td>from</td>
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<td></td>
<td>8.</td>
<td>Value Added Tax</td>
<td></td>
<td>28.</td>
<td>on</td>
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</tbody>
</table>

| III. | 9.  | engagement | VII. | 30.  | to carry out |
|      | 10. | vacancy |     | 31.  | issuing |
|      | 11. | monetary |     | 32.  | to get |
|      | 12. | bankruptcy |     | 33.  | painted |
|      | 13. | competitive |     | 34.  | receiving |
|      | 14. | preference |     | 35.  | were discussing |

<table>
<thead>
<tr>
<th>IV.</th>
<th>15.</th>
<th>premium</th>
<th>VIII.</th>
<th>36.</th>
<th>so that</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16.</td>
<td>junk mail</td>
<td></td>
<td>37.</td>
<td>unless</td>
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<td></td>
<td>17.</td>
<td>overheads</td>
<td></td>
<td>38.</td>
<td>because</td>
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<td>18.</td>
<td>supplier</td>
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<td>Otherwise</td>
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<td></td>
<td>19.</td>
<td>subsidy</td>
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<td>40.</td>
<td>Although</td>
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<td></td>
<td>20.</td>
<td>focus group</td>
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</table>

### 3.2.2. IDEGENFORGALMI–VENDÉGLÁTÓIPARI SZAKÁG SZÁMÁRA

<table>
<thead>
<tr>
<th>I.</th>
<th>1.</th>
<th>C – special interest</th>
<th>V.</th>
<th>21.</th>
<th>... has been appointed ...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.</td>
<td>G – bankruptcy</td>
<td></td>
<td>22.</td>
<td>... has had ...</td>
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<tr>
<td></td>
<td>3.</td>
<td>J – affinity groups</td>
<td></td>
<td>23.</td>
<td>... if s/he had sent out ...</td>
</tr>
<tr>
<td></td>
<td>4.</td>
<td>E – throwaways</td>
<td></td>
<td>24.</td>
<td>... taking/that I should take ...</td>
</tr>
<tr>
<td></td>
<td>5.</td>
<td>A – loan</td>
<td></td>
<td>25.</td>
<td>... was not delayed, he could ...</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II.</th>
<th>6.</th>
<th>I – tour operators</th>
<th>VI.</th>
<th>26.</th>
<th>by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.</td>
<td>F – itineraries</td>
<td></td>
<td>27.</td>
<td>from</td>
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</tbody>
</table>

| III. | 8.  | allocation | VII. | 30.  | to carry out |
|      | 9.  | profitable |     | 31.  | issuing |
|      | 10. | consumption |     | 32.  | to get |
|      | 11. | maintenance |     | 33.  | painted |
|      | 12. | marketable |     | 34.  | receiving |

| III. | 13. | passenger/s |     | 35.  | were discussing |
|      | 14. | enclosure |     |       |                |
|      | 15. | old age pension/er |     |       |                |

<table>
<thead>
<tr>
<th>IV.</th>
<th>16.</th>
<th>timetable</th>
<th>VIII.</th>
<th>36.</th>
<th>so that</th>
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<td>outbound</td>
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<td>18.</td>
<td>to charter</td>
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<td>38.</td>
<td>because</td>
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<td></td>
<td>19.</td>
<td>back of house</td>
<td></td>
<td>39.</td>
<td>Otherwise</td>
</tr>
<tr>
<td></td>
<td>20.</td>
<td>occupancy rate</td>
<td></td>
<td>40.</td>
<td>Although</td>
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</tbody>
</table>
3.3. SZAKMAI SZÖVEG ÍRÁSA KÖZVETÍTÉssel FELADAT LEHETSÉGES MEGOLDÁSA

3.3.1. ÜZLETI ÉS PÉNZÜGYI SZAKÁG SZÁMÁRA

Toyland International
12, Rose Street,
Oxford SW3 NE2
England

Gyerekjáték Kft.
36 Liliom utca
Székesfehérvár
Hungary

19th March, 2007

Dear Mr. Gambler,

We were impressed by the wide range of toys and board games advertised in your latest catalogue.

As one of the largest toy distributors in Hungary, we are just organising a competition for children at a toy fair in Budapest on Children’s Day and we will need some new board games for this.

We think this event would provide a good opportunity for advertising and launching your new lines, too. At the moment, we would only need 50 pieces of the board games types Sequence, Risk, Taboo, Monopoly and Activity. However, if you allow us a considerable discount or send some of the new games free for the competition, we are prepared to place an order with you for 200 pieces in the near future. Could you, please, let us know your most favourable prices and terms of trade. As we usually place large orders, we would expect a 20 % trade discount off net list prices with payment on a 30-day bill of exchange, documents against acceptance basis. Can you guarantee delivery within 2 weeks of receipt of our orders?

