

BGE NYVK	B2	Reading Comprehension	
English for Business Communication		60 minutes	40 marks
Sample			

***Mark or write your answers on the task sheet first.
Then copy your answers on the Answer Sheet.***

Read the following texts and answer the questions.

Text 1

Starting Over: How to Move on When Your Business Fails

If you are an entrepreneur, you need to get comfortable with failure. There's a good chance that it's going to happen to you. Finding ways to deal with closing a business without being defined by it is the only way to move forward and start anew. Here are a few practical tips.

.....(1)

Failure happens even to the best of us, so don't be too hard on yourself. Your healing process starts with taking the time to mourn your losses and rediscovering yourself without your business as part of your identity. You should move forward by finding comfort in your family and friends, and rediscovering the other aspects of your life you may have neglected.

.....(2)

After taking some time to grieve, do a post-mortem of your business. It's necessary to be brutally honest with yourself and take responsibility for your actions and choices while analyzing what happened to your business and documenting both the successes and mistakes.

.....(3)

Consider reaching out to your professional and personal networks to find a job. Working for someone else for a while before jumping into your next business venture has its benefits. You will be able to earn an income, pay down debt and buy yourself some time to think about your next move. In some instances, what starts off as a way to make ends meet may lead you to your next big idea.

.....(4)

Surrounding yourself with people who genuinely care about your well-being is crucial for getting back on your feet and moving on. Just as a tight circle of friends and family helps center your personal life, a solid system of business resources, mentors and fellow entrepreneurs can help get your professional life back on track.

.....(5)

When you are ready to enter the next chapter of your life, create a roadmap of how you'd like it to look, and set measurable goals and a timeframe for meeting them. It's important to find a new venture that aligns with your passion and enables you to grow at a steady pace.

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

- A) Build a support network
- B) Seek for legal advice
- C) Reinvent yourself
- D) Practice acceptance and self-care
- E) Evaluate what went wrong
- F) Figure out your finances

Text 2

Facebook village? Social media giant to build 'social housing'

Facebook is to build (6) 'village' of 1,500 homes for workers struggling to pay soaring rents as the housing crisis in Silicon Valley deepens. The social networking company has (7) plans to the local council to create a new neighbourhood of homes, shops and a public plaza across the street from its global headquarters.

Mark Zuckerberg's company (8) to build the 'mixed-use village' called Willow Campus in Menlo Park, about 30 miles south of San Francisco, (9) the regional government's failure to invest in infrastructure has led to sky-high rents and hours-long (10) to work.

Kirsten Keith, the mayor of Menlo Park, welcomed Facebook's plan to help (11) the rent-price-rise crisis caused by the rapid growth of west-coast technology companies. More than 640,000 new jobs have been created in the San Francisco Bay area (12) 2010 but house-building has failed to keep even close to that (13) of growth.

Facebook is not the only company (14) to tackle the housing crisis. Last month a spokesperson for Google said it (15) spend \$30m on 300 prefabricated apartments for workers near its new head office in nearby Mountain View.

www.theguardian.com

II. | Choose the best alternative A) B) or C) to fill each gap in the text.

- | | | |
|-----------------------|---------------|----------------|
| 6. A) own | B) an own | C) its own |
| 7. A) submitted | B) dispatched | C) quoted |
| 8. A) is being forced | B) is forcing | C) be forced |
| 9. A) because of | B) due to | C) because |
| 10. A) travels | B) commutes | C) voyages |
| 11. A) launch | B) address | C) establish |
| 12. A) for | B) from | C) since |
| 13. A) pace | B) peace | C) piece |
| 14. A) finding | B) seeking | C) looking for |
| 15. A) will | B) going to | C) would |

Text 3

In Brexit, Economic Reality Competes With Nostalgia for Bygone Days

GRIMSBY, England — There aren't a lot of fishermen left in this town in North East England, once home to one of the largest fleet of trawlers in Britain. But nostalgia for the fishing industry permeates the place. So the result seemed inevitable when 70 percent of residents voted to leave the European Union. Britain's fishermen have complained for years about regulations imposed on all members.

The surprise came later when a local business group began lobbying to avoid tariffs, customs and the other burdens of departing the European Union. Social media scorn ensued. In thousands of tweets across the country, the people of Grimsby were derided as dummies and hypocrites. Either they wanted the upsides of Brexit with none of its costs, or they didn't grasp the harm that leaving would cause until it was too late.

Actually, what happened here is more about hearts than minds. The vote to leave was a vivid demonstration of the way emotions can transform politics and affect the economy.

It isn't fishermen who are pushing for a kind of exemption from Brexit. It is a group of fish processors, an industry that is thriving in Grimsby. To stay competitive, these companies want the kind of frictionless trade and immigration policy that they currently enjoy, and will probably lose, after Brexit.

The goal of fishermen, on the other hand, is regaining full control of British waters so that they aren't forced to compete with trawlers from other countries. The first problem with this dream is the scarcity of local fishermen.

Brexit passed for a complex variety of reasons, including fears about immigration, sovereignty and the loss of a way of life. The residents of Grimsby are well aware of the role that fish processing plays in the local economy, and many doubt that a sizable fishing fleet will ever return.

The New York Times

III. | **Answer the following questions according to the text in no more than 6 words.**
16–20

16. Why did the big majority of people in Grimsby vote for Brexit?
17. How did the social media react to local lobbying against consequences?
18. What industry appears to hold the future in the town?
19. What is needed to stay competitive?
20. How much hope is there for the revival of fishing?

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KEY

Text 1	
1.	D
2.	E
3.	F
4.	A
5.	C
Text 2	
6.	C
7.	A
8.	A
9.	C
10.	B
11.	B
12.	C
13.	A
14.	B
15.	C
Text 3	
16.	nostalgia for the fishing industry/ support of Britain's fishermen/ fishermen's complaints /emotions/regulations imposed on members/regaining full control of Br. waters <i>or similar</i>
17.	scorn/ derision for people/ calling them dummies and hypocrites/thousands of tweets)
18.	fish processing /a group of fish processors / regain full control of British waters <i>or similar</i>
19.	frictionless trade and immigration policy/ avoiding tariffs and customs
20.	not much/ many doubt / fears / minimal