

Nyelvismeret 1**Időtartam: a 3 feladatra összesen 40 perc**

Complete the second sentence so that it has a similar meaning to that of the first one. Use the word given in brackets to complete the sentence. Sentence 0 is done for you as an example. No dictionary can be used.

- 0 The assistant still hasn't typed the report. (needs)
 The report
 The report still needs to be typed by the assistant.

		Score
1	We have never had such bad results before. (first) This is	
2	"Why do you always forget to settle the invoices on time?" (asked) My boss.....	
3	They gave him the sack because his work was so poor. (was) He	
4	I took the letter to the PA and asked her to copy it for me. (had) I took the letter to the PA and	
5	Peter is not old enough to take over his father's company. (too) Mr Jones' son is	
6	"You have forged the cheque!" my boss told me. (accused) My boss	
7	If we don't ship the goods by next week, we will have to pay penalty. (unless) We'll have to pay penalty	
8	Our sales figures are not as good as they were last year. (than) Our sales figures are	
9	I think you should hand in your notice in this situation. (better) You	
10	Cooking the books these days is quite common. (cook) It	

Nyelvismeret 2

Complete the text below by writing a suitable word in the space provided. The first one is done for you as an example (0). You should copy your answers into the boxes below. No dictionary can be used.

The outsourcing debate

Please don't get sore, get smart instead. The political heat around outsourcing has cooled as the threat it once seemed(0).... pose to western service jobs has diminished. The emphasis now is ... (1)... improving the process of outsourcing, both at home and offshore. ... (2) ... other words, if you have to do it, try and do it better. *Smarter Outsourcing* by Bravard and Morgan (Prentice Hall) is a good place to start learning how ... (3)... . It looks at financial engineering, legal issues, communications, human resources and tax – called the 5 key areas to focus on.

If these sound ... (4) ... the sort of areas you would focus on in mergers and acquisitions, don't be surprised. One of the authors is a former banker ... (5)... now works for EDS, a leading outsourcing firm, and he brings in(6)... banking experience to bear on the subject, arguing that outsourcing should ... (7)... treated much like Mergers & Acquisitions, for (8) ... it is in many cases a substitute. That means fully involving the company's top executives ... (9)... outsourcing decisions, and expecting outsourcing to be subject to ... (10) ... same degree of public and shareholder scrutiny as M and As.

www.economist.com 2006.10.05.

		Scores
0	to	
1		
2		
3		
4		
5		

		Scores
6		
7		
8		
9		
10		

Nyelvismeret 3

Read the text below and from the menu of words provided choose the word which best fits each space. Write the word in the appropriate box. The first gap is done for you as an example.(0). No dictionary can be used.

Pricing

Pricing a product – selecting the most appropriate price at which to sell it – is often a balancing act. On the one hand, prices must support a variety of ...**(0)**... – the organization’s operating, administrative, and ... **(1)** ... costs as well as marketing costs such as advertising and sales salaries. On the other hand, prices cannot be so high that ... **(2)** ... turn to competitors. Successful pricing means finding a ... **(3)** ... middle ground between these two requirements. An appliance retailer, for instance, sells refrigerators and washing machines at prices that are both profitable and attractive to customers. The same ... **(4)** ..., however, are priced lower when customers buy sets of kitchen or laundry appliances to furnish new homes. The retailers’ lower ... **(5)** ... costs enable them to reduce their selling prices.

Whereas some firms succeed by offering lower prices than ... **(6)** ..., others price successfully on the high side. Both low- and high-price ... **(7)** ... can be effective in different situations. Low prices generally lead to larger sales ... **(8)** High prices usually limit market size but ... **(9)**.... profit per unit. High prices may also attract customers by implying that a product is of especially high ... **(10)**.... . Apart from pricing there are other important components of the marketing mix.

Business Essentials, 2000

Words to be used in the text

			Scores
competitors	<i>0</i>	<i>costs</i>	
consumers	1		
costs	2		
increase	3		
products	4		
profitable	5		
quality	6		
research	7		
strategies	8		
transaction	9		
volumes	10		

Read the article below from which 5 parts of sentences have been removed. Match the list of sentence fragments (A-F) with the gaps (1-5) and decide where they fit. Write your answers on the Answer sheet. Remember there is *one extra sentence fragment you do not need to use*. You can use your dictionary.

Central banks

Being open and being predictable are rather different things

“Transparency” has been the buzzword in central banking for many years. The idea is that the more financial markets understand about the way a central bank sets monetary policy, the easier policy will be to predict and the more effective it will be. For example, if bond markets can anticipate changes in official interest rates, these changes will affect the cost of corporate borrowing more swiftly than if they cannot. In practice, though, Joachim Fels, an economist at Morgan Stanley, finds that the more transparent a central bank is, (1).

Mr. Fels uses polls conducted by Reuters before central banks’ policy meetings, in which economists are asked (2). Since January 1999, the analysts have predicted 18 of the 19 rate changes by America’s Federal Reserve, or 95%. Bank watchers scored only 59% for the Bank of England and 67% for the European Central Bank (ECB).