We will probably place regular orders with you if the prices and conditions are suitable for us.

We would appreciate your early reply as to the above and we look forward to doing business with you.

Yours sincerely,

Karolina Szabó
Sales Manager
Dear Mr Nagy,

Our company is planning to build a new hotel somewhere near the river Tisza. Our Hungarian partners called our attention to your wonderful village as it would, in their opinion, provide ideal location for the hotel.

Sunrise Hotel is devoted to sustainable tourism, consequently, we will try and minimize risk to the environment. We intend to build a three storey building, its height and style will harmonize with the environment and no trees will be cut down.

A common practice of this hotel chain is that the management involves the local community. They are ready to employ local people at the hotel or use various services the locals can offer.

The long term policy of our hotel chain is to leave part of the revenue on the site where we actually operate. Our local taxes may provide good financial basis for infrastructural construction and the need of our guests may generate a rise in the number of private enterprises (shops, restaurants, wellness services, sports services etc.)

We are fully convinced that both the hotel chain and the local community would benefit from our hotel. Please consider all sides of our offer. If you have any questions we will be delighted to provide you more information.

Yours sincerely,

Susan Brown
Regional Manager
Good morning everyone, I’m Jill Bond, and today we’re going to be looking at CV’s. This is our CV seminar... Careers counsellor, Jill Bond coaches job-hunters on how to stand out from the crowd. She now tells her clients that putting physical activity down on a CV reassures employers that you won’t be a health liability.

Bond: “It doesn’t have to be going to the gym or playing a particular sport, but it could be for example vigorous gardening at weekend or running after your grandchildren at weekends, or walking, whatever.”

Interviewer: “Vigorous gardening, I do like the sound of that. Why is it ... why is physical activity important?”

Bond: “It’s important because employers want to see a clear demonstration that future employees ... they’re looking after themselves, and there’s a correlations, a very strong correlations between physical activity and keeping yourself physically fit and being able to cope with the rigours of working life, the demands that are placed on you today’s modern workplace.

Interviewer: “That committed couch potatoes who think that this smacks of discrimination can’t expect the law to right to their rescue. You only have legal protection if you have a recognized disability. Otherwise, employers are well within their rights to take fitness into account when recruiting. Ronny Fox is a senior partner at the employment law firm Fox-Williams. He’s in charge of a 110 staff, and always looks for some evidence that an applicant takes regular exercise when he’s recruiting.”
Fox: “There are two positive advantages. The first is reduce the absence. People who are healthy tend to be away from work less, and the second advantage is in terms of our premiums for private health insurance and permanent health insurance. They’re lower if we have people who are healthy and don’t make claims.”

Interviewer: “So it’d be fair to say that unfit people would be a drain on your company resources.”

Fox: “I think that’s a fair comment. I’d always prefer a fit person over an unfit person other things being equal.”

Interviewer: “So if I was overweight or out of condition and I wanted a job with you, I wouldn’t have great chance with you even if I was a great lawyer.”

Fox: “Put it like this: If you want to improve your chances of getting a job, I think it’s a good idea to get fit.”

Text 2

New services in supermarkets

Tesco is now the biggest internet grocer in the worlds. Just last year Sainsbury’s opened a large new store in Manchester, which boasts 7 different ways of shopping from 24-hour a day vending machines and a quick shop section to personal shopping for people who would rather sit down while somebody else loads up their trolley. This huge range of goods and services supermarkets have to offer these days extends to the smallest stores as well.

Kevin Hawkins of Safeway describes his vision of the supermarkets of the future.

HAWKINS I think there’s going to be a focus on improving, developing new services, inside stores, which suit the widest possible range of people. So, advice on diet, dry-cleaning, photo-processing, take-away food, in-store catering and restaurants where we have the space to do it. Many of the things that 30-40 years ago would have been regarded as a bit way out, a bit blue sky, not practical, not profitable. But these days, whether they’re profitable or not, we have to offer them because that’s what people expect. And after all, it’s ... the whole sum total of ... everything we’re trying to do is to make shopping more enjoyable for our customers, so they’ll come back and spend more money with us.

INTERVIEWER That view that we’ve just heard from Mr. Kevin Hawkins from Safeway that there’ll be more and more under one roof, is that what you think?

SPEAKER2 I think they’ll have to be more and more under the roof, because there’s only so much food that the average shopper can buy. And we have such a fantastic choice of food, we’re spending an awful lot on food that we can’t eat any more. So if we’re going to keep revenues rolling in the retail trade, they’re going to have to find out things to sell us, certainly.

INTERVIEWER Do you think, in the future, we’ll still be prepared to drive to these big, out of town hypermarkets as they will be, I suppose?

