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Haute Ecole d'Ingénierie et de Gestion
du Canton de Vaud

Concours d'entrée en Economie, printemps 2010

Nom:

Prénom:

Test des connaissances en allemand et en anglais

Deutsch

Aufnahmeprüfung 2010

Deutsch 2. Sprache

Name: _____

Vorname: _____

Abteilung: _____

Aufgabe 1: 18 Punkte

Aufgabe 2: 12 Punkte

Aufgabe 3: 10 Punkte

Aufgabe 4: 20 Punkte

Punkte _____/60 Note: _____

Zeit: 60 Minuten

Keine Hilfsmittel erlaubt

Aufgabe 1:

Setzen Sie im folgenden Text die fehlenden Endungen/Wörter ein und antworten Sie anschliessend auf die Fragen in Aufgabe 2 in ganzen Sätzen!

Wieder mal an die Muba nach Basel

Reisen, Sport, Essen und Trinken sind neben d..... Klassikern Wohnen, Bau und Haushalt d..... Kernthemen an d..... Mustermesse in Basel. Ein Messebesuch nimmt bei Frau und Herr Schweizer nachweislich ein..... fest.... Platz _____ Eventkalender ein. Blickt man nämlich auf all.... gross..... Messen _____ Lande, die BEA in Bern, der Comptoir Suisse in Lausanne und die Olma in St. Gallen, so kommen da locker einig..... hunderttausend Besucher zusammen. Und dass _____ Messen auch d..... Geselligkeit nicht zu kurz kommt ist beinahe legendär.

Die Philippinen zu Gast

D..... Auftakt macht _____ 13. _____ 22. Februar die Muba. Gastland sind dies..... Jahr die Philippinen. Von Modeschmuck, trendigen Accessoires _____ zu den Möbeln und natürlich Ferienangeboten ist eine breite Produktpalette _____ finden. Muba-Besucher treffen dabei auch auf Schweizer, d..... teils seit 20 Jahren auf d..... Philippinen leben und dort erfolgreich Geschäfte aufgebaut haben. Etwa der Metzger Werner Berger, d..... in Manila feinste Cervelats und ander..... Wurstwaren herstellt, d..... reissend Absatz finden.

Ein..... der Abnehmer heisst David Goldberg, der in sein..... Heidiland in Boracay feinste Schweizer Produkte verkauft. Nebst Würsten auch Schokolade, Käse und Weine.

Auf d..... beliebt..... Ferieninsel ist 1988 auch der Luzerner Rene Buob „hängen geblieben“- und noch heute dort. D..... begeistert..... Taucher hat 1990 eine Tauchschule gekauft und dies..... neun Jahre später mit d..... Restaurant „Calypso“ erweitert.

_____ 1997 geniessen Touristen aus all..... Welt in seinem äusserst gepflegten Resort ihr..... wohlverdient..... Ferien.

Boracay ist übrigens nicht nur was für Taucher, auch das 18-Loch-Golfplatz gilt als anspruchsvoll.

18 Punkte

Aufgabe 2

Antworten Sie auf die Fragen oder ergänzen Sie die Sätze!

1. Die Kernthemen der Muba sind

a. _____

b. _____

c. _____

1. Wie wichtig ist der Messebesuch für die Schweizer?

2. Wie viele Leute besuchen die Schweizer Messen?

3. Was bedeutet „die Geselligkeit kommt nicht zu kurz“?

4. Was können wir dieses Jahr an der Messe finden?

5. Warum kauft David Goldberg Schweizer Produkte?

12 Punkte

Aufgabe 3:

1. Setzen Sie das korrekte Wort ein:

a. viel b. vieles c. viele d. mehr e. vieler f. am meisten

1. Er hat in dieser Firma sehr _____ verdient, _____ als an seiner letzten Arbeitsstelle.
2. Er hat eine sehr verantwortungsvolle Arbeit, deshalb verdient er _____ von allen Angestellten.
3. _____ Studenten haben dieses Semester an der Fachhochschule angefangen.