Yet the Fed is the least transparent of the three. (3) it has no explicit goal for inflation, no regular publication that explains its decision-making and no regular press conferences. The Bank of England is a model of transparency but is the least predictable. The ECB lies in between.

..... (4) is the most predictable? The answer is that the Fed cheats. It often signals its intentions to financial markets through selected journalists – not always perfectly. The Bank of England has been hardest to second-guess because in recent years it has had the tricky task of overseeing Britain’s two-speed economy: house prices and consumer spending have boomed(5). This has made inflation and hence interest rate decisions harder to forecast.

The ECB is becoming easier to read. However, predictable does not mean right. Some economists say that lately the ECB has been too slow to cut interest rates. Better, perhaps, to be unpredictably right than predictably wrong.

The Economist

- A. how come the least transparent central bank, the Fed
- B. the less predictable it tends to be
- C. while manufacturing has been in recession
- D. whether they expect interest rates to change
- E. unlike the Bank of England or the ECB
- F. which suggests that the bank’s communications have improved

	Answer	Score
1.		
2.		
3.		
4.		
5.		

Read the text below and answer the questions in Hungarian. Do not translate any part of the text. You can use your dictionary.

CEE and US to cooperate on energy

The United States in March offered to cooperate with Hungary and the rest of the Central and Eastern Europe region on energy security issues at a regional conference of energy officials in Budapest.

"We talked about clean coal, Liquefied Natural Gas (LNG) terminals, new pipelines to alleviate bottlenecks, and new emission-free nuclear power," US Energy Secretary Samuel Bodman said at a press conference.

"We are facing a great challenge in how to address energy security, meet demand and maintain economic growth," he continued. "I believe the nations of CEE can follow the US's focus on energy diversification."

Ministers and state secretaries from seven countries, including Hungary, Austria and Poland, discussed the challenges facing the region with Bodman.

"We intend to make use of the US's crisis management experience in energy," said János Kóka, Hungary's Minister for Economy and Transport. In the framework of US-Hungarian cooperation, we will soon announce a tender to send young Hungarian researchers to the US to look at alternative-energy research."

Greenpeace, however, dismissed the initiative as PR by the US government.

"There is already a lot of cooperation between CEE countries in renewables, so I'm not sure what the US will add," Stephen Sawyer, energy and policy adviser at Greenpeace told *The Budapest Times*. "Alternative energy technology work is going on in the US, but it's not thanks to the energy department."

None of the delegates were prepared to discuss any specific projects, but Bodman said that "we can only be judged by the actions we take."

Europe faced a crisis in January when gas supplies from Russia dropped after a dispute with the Ukraine, and countries from the CEE region formulated a common energy strategy in response. Their suggestions became part of the EU energy green paper, which heads of states will discuss on March 23-24. Environmentalists have criticised the paper for focusing on securing traditional energy sources rather than suggesting concrete measures to develop alternative technology.

"With the current high prices and geopolitical stability, now is the perfect time to be looking at renewable sources and energy efficiency, but the green paper only pays lip service to these issues," said Sawyer.

Hungary looks set to play a central role in diversifying the gas supply, and earlier this month Russian President Vladimir Putin and Kóka said that Hungary could become a gas distribution centre for Europe. However, many are concerned that Russian firm Gazprom could play too large a role in Europe's gas supply. Kóka played down these fears.

"Gazprom is one of the largest energy companies in the world and the EU a huge consumer market," he said. "It is natural that the largest companies take part".

The delegates largely sang from the same hymn sheet, saying that cooperation was the only way forward, but Austria sounded a note of caution on nuclear technology, which was a major focus of the G8 meeting in Moscow. Austria has no nuclear power plants, and Parliament in 1997 vowed to maintain this stance.

"Austria has to accept that other countries want to build nuclear power plants," Otto Zach, the official responsible for energy policy in Austria's Ministry of Economics and Labour, said. "However, I would call on all countries to be cautious and ensure that they use the latest technology and keep to regulations if they want to go down this route."

Sawyer also criticised the focus on nuclear, saying that there was "no such thing as a safe nuclear power plant."

"There is no solution to nuclear waste or to the long term liability related to storage or proliferation risk," he said. "Governments are happy to spend taxpayers' money on it, but private investors just won't touch it."