SPEAKER2 I think there’s a definite poll from consumer now to have more of a local offer, and we’re already seeing the big supermarket chains reinvesting in corner shops, home delivery. And yes, we like to go to the big temples, occasionally, but we’re not going to do that every week. So I think the local is quite an interesting phenomenon for the next few years.
Part 1: Be prepared to speak about your professional background and future aspirations.

Part 2: Give a summary in Hungarian of the given document. Make sure you include all necessary information.

Boycotted brands

What do Nike, Coca Cola, McDonald’s and Nestlé have in common? Apart from being among the world’s most well-known brands, they happen to be the most boycotted brands on the planet.

That finding came from this week’s global GMIPoll, an online opinion poll that surveyed 15,500 consumers in 17 countries.

Nestlé emerges as the most the most boycotted brand in the UK because of what respondents consider its "unethical use and promotion of formula feed for babies in third world countries."

On its website, Nestlé said it managed to put an end to the controversy over its marketing of infant formula* in the developing world in the 1980s. It acknowledges that the issue remains alive in some quarters, "but there is no longer any significant boycott activity".

GMIPoll found that Nestlé was boycotted by almost twice as many UK consumers than McDonalds, the second most boycotted brand in the UK. According to the poll, 36% of UK consumers say they boycott one or more brands.

In other findings, more than a third of consumers worldwide boycott at least one brand, while a fourth of all consumers worldwide also claimed they were "environmentally responsible" or "socially responsible" when they shop.

"These findings will be very concerning to these adept marketing companies, as it demonstrates the risk to the value of their brands. Clearly they are not connecting with their local marketplaces as well as they could," said Allyson Stewart-Allen, director of marketing consulting firm International Marketing Partners.

The Guardian

*baby milk

Part 3: Choose one of the questions (A or B). You have 2–3 minutes to talk about the topic. You will not be interrupted for 3 minutes. Make sure you include all important information within the given time frame.

A) What are the chances of a Hungarian citizen on the EU job market?

B) What are the main steps in a business transaction?
Part 4: Act out your role in the given situation. Your partner is the examiner.

Candidate

You are Christopher/Christine Plummer, an office clerk at Staple Co. You are going to have you yearly performance assessment with your HR manager, Mr/Ms Davidson. Mention the following points:

- Explain why your performance has dropped
- Give reasons why you are unhappy in your job
- Training courses would motivate you
- You want a chance for promotion
- You expect a pay rise (rate of inflation: 8%)
- You would like to see yourself as a senior clerk in a year’s time

Your partner starts.

Examiner

(csak a vizsgáztató példányán szerepel)

You are Mr/Ms Davidson and are going to have a performance assessment interview with Christopher/Christine Plummer, an office clerk at Staple Co. Mention the following:

- The performance level has dropped since last year ask for reasons why
- Ask why he/she seems unhappy in the job and what can be done to improve things
- Offer free language lessons, although it will mean starting at 7am each day
- Due to the poor performance, the pay rise will be only 2% this year
- Promotion only considered when performance has improved

You start.
4.2. IDEGENFORGALMI–VENDÉGLÁTÓIPARI SZAKÁG SZÁMÁRA

Speaking test

Part 1: Be prepared to speak about your professional background and future aspirations.

Part 2: Give a summary in Hungarian of the given document. Make sure you include all necessary information.

‘Travel nutrition’

(CNN) – Too many folks skip breakfast, which is never recommended, but particularly when you are travelling and you really need energy to lug luggage, stand in endless lines and negotiate confusing airports.

Eat before you leave. And if you are too rushed for a proper breakfast, then peanut butter on wheat toast is a great hit of carbohydrates and protein. Hard-boiled eggs, a banana, or an energy bar are other good choices for on-the-go travellers. The easiest thing to eat when you are in a rush is typically the worst for you. Skip the bagels and the muffins that will ultimately slow you down. If you are starving when you get to the airport you should disregard the first foods you see. "We are assaulted in the airport with just about the worst of the worst of fast food. But if you look hard enough, you can eat healthy in the airports," an expert says.

Pack your own fuel and carry a stash of sports bars when you travel. But be sure to check out the calorie count and nutritional information because not all bars are created equal and some are just candy bars in disguise.

If you travel by plane call ahead to your airline and order vegetarian, local or kosher meals – these tend to be the healthiest in-flight fare. If you do order your meal after takeoff, opt for protein heavy meals – chicken, seafood, beef – versus carbohydrate-heavy sandwiches or pasta.

If you are travelling abroad, do not deny yourself local delicacies. Life is too short to skip pasta in Florence or cheese in Paris. Remember that portion sizes abroad are usually not super-sized like in the United States, so chances are you will still consume less calories even if you are indulging.

www.cnn.com

Part 3: Choose one of the questions (A or B). You have 2–3 minutes to talk about the topic. You will not be interrupted for 3 minutes. Make sure you include all important information within the given time frame.

