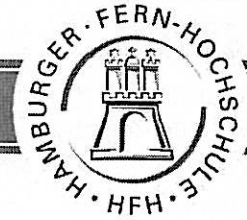


Meine Engl.-Klausur!

Klausur – Aufgaben



UNIVERSITY
OF APPLIED SCIENCES

Studiengänge	Betriebswirtschaft / Wirtschaftsingenieurwesen / Wirtschaftsrecht
Modul	Wirtschaftsenglisch
Art der Leistung	Studienleistung
Klausur-Knz.	BB-ENG-S11-070929 / WB-ENG-S11-070929 / WR-ENG-S11-070929
Datum	29.09.2007

Bezüglich der Anfertigung Ihrer Arbeit sind folgende Hinweise verbindlich:

- Verwenden Sie ausschließlich das vom Aufsichtführenden **zur Verfügung gestellte Papier** und geben Sie sämtliches Papier (Lösungen, Schmierzettel und nicht gebrauchte Blätter) zum Schluss der Klausur wieder bei Ihrem Aufsichtführenden ab. Eine nicht vollständig abgegebene Klausur gilt als nicht bestanden.
- Beschriften Sie jeden Bogen mit Ihrem **Namen und Ihrer Immatrikulationsnummer**. Lassen Sie bitte auf jeder Seite 1/3 ihrer Breite als Rand für Korrekturen frei und nummerieren Sie die Seiten fortlaufend. Notieren Sie bei jeder Ihrer Antworten, auf welche Aufgabe bzw. Teilaufgabe sich diese bezieht.
- Die Lösungen und Lösungswege sind in einer für den Korrektor **zweifelsfrei lesbaren Schrift** abzufassen. Korrekturen und Streichungen sind eindeutig vorzunehmen. Unleserliches wird nicht bewertet.
- Zur Prüfung sind bis auf Schreibutensilien ausschließlich die nachstehend genannten Hilfsmittel zugelassen. Werden **andere als die hier angegebenen Hilfsmittel verwendet oder Täuschungsversuche** festgestellt, gilt die Prüfung als nicht bestanden und wird mit der Note 5 bewertet.

Bearbeitungszeit:	90 Minuten
Aufgaben:	4 Aufgaben
Höchstpunktzahl:	100

Hilfsmittel:
Einsprachiges Wörterbuch

Bewertungsschlüssel

Aufgaben	1	2	3	4	Σ
Max. erreichbare Punkte	20	25	30	25	100

Bewertungsschema

Punktzahl		Ergebnis
von	bis einschließlich	
50	100	bestanden
0	49,5	nicht bestanden

Aufgabe 1**Reading comprehension****20 Punkte**

The following text includes some challenging vocabulary. Please read it and answer the questions below. Please write the appropriate letter a), b) or c) on your answer sheet.

"Production happens in Limerick, in the south-west of Ireland, on a factory floor bigger than a football field. From here, Dell, the world's leading maker of computer systems, supplies 83 countries in Europe, the Middle East and Africa with information technology equipment ranging from scanners to workstations, from printers to MP3 players. It's a huge operation, a symphony of logistics and productivity. It's also a living, dynamic expression of the 'new' Ireland.

When Dell began its manufacturing operation in Limerick in 1990, the company was six years old and reporting an annual revenue of \$400 million. This year, Dell is 20, with revenues over the \$40 billion mark.

What is the secret of the Dell success story? Ask most business experts and you'll hear three words: 'Supply Chain Management' (SCM). But what does this mean? Think of a chain and how one link is connected to the next. In Dell's case, the key links in the chain are information, materials and finance. This means that orders are passed directly to the factory, and the finished products are delivered directly to the customer, while Dell makes sure that it gets paid. It is a system that provides constant feedback on what's happening at every link in the chain. (...)

The 19-year-old University of Texas student Michael Dell started a business with \$1,000 and the revolutionary idea of selling computers directly to customers. Twenty years later, his company employs almost 48,000 people worldwide and has revenues of \$43.5 billion. So, how did he do it? The simple answer is that he noticed things that others didn't.

Back in 1984, lots of people were buying computers for \$2,000, but very few opened one up, as Michael Dell did, and calculated that the parts inside cost only \$600. He also noticed that it took months from the time of ordering to the delivery, with the result that the computer was already out of date when it arrived. With his direct-selling plan, and his views on how to make production more efficient, Michael Dell was on the way to becoming a billionaire."

Taken from *Business Spotlight*, 4/04

Questions:

Achtung: Diese Kreuze nicht beachten!

