

CONVOCATÒRIA ORDINÀRIA

Proves d'accés a Cicles Formatius de Grau Superior 2002

Part específica

Segona llengua estrangera: **Anglès**

IMPORTANT:

1. LA LLENGUA SELECCIONADA A LA PART COMUNA HA DE SER DIFERENT D'AQUESTA

2. EN AQUESTA PROVA NO ES POT UTILITZAR DICCIONARI.

Per accedir a cicles formatius superiors:

- Secretariat.
- Animació turística

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Segona llengua estrangera: **Anglès**

versión en castellano

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Nom.....

**Prova d'accés a CFGS. Part específica. Anglès segona llengua.
Convocatòria ordinària. 2002.**

A)	Llegiu el següent text i completeu els espais encerclant l'alternativa triada en el quadre de la pàgina 4. (Total: 2,5 punts – 0,25 per resposta correcta).
	Leer el siguiente texto y completar los espacios haciendo un círculo sobre la alternativa escogida en el cuadro de la página 4. (Total: 2,5 puntos – 0,25 por cada respuesta correcta).

GLOSSARY		
<i>line 1:</i>	successful =	<i>being marked by a favourable outcome/result</i>
<i>line 1:</i>	to launch =	<i>to introduce a new product</i>
<i>line 4:</i>	fizzy =	<i>effervescent, giving off bubbles</i>
<i>line 4:</i>	still =	<i>not fizzy</i>
<i>line 4:</i>	recipe =	<i>formula</i>
<i>line 6:</i>	along with =	<i>together with</i>
<i>line 9:</i>	to account for =	<i>to be the explanation for</i>
<i>line 10:</i>	flavouring =	<i>substance added to improve the taste</i>
<i>line 14:</i>	trace =	<i>a very little amount</i>
<i>line 17:</i>	for good measure =	<i>in addition</i>
<i>line 22:</i>	enduring =	<i>lasting long, permanent</i>
<i>lines 23-24:</i>	to come up with =	<i>to produce</i>
<i>line 24:</i>	tune =	<i>melody</i>
<i>line 25:</i>	advertising =	<i>activity of telling people about products</i>
<i>line 26:</i>	carefree =	<i>having no worries or troubles</i>
<i>line 27:</i>	ploys =	<i>tactics</i>
<i>line 28:</i>	just about =	<i>almost</i>
<i>line 29:</i>	somehow =	<i>for a reason which is not clear</i>

COCA-COLA, AN AMERICAN SYMBOL?

- 1 1 One of1..... **successful** commercial products ever **launched** is2.....
2 to be the result of a mistake. In 1896, Jacob's Pharmacy in Atlanta, Georgia, was
3 selling a nerve tonic known as 'French Wine Cola - Ideal Nerve Tonic'. By
4 accidentally3..... **fizzy** water instead of **still** water to the **recipe**, a
5 pharmacist called John S. Pemberton invented4..... has today become the
6 most popular soft drink in the world: Coca-Cola. **Along with** its closest rival -
7 Pepsi - which appeared on the market three years.....5....., Coke6.....
8 phenomenal success worldwide, particularly in the past fifty years.
- 9 2 What could possibly **account for** the amazing success of Coca-Cola?7.....
10 has this combination of carbonated water, sugar, acid and **flavourings** come to
11 symbolise the American way of life for most of the world?
- 12 3 One explanation may be found in the name. The original **recipe** included a
13 flavouring from the coca plant and probably included small amounts of cocaine

14 (an addictive substance), but8..... the early part of this century all **traces**
 15 of cocaine have been removed. However, Coke (like all cola drinks) also includes
 16 a flavouring from the cola tree; cola extract contains caffeine, which is a
 17 stimulant, and the Coca-Cola company adds caffeine **for good measure** . While
 18 caffeine is not an addictive substance in.....9....., there is considerable
 19 evidence that over a period of time the consumption of caffeine10....., in
 20 order for its stimulating effect to be maintained, and so sales of Coke perhaps
 21 benefit as a result.

