

Complete the text below by writing a suitable word from the list in each space provided. There are 15 gaps but 20 words are given. Use each word once only. There is an example (0) for you. Indicate your answers on the separate answer sheet.

HENRY FORD

Henry Ford was **born** (0) in 1863 in the state of Michigan. He grew up on a farm but he did not want to (1) a farmer. He left school when he was sixteen. He wanted to make cars so he went to work (2) a mechanic.

In 1896 Ford built his first car. This car was very (3) from the cars of today. For example, its wheels were bicycle wheels. In 1902 Ford built a car that won (4) important race. This was the fastest car that had ever been built. (5) went seventy miles per hour. By then Ford had (6) money to start the Ford Motor Company. At this time cars (7) a lot of money. Only very (8) people bought cars. Ford had a dream. He wanted to build a car (9) many people could buy. He said, "everybody (10) to be somewhere where he isn't."

Ford's (11) was to make all his cars the same. Cars that are all the same take less time and less (12) to make. In 1908 Ford produced his famous Model T Ford. It sold for \$850. This was much cheaper (13) other cars but still more than most people could pay. Later when he simplified (14) car-making process, it took less than two hours to make a car. Before, it took fourteen hours. Finally, Ford was able to drop the (15). The Model T was now a car that many people could buy.

(adapted from 'All about the USA')

a	plan
an	price
as	rich
become	than
born	that
cost	the
different	then
enough	want
it	wants
like	what
money	

Read the text below and answer the questions which follow in English.

What are copyrights and patents?

You see copyright dates in every book and on every other published work. You also hear about copyrights and patents when there are questions about who owns the rights to a certain work or product. The United States government maintains copyright and patent programs to ensure everybody is able to profit from their original creative works and to give a creator legal control over when, where and how his or her creation is published or used in the United States.

The broadest creative-work protection the U.S. government offers is the **copyright**. Something that is copyrighted may not be reproduced, published or copied without permission from the copyright-holder. U.S. copyright law says that all "original works of authorship" created after January 1, 1978 in a fixed tangible form are protected for the duration of the creator's life plus 70 years. The U.S. Copyright Office groups copyrightable material into eight general categories:

- Literary works
- Pictorial, graphic, and sculptural works
- Musical works
- Sound recordings
- Dramatic works
- Pantomimes and choreographic works
- Motion pictures and other audio-visual works
- Architectural works

You cannot copyright works that do not have a tangible form. A dance, for example, must have the choreography written down before it can be protected by copyright.

One of the coolest things about copyright protection is that it is automatic. If you create an original work in the United States, it is instantly copyrighted, you don't have to do anything except putting it into a tangible form. You can, however, take a few extra steps to make the copyright "stronger." The first thing to do is simply make a notice of copyright on your work. A copyright notice includes three basic elements:

- The word "Copyright," the abbreviation "Copr.," or the symbol "©"
- The year of first publication
- The name of the copyright holder

For a small fee, you can also register copyrighted material with the U.S. Copyright Office.

Patents work a bit differently from copyrights, but you can think of them as copyrights for inventions. All a patent really does is give the patent-holder the right to stop others from producing, selling or using his or her invention. Unlike copyrights, patents protect the idea or design of the invention, rather than any tangible form of the invention. To patent something you have invented you have to demonstrate that your invention is a significantly original creation. Patents provide protection for 20 years. After that, the invention is public property.

1.	Who provides the copyright and patent programs?
2.	How long does the copyright protect any original work of authorship?
3.	How many groups of copyrightable material are there?
4.	What kind of creative work can be copyrighted?
5.	Do you have to hand in a request for copyright?
6.	What facts does the copyright notice consist of?
7.	Do you have to pay for registration with the U.S. Copyright Office?
8.	What kind of creative work can be patented?
9.	What do you have to prove if you want something to be patented?
10.	How long are patents valid?

Read the text below. The following statements are either true (T) or false (F). Put a tick (✓) in the appropriate box.

Introducing Unilever

150 million times a day, someone somewhere chooses a Unilever product. From feeding your family to keeping your home clean and fresh, our brands are part of everyday life.

Life partner

With 400 brands spanning 14 categories of home, personal care and food products, no other company touches so many people's lives in so many different ways.

Our brand portfolio has made us leaders in every field in which we work. It ranges from much-loved world favourites including Lipton, Knorr, Dove and Omo, to trusted local brands such as Blue Band and Suave.

We invest €1 billion every year in cutting edge research and development, and have five laboratories around the world that explore new thinking and techniques to help develop our products.

Continuous development

Consumer research plays a vital role in our brands' development. We're constantly developing new products and developing tried and tested brands to meet changing tastes, lifestyles and expectations. And our strong roots in local markets also mean we can respond to consumers at a local level.

Today Unilever employs 223 000 people in 100 countries worldwide, and supports the jobs of many thousands of distributors, contractors and suppliers.

Health & personal care

- Our oral care brands Mentadent, Pepsodent and Signal have teamed up with the world's largest dental federation, the FDI, which represents over 750,000 dentists around the world
- Lux became the first mass-marketed soap when it launched in 1924. Today it achieves annual global sales of over €1 billion
- Domestos is a best-selling brand in nine of the 35 countries in which it's sold

Foods

- We're the world's largest ice cream manufacturer, thanks to the success of our Heartbrand which includes Magnum, Cornetto, Carte d'Or and Solero, and Ben & Jerry's and Breyers in the US
- Lipton's tea-based drinks include the international Lipton Iced Tea range, the Lipton range in North America and Lipton Yellow Label, the world's favourite tea brand
- Becel / Flora pro.activ products have been recognised as the most significant advancement in the dietary management of cholesterol in 40 years
- In the mid 1990s we led the industry with our programme to eliminate almost all fat from our margarine
- AdEs, our soy-based fruit drink, has been growing at the impressive rate of 35% since its launch in 1997 in Latin America.

		T	F
1.	Évente 150 milliószor használnak a világon valamilyen Unilever terméket.		
2.	Az Unilever 14 termékkategóriával foglalkozik.		
3.	Fennállásuk óta 1 milliárd eurót költöttek kutatásra és fejlesztésre.		
4.	A helyi fogyasztók igényeit mindig figyelembe veszik.		
5.	Az Unilevernek 100 országban vannak alkalmazottai.		
6.	A "LUX"-szappan 1924 óta található meg a piacon.		
7.	A DOMESTOS 35 országban vezető termék.		
8.	Az Unilever gyártja a világon a legtöbb jégkrémet.		
9.	A cég az egészséges táplálkozás terén jelentős eredményeket ért el.		
10.	A szója alapú gyümölcsitalok nem lettek népszerűek.		

You are the PR Manager of a company. Your company will organize an international conference in May. Yesterday you saw this advertisement in a paper.

Party service on board



Party service on board

On our boats we can organise programmes for 40-400 persons. We can also provide catering that satisfy all requirements:

- hot and cold dishes, salads, cakes;
- full range of drinks.

Other services: programmes, music.

Our bigger ships are air-conditioned. Upon request accommodation can be booked in our hotel right on the shore.

We arrange various kind of programmes, business meetings, exhibitions, conferences, press conferences, weddings and receptions on board.



Write a MEMO of 80-100 words to your assistant. Ask him to get information about

Prices

- of a 4-day conference (10 a.m. - 5 p.m.)
- hot dishes and drinks for 150 persons
- folklore programme (on the last day)

The route of the boat

Assessment Criteria	Points max	Points
Communicative value	5	
Expressiveness	5	
Accuracy	5	
Total :	15	