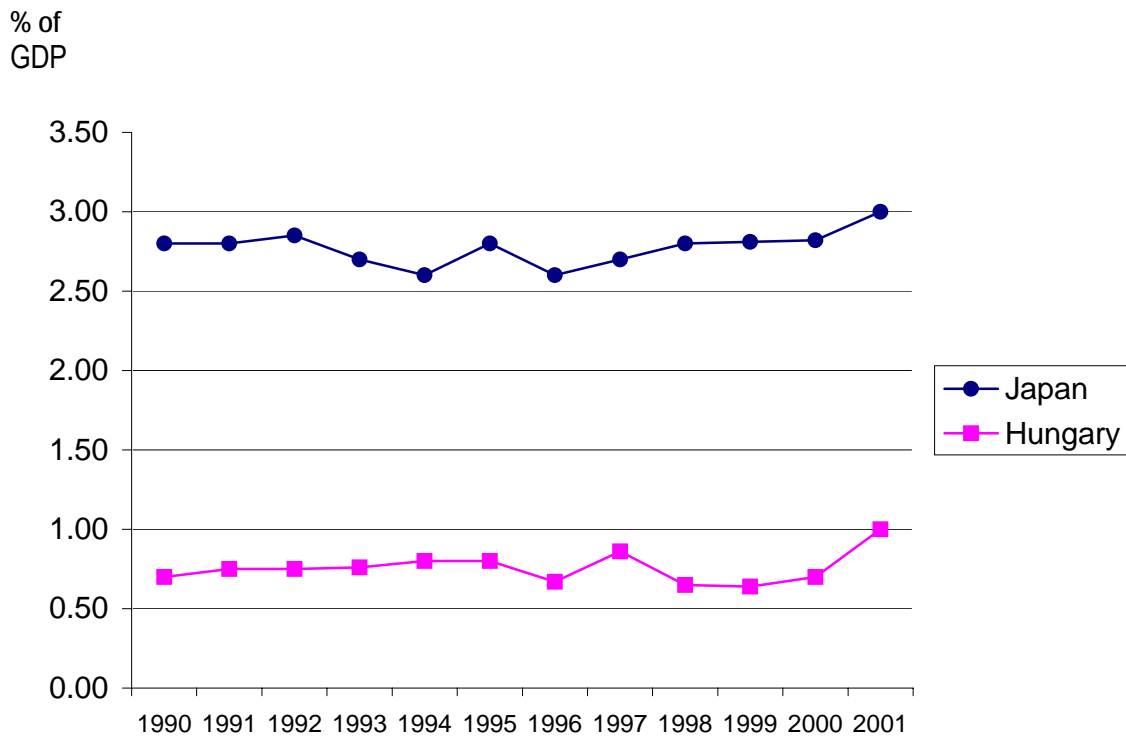
The Budapest Times

Answer sheet

	Scores
<p>1. Milyen kérdéseket tárgyaltak meg a budapesti regionális energia konferencián márciusban? (említsen meg kettőt)</p> <p>a)</p> <p>b)</p>	
<p>2. Milyen kihívások előtt áll az említett országcsoport, ill. az USA? (említsen meg kettőt)</p> <p>a)</p> <p>b)</p>	
<p>3. Hogyan akarja Magyarország kihasználni az USA válságkezelési tapasztalatait?</p> <p>.....</p> <p>.....</p>	
<p>4. Mi a Greenpeace véleménye az USA kormányának az alternatív energia kutatással kapcsolatos kezdeményezéséről?</p> <p>.....</p> <p>.....</p>	
<p>5. Hogyan reagált Európa a januári orosz földgázszállítási válságra?</p> <p>.....</p> <p>.....</p>	
<p>6. Mit hiányoltak a környezetvédők az elkészült európai előkészítő anyagból?</p> <p>.....</p>	
<p>7. A jelenlegi tervek szerint milyen feladatot szánnak Magyarországnak az európai gázellátás szervezésében?</p> <p>.....</p> <p>.....</p>	
<p>8. Milyen – a többiekétől eltérő – véleményt hangoztatott Ausztria a G8-ak moszkvai találkozásán az atomenergiával kapcsolatban ?</p> <p>.....</p> <p>.....</p>	
<p>9. Milyen két szempontra hívja fel az atomerőművet építeni tervező országok figyelmét Ausztria ?</p> <p>a)</p> <p>b)</p>	
<p>10. Milyen ellenérveket hoz fel a Greenpeace a nukleáris erőművek ellen? (említsen meg kettőt)</p> <p>a)</p> <p>b)</p>	

You have been asked to give a presentation at a meeting on the position of R&D in Japan and Hungary. As part of your presentation *describe, analyze and comment* on the two countries' GDP expenditures on R&D with the help of the chart below. Write 150-200 words. You can use your dictionary.

Gross expenditure on R&D as a % of GDP



Assessment Criteria	Points max	Points
Communicative value	10 (5x2)	
Expressiveness	5	
Accuracy	5	
Overall impression	5	
Total	25	

Íráskészség 2**Időtartam: kb. 30 perc**

You are the Sales Manager of Suntan Sunglasses Ltd. Write a reply to the letter of complaint provided below.

- apologize
- state the cause for delay
- suggest a new date of delivery

Use the usual conventions for the letter of apology and write 100-120 words. You can use your dictionary.

Saville's Chemists
1 Park Road
Cambridge
CB4 3AD

4th May 2006

Suntan Sunglasses Ltd
7 Lower Road
Crawley
West Sussex
RH11 7SX

Dear Sirs,

Our order No. B 45/82

We have still not received six boxes of the sunglasses we ordered from you two months ago. I am sure your firm is as keen as we are to ensure that these sunglasses are in the shops by the beginning of the holiday period, the peak time for sales.

Can you therefore please let us know when we may expect delivery of the sunglasses.

Yours faithfully,

P. Saville
Chemist

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