4 Punkte

2. Setzen Sie das richtige Wort ein:

(a. dafür b. damit c. dazu d. dabei e. hierfür)

- 2.1. Er wollte ins Kino gehen, doch _____ hatte er nicht genug Geld.
- 2.2. Was soll das alles bedeuten! Wir haben _____ nichts zu tun.
- 2.3. Wir hatten plötzlich Probleme. _____ hatte doch alles so gut angefangen.
- 2.4. Ich nehme ein Rindssteak und _____ möchte ich Reis und Gemüse.

4 Punkte

3. Setzen Sie das richtige Verb im Präteritum ein!

(besuchen, kennenlernen, fliegen, sprechen)

**Universities of Applied Sciences,
Schools of Business Administration**

HES – SO

Entrance Test (Version 2) - English

This test will last 60 minutes and no materials are allowed. The test comprises 7 pages.

Section 1:	Reading and Vocabulary	Maximum points	15
Section 2:	Grammar and Vocabulary	Maximum points	25
Section 3:	Writing	Maximum points	20
Total points possible:			60

Section 1: Reading and Vocabulary

Adapted from BEC Vantage Masterclass

Read the text which follows and do tasks 1, 2 and 3.

Can snail mail beat e-mail?

When e-mail first came into general use about fifteen years ago, there was a lot of talk about the imminent arrival of the paperless office. However, it seems that e-mail has yet to revolutionise office communication. According to communications analyst Richard Metcalf, some offices have actually seen an increase in paper as a result of e-mail. "Information in the form of e-mail messages now floods our computer screens. These messages can be sent so quickly that memos tend to be distributed in the hundreds. For those secretaries whose bosses ask them to print out all their e-mails and leave them in their in-trays, this means using up a great deal of paper every month."

Metcalf has found that because e-mails have a tendency to get lost in cyberspace, PAs are increasingly likely to be asked by clients and colleagues to send all important documents both by e-mail and by tax or snail mail – through the post. "This highlights a further potential problem with e-mail in today's office – it is taking up time rather than saving it."

With e-mail, communication is much easier, but there is also more room for misunderstandings, says psychologist Dr. David Lewis. Generally, much less care is taken with e-mails than with letters or faxes where the sender will probably print the document and reread it before putting it in an envelope or on to the fax machine.

"The nature of the medium means that e-mails are frequently poorly and hastily composed and consequently often unclear. It's little wonder that there are so many misunderstandings. It is a problem which people need to be particularly aware of when using e-mail.

More worrying still is the increasing misuse of e-mail for sending "flame-mail" – abusive or inappropriate e-mail messages. Recent research in several companies suggests that aggressive communications like this are on the increase. E-mail has become the perfect medium for letting out workplace frustration because it is so instant.

E-mail can be problematic in other ways. Staff all too often make the mistake of thinking that the contents of an e-mail, like things said over the phone, are private and not permanent. But it is not only possible for an employer to read all your e-mails, it is also perfectly legal. E-mail messages can be traced back to their origin for a period of at least two years, so you might want to rethink e-mailing colleagues your frustrations about your job. The advice is to keep personal e-mails out of the office.

It goes without saying that e-mail exists to make life easier and if used correctly is an invaluable tool for businesses of all sizes. But perhaps, for the time being, the fact that in the business world 70% of all documents are still in paper form is not such a bad thing after all.



Task 1

Maximum points: 3

Read the text and decide which sentence below best sums it up. Only one sentence is correct.

- a It presents a very positive view of electronic communication.
- b It expresses some reservations about electronic communication.
- c It presents a very negative view of electronic communication.

Task 2

Maximum points: 6

*Read the article again in more detail and choose from **A**, **B**, or **C**, the correct answers according to the text.*

1 Why has the promise of the paperless office not come true in some offices?

- A** – People write more memos than they used to.
- B** – Secretaries keep paper copies of everything they send.
- C** – Many managers prefer to read their messages on paper.

2 What does Richard Metcalf say about e-mail in paragraph 2?

- A** – It is not an appropriate channel for sending important information.
- B** – It increases the amount of paperwork done in offices.
- C** – It is a less efficient channel than fax.

3 What does David Lewis say about many e-mail messages?

- A** – They are badly written.
- B** – They are too long.
- C** – They are never printed out.

4 Why is e-mail the preferred channel for abusive messages?

- A** – Because it's so easy to use.
- B** – Because the other person can't respond immediately.
- C** – Because it allows you to express your anger at once.