1. **Dell supplies 83 countries ...**
 a) 83 countries deliver parts to Dell's company
 b) 83 countries buy from Dell's company
 c) 83 countries work with Dell's computers
2. **'Logistics' here refers to ...**
 a) production and raw materials
 b) stocks and supplies
 c) quality control
3. **'Productivity' ...**
 a) is similar in meaning to 'professionalism'
 b) is similar in meaning to 'efficiency'
 c) is similar in meaning to 'industrial production'
4. **'Information technology'...**
 a) is similar in meaning to 'online journalism'
 b) is similar in meaning to 'computer technology'
 c) is similar in meaning to 'telecommunications'

5. **The 'new' Ireland ...**
a) is Ireland after the peace treaty
b) is Northern Ireland
c) is Ireland in prospering times
6. **'Revenue' ...**
a) is the same as 'profit'
b) is the same as 'costs'
~~c) is the same as 'income' ?~~
7. **48,000 people ...**
~~a) work for Dell's~~
b) buy computers from Dell
c) have used Dell computers
8. **Very few opened one up.**
a) Very few people opened a computer business.
~~b) Very few people opened a computer.~~
c) Very few people opened a business.
9. **'The computer was already out of date' ...**
a) it was not up to the latest technical standard
~~b) it could not be delivered in time.~~
c) it had the wrong data installed
10. **A billionaire ...**
a) owns at least € 1,000,000
b) owns at least € 1,000,000,000
~~c) owns at least € 1,000,000,000,000~~

Aufgabe 2

Notice Writing

25 Punkte

Write on the following subject:

Situation

Ms Georgia Elford is head clerk at 'Kettering College of Administration', The Priory, 20 Peterborough Mews, Kettering, Northants., NO6 KS4.

Ms Elford asks you to draft a notice for the general notice board in the lobby to explain the new college policy concerning data security. She explains: "We have allocated quite a big part of this year's budget on a new and safer computer network. We hope that we are now better protected, and that there will be fewer incidents of damages caused by viruses. However, we have also put in place a few new rules for the users. I am afraid that free surfing is a thing of the past now. Our firewall will not give access to video sites like YouTube or online shopping portals like eBay anymore. All users have to ask for a new password at my office and will only be able to use this on one PC in our computer lab. Also, cable-free access through WiFi will be time restricted to 30 minutes per day." She goes on to ask you to make the notice "short, sharp, but subtle".

Task **Write the notice.**

Aufgabe 3**Letter Writing****30 Punkte**

You are the personal assistant to Mr James Meaney, owner of 'Proons and Pickles, Fruit and Vegetable Preserves Ltd.'. He shows you a letter he has just received from the organiser of an annual event presenting English goods and lifestyle in Munich. Your company has taken part in this show for the last two years and intends to do so again. However, there are several open questions, and unfortunately neither your boss nor you can travel to take part in the preparatory meeting this year. Read the letter.

'English Excellence'
The Annual Event for Friends of England and the English
2 Roland Drive, London SW6 SF1
Telephone 0121 - 383 973

05 August 2007

Mr James Meaney
 Proons and Pickles
 14 Great Yarmouth Road
 Milton Keynes MK9 4HB

Dear Friends of 'English Excellence'

EE Meeting

We will be holding our first 'English Excellence' meeting on **Monday 17th September at 18.30 hours** at the Munich Tennis Club in Neuhausen, close to Nymphenburg Castle.

We shall use this opportunity to bring you up to date with this year's plans. This will enable everyone to view the magnificent new glass fronted Sport Hall which we shall be using for the catering this year, and which will also provide space for some stand-holders. The catering this year promises to be very exciting and will be run by the Hotel Esplanade. Our longstanding stand-holders selling Indian Food, Cornish pasties, pancakes and home-made scones will of course still be at the event.

So if you have the time, please come along to hear what is planned for 2007.

I should be grateful if you were to answer soon so we have an idea of numbers.

In the meantime I wish you all a very happy and sunny summer and we look forward to seeing you on the 17th.

Best regards as ever

Greta Gormand

Yours sincerely

Here are some notes that Mr Meaney has made to help you to **write the letter** to Ms Gormand:

- Thank her for the invitation.
- Would love to go, but this year the date collides with that conference at the Chamber of Commerce we are expected to go to.
- Need more info in writing:
 Any changes to last year's programme?
 Where exactly is our stand this year (remind her that we wanted to be closer to the entrance)?
- Still haven't received a quote or invoice – are the fees the same as in 2006?
- Make it friendly – Greta is an old friend of mine!

Task Write the letter.

Aufgabe 4

Expression

25 Punkte

Computers – where would we be without them? Most people would agree that electronic data processing has made life easier, and business faster and more convenient. However, there are critics who say that computers have made life more complex, stressful, and demanding.

What is your opinion?

Task **Write five sentences.**