A) World Heritage Sites in Hungary (describe one in detail)

B) What are the new trends in our eating habits?
Part 4: Act out your role in the given situation. Your partner is the examiner.

Candidate

You work for Festivalsun, a travel agency in Szeged. A travel agent from London is trying to find out about the programme of the Szeged Summer Festival. They would like to spend about three days in Szeged.

Find out

• about their interests and wishes
• recommend programmes (Ópusztaszer, Pick Salami Museum)

Your partner starts.

Examiner

(csak a vizsgáztató példányán szerepel)

You work for Cultureways travel Agency in London. Your clients, an elderly couple would like to see two performances at the Szeged Summer Festival, possibly of different types.

Contact a Hungarian travel agency, Festivalsun to find out about details and possibilities.

Your clients have already been to Szeged, seen the major sights, now they would like to know more about Hungarian history and our specialities. Ask for information about the performances and other attractions.

You start.

<table>
<thead>
<tr>
<th>Open Air theatre, Dóm square</th>
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<tbody>
<tr>
<td>July 11</td>
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<tr>
<td>Experidance World dance: Revenge</td>
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<tr>
<td>July 12</td>
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<tr>
<td>Webber: Jesus Christ Superstar, Rock opera</td>
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<tr>
<td>July 15</td>
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<tr>
<td>Verdi: Aida</td>
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<tr>
<td>July 16</td>
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<tr>
<td>Erkel: Hunyadi László, opera</td>
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<tr>
<td>July 18</td>
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<tr>
<td>Hungarian Folk Dance Gala</td>
</tr>
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The exhibition introduces to the visitors the history of the large enterprise celebrating its more than 130 years’ anniversary on a basic area of almost 200 m².

The exhibition commemorates the famed factory-establishing and factory-building members of the Pick family on the first two tableaus, where also prizes of rank won already in the past century are presented: 1888 Pécs, 1890 Arad, 1896 Budapest. The exhibits reflect the considerable differentiation emerging within the meat industry in the second half of the 19th century in the production of salami, which deservedly became world famous by today. Pig-slaughtering brought into being a large number of independent professions. This is how sticking masters and gut-dressers got separated, but also salami production became independent as a result of this process.
4.3. PÉNZÜGYI SZAKÁG SZÁMÁRA

Speaking test

Part 1: Be prepared to speak about your professional background and future aspirations.

Part 2: Give a summary in Hungarian of the given document. Make sure you include all necessary information.

Williams, Dominion to tackle debt

Williams Companies (WC) and Dominion Resources (DR) yesterday joined the long list of US energy companies issuing securities to try and pay off short-term debt and strengthen their balance sheets. WC was understood to be preparing a $1bn sale of 10-year and 30-year bonds, while DR sold $300m of convertible securities – equity-like instruments that can be converted into common stock. They are typically used by companies that want to avoid issuing debt.

DR, a Virginia-based energy producer, also raised about $550m from the sale of existing shares. DR said that it would use the funds received by this transaction to meet its debt and support its growth plan, including funding the equity portion of its recent acquisition of a power station.

The fund-raising by WC comes after this energy trader announced a plan to sell assets, cut costs and reduce expenditure to convince investors it is in no danger of bankruptcy. A lot of energy companies are trying to persuade the credit rating agencies that they have sufficient liquidity.

FT

Part 3: Choose one of the questions (A or B). You have 2–3 minutes to talk about the topic. You will not be interrupted for 3 minutes. Make sure you include all important information within the given time frame.

A) What are the advantages and disadvantages of high taxes?

B) How can an insurance company make a profit?
Part 4: Act out your role in the given situation. Your partner is the examiner.

**Candidate**

You are Mr/Ms Black, Purchasing Manager of Imports Ltd. You have just received the letter below and now you are talking to the sender, Mr/Ms White, Chief Accountant of Exports Inc.

Tell him/her that you
- are calling about the letter
- paid 10 days ago – have confirmation from bank
- are glad everything OK

Ask him/her
- to send goods soonest
- reason for discount

Your partner starts.

**Examiner**

*(csak a vizsgáztató példányán szerepel)*

You are Mr/Ms White, Chief Accountant of Exports Ltd. Mr/Ms Black, Purchasing Manager of Imports Inc. has just called you about your letter to him/her (see below).

Tell him/her that you
- just learnt that the bank had got their draft but forgot to credit your account
- the bank asked you to apologise in their name
- you will send goods soon
- offer special discount of 2% (reason: bulk buying plus inconvenience caused)

You start.

----------------------------------------------------------------------------------------------------------

**Dear Sirs**

We are very surprised that we have not yet received payment for the outstanding April account in spite of our repeated reminders to you.

We must insist on immediate payment, failing which we will be obliged to place the matter in the hands of our solicitors.

To avoid legal action, we are sure you will give the matter your immediate attention and remit the $10,000 owing on receipt of this letter.

Yours faithfully,