5 Why should employees not use company e-mail systems for personal messages?

- A** – It is illegal to do so.
- B** – Companies have access to e-mails that are sent.
- C** – Companies don't like staff doing this.

6 What does the writer conclude about e-mail in the last paragraph?

- A** – That it is not being used enough in companies today.
- B** – That it will never replace written communication.
- C** – That it will only become really useful when people use it properly.

Task 3

Maximum points: 6

Find the word or expressions in the text above which match the following definitions:

- 1 containers on employees` or managers` desks for work and letters that need to be dealt with (noun)
- 2 all the connections between computers in different places, considered a real place where information, messages, pictures, etc. exist (noun)
- 3 the system of sending letters by post (noun)
- 4 nasty or rude e-mail messages (noun)
- 5 using cruel or unkind words (adjective)
- 6 difficult to deal with (adjective)

Section 2: Grammar and Vocabulary

Task 4

Maximum points: 12

*Read the text below about exhibiting at trade fairs. In some of the lines there is **one extra word**. Find the word and write it in **CAPITAL LETTERS** in the box provided. If the line is correct, i.e. there is no extra word, write **CORRECT** in the box provided. The first two lines have been done for you as examples.*

Exhibiting at trade fairs		
0	Certain types of behaviour on the stand look unprofessional and give the	CORRECT
00	impression that you are not being interested in your customers. It looks	BEING
1	bad if you spend too much time talking to colleagues instead of focussing	
2	on the people who visit your stand. Remind staff they will only have	
3	about 90 seconds to attract and interest a visitor, so the key to be success	
4	is to be full prepared. The first thing you should do when you meet someone	
5	new is find out who they are – for an instance, a buyer, competitor or decision-	
6	maker – and where they are located. In this way you can avoid spending too	
7	much time with a person who isn` t in a position to make up decisions about	
8	buying your product or service, or who is been based in a region which is not	
9	served by your company. A good way to obtain this information is by asking	
10	key questions or requesting for their business cards. It`s also important to	
11	keep records about prospective customers. Information can be recorded	
12	on enquiry cards and followed up with a phone call when you return at home.	

Task 5

Maximum points: 10

Read the short text below and choose the best word from A, B, or C below to fill each gap 1 – 10. There is an example at the beginning (0).

Adapted from BEC Vantage Masterclass, OUP 2003

International Business

Company 1

“Expanding into (0) B markets involves decisions about which markets to (1) _____ into and the best way to do business in each market. In Europe, for example, we decided to sell (2) _____. We (3) _____ up our own sales subsidiary and now have a team of 40 working there. In Japan, on the other hand, we (4) _____ out a deal with a(n) (5) _____ distributor and now sell through them.”

Company 2

“We find that buying up the right local company can really (6) _____ up entry and growth in a new market. It is much easier than (7) _____ your own operations. So far we’ve bought companies in 20 new markets. We (8) _____ for businesses that are well (9) _____ financially and have a good team of managers. To avoid confusion, it’s also important to make sure everything is (10) _____ down in writing – so no verbal agreements.”

- | | | | |
|----|--------------|-----------|----------------|
| 0 | A abroad | B foreign | C home |
| 1 | A come | B open | C move |
| 2 | A quickly | B direct | C immediately |
| 3 | A set | B began | C introduced |
| 4 | A negotiated | B worked | C did |
| 5 | A internal | B nearby | C local |
| 6 | A accelerate | B speed | C hurry |
| 7 | A setting | B making | C establishing |
| 8 | A look | B request | C seek |
| 9 | A done | B run | C made |
| 10 | A written | B placed | C put |

Task 6

Maximum points: 3

There are mistakes in each of the following sentences. Underline the mistake(s) and correct the sentence by rewriting it on the line provided. One has been done for you as an example.

0. Have you seen Mr. Smith yesterday?

Did you see Mr. Smith yesterday?

1. Could you please tell me what time is it.

2. The company, who was founded in 2006, is doing very well.

3. I am agree with her.

4. All my luggages were lost on the flight from Zurich to London.

5. He said me he was going to town to do some shopping.

6. I need some informations about marketing opportunities.

Section 3:

Writing

Maximum points: 20

Task 7

Write about 80-100 words (8-10 lines) on the following subject:

My favourite way of communicating is

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