22 4 A more likely reason for the **enduring** popularity of Coke may, however, be
 23 found in the company's enviable marketing strategies. Over the years it has **come**
 24 **up with** some of the most memorable commercials, **tunes**, slogans and
 25 sponsorship in the world of **advertising**, variously emphasising international
 26 harmony, youthfulness and a **carefree** lifestyle. Few other companies have been
 27 able to match such marketing **loys** so consistently or effectively. As suggested
 28 earlier, the influences of American culture are evident **just about** everywhere,
 29 and Coca-Cola has **somehow** come to represent a vision of the United States that
 30 much of the rest of the world dreams about and aspires to. Perhaps drinking Coke
 31 brings people that little bit closer to the dream.

A)	ENCERCLEU L'ALTERNATIVA TRIADA:
	HACER UN CÍRCULO SOBRE LA ALTERNATIVA ESCOGIDA:

- | | | | | |
|-----|------------------------|-----------------|---------------------|-----------------------|
| 1. | a)the more | b)the most | c)most | d)more |
| 2. | a)say | b)says | c)sayed | d)said |
| 3. | a)add | b)added | c)adding | d)adds |
| 4. | a)what | b)that | c)which | d)the |
| 5. | a)late | b)after | c)ago | d)later |
| 6. | a)enjoy | b)has enjoyed | c)enjoyed | d)enjoys |
| 7. | a)how | b)what | c)which | d)who |
| 8. | a)at | b)for | c)since | d)in |
| 9. | a)it | b)its | c)itself | d)it's |
| 10. | a)have to be increased | b)was increased | c)will be increased | d)has to be increased |

B)	TROBEU AL TEXT PARAULES /EXPRESSIONS QUE SIGNIFIQUIN EL SEGÜENT. SEGUEIX L'EXEMPLE. (Total: 1,25 punts – 0,25 per resposta correcta).
	ENCONTRAR EN EL TEXTO PALABRAS O EXPRESIONES QUE QUIERAN DECIR LO SIGUIENTE. SIGUE EL EJEMPLO. (Total: 1,25 puntos – 0, 25 por cada respuesta correcta).

- | | |
|------------------------------|------------------------------|
| 0. (ADJECTIVE - title)- | from USA = American |
| 1. (NOUN -paragraph 1)- | error = |
| 2. (NOUN -paragraph 1)- | competitor = |
| 3. (NOUN -paragraph 3)- | quantities = |
| 4. (ADJECTIVE -paragraph 4)- | probable = |
| 5. (ADJECTIVE -paragraph 4)- | visible and obvious = |

C)	LLEGIU EL TEXT ANTERIOR I ENCERCLEU LA MILLOR ALTERNATIVA. (Total: 1,25 punts – 0,25 per resposta correcta).
	LEER EL TEXTO ANTERIOR Y HAZ UN CÍRCULO SOBRE LA MEJOR ALTERNATIVA. (Total: 1,25 puntos – 0,25 puntos por cada respuesta correcta).

- Coca Cola has been a success
 - since its invention.
 - for 50 years.
 - since 1950.
 - for 15 years
- According to the writer, the popularity of Coke is due to
 - the traces of cocaine it contains.
 - its formula only.
 - the caffeine it contains.
 - both its formula and marketing strategies.
- Describing Coke's marketing strategies as 'enviable' in line 23 means that:
 - they are based on envy.
 - Coke's marketing people are envious of each other's ideas.
 - the people who buy Coke are envious of others.
 - rivals are envious of the Coke company's methods of marketing.
- According to the writer,
 - not many companies have developed their marketing plans so well.
 - a lot of companies have developed their marketing plans as well as Coke.
 - Coke is the only company which has developed its marketing plans so well.
 - Pepsi is the only company which has developed its marketing plans so well.
- In the last sentence of the passage the writer implies that
 - most people would like to live in America.
 - many people wish for the lifestyle they imagine most Americans have.
 - living in USA is a bit like living in a dream.
 - just a few people would like to live in America.

D)	ESCRIVIU UNA REDACCIÓ DE 100 PARAULES COM A MÍNIM SOBRE AQUEST TEMA (5 punts):
	ESCRIBE UNA REDACCIÓN DE 100 PALABRAS COMO MÍNIMO SOBRE ESTE TEMA (5 puntos):

- What did you do during your last summer holidays?