Standardisierte kompetenzorientierte
schriftliche Reife- und Diplomprüfung

BHS

5. Mai 2017

Englisch

(B2)

Lesen

Hinweise zum Beantworten der Fragen

Sehr geehrte Kandidatin, sehr geehrter Kandidat!

Dieses Aufgabenheft enthält vier Aufgaben. Die Zeit zur Bearbeitung dieser vier Aufgaben beträgt 60 Minuten.

Verwenden Sie für Ihre Arbeit einen schwarzen oder blauen Stift.

Bevor Sie mit den Aufgaben beginnen, trennen Sie das Antwortblatt heraus.

Schreiben Sie Ihre Antworten ausschließlich auf das dafür vorgesehene Antwortblatt. Beachten Sie dazu die Anweisungen der jeweiligen Aufgabenstellung. Sie können im Aufgabenheft Notizen machen. Diese werden bei der Beurteilung nicht berücksichtigt.

Schreiben Sie bitte Ihren Namen in das vorgesehene Feld auf dem Antwortblatt.

Bei der Bearbeitung der Aufgaben sind keine Hilfsmittel erlaubt.

Kreuzen Sie bei Aufgaben, die Kästchen vorgeben, jeweils nur ein Kästchen an. Haben Sie versehentlich ein falsches Kästchen angekreuzt, malen Sie dieses vollständig aus und kreuzen Sie das richtige Kästchen an.

A ☐	B ■	C ☒	D ☐

Möchten Sie ein bereits von Ihnen ausgemaltes Kästchen als Antwort wählen, kreisen Sie dieses Kästchen ein.

A ☐	B ■	C ⬤	D ☐

Schreiben Sie Ihre Antworten bei Aufgaben, die das Eintragen von einzelnen Buchstaben verlangen, leserlich und in Blockbuchstaben. Falls Sie eine Antwort korrigieren möchten, malen Sie das Kästchen aus und schreiben Sie den richtigen Buchstaben rechts neben das Kästchen.

B	■ G	F

Falls Sie bei den Aufgaben, die Sie mit einem bzw. bis zu maximal vier Wörtern beantworten können, eine Antwort korrigieren möchten, streichen Sie bitte die falsche Antwort durch und schreiben Sie die richtige daneben oder darunter. Alles, was nicht durchgestrichen ist, zählt zur Antwort.

~~falsche Antwort~~   richtige Antwort

Beachten Sie, dass bei der Testmethode *Richtig/Falsch/Begründung* beide Teile (*Richtig/Falsch* und *Die ersten vier Wörter*) korrekt sein müssen, um mit einem Punkt bewertet werden zu können.

Jede richtige Antwort wird mit einem Punkt bewertet. Bei jeder Aufgabe finden Sie eine Angabe zu den maximal erreichbaren Punkten.

Viel Erfolg!

✂ *ACHTUNG: Für wissenschaftliche Auswertung bitte hier abschneiden.*

☐

⊥

ANTWORTBLATT

Do you Vespa?

1

								richtig	falsch
0	A ☐	B ☐	C ☐	D ☒					
1	A ☐	B ☐	C ☐	D ☐				☐	☐
2	A ☐	B ☐	C ☐	D ☐				☐	☐
3	A ☐	B ☐	C ☐	D ☐				☐	☐
4	A ☐	B ☐	C ☐	D ☐				☐	☐
5	A ☐	B ☐	C ☐	D ☐				☐	☐
6	A ☐	B ☐	C ☐	D ☐				☐	☐

___ / 6 P.

Where to go when you want to unplug

2

Von der Lehrperson auszufüllen

0	1	2	3
A	☐	☐	☐
4	5	6	7
☐	☐	☐	☐
8	9	10	
☐	☐	☐	

richtig falsch	richtig falsch	richtig falsch	richtig falsch
	1 ☐ ☐	2 ☐ ☐	3 ☐ ☐
4 ☐ ☐	5 ☐ ☐	6 ☐ ☐	7 ☐ ☐
8 ☐ ☐	9 ☐ ☐	10 ☐ ☐	

___ / 10 P.

⌐

⊤

ANTWORTBLATT

3

I did it my way

0	by number
1	
2	
3	
4	
5	
6	
7	

Von der Lehrperson auszufüllen

richtig   falsch

☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐

___ / 7 P.

4

Recruitment and staff turnover: hiring and losing staff

0	1	2	3
C	☐	☐	☐

4	5	6	7
☐	☐	☐	☐

Von der Lehrperson auszufüllen

richtig falsch	richtig falsch	richtig falsch	richtig falsch
	1	2	3
	☐ ☐	☐ ☐	☐ ☐
4	5	6	7
☐ ☐	☐ ☐	☐ ☐	☐ ☐

___ / 7 P.

___ von 30 P.

Bitte umblättern

Read the text from the 1990s about a famous vehicle, then choose the correct answer (A, B, C or D) for questions 1–6. Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

Do you Vespa?

First launched over 50 years ago, the ever-so-stylish Vespa remains at the cutting edge of modernity and fashion.

The trendiest two-wheeled vehicle in the history of mankind happens to be the Vespa. Born as a low-cost product for the masses, this utilitarian scooter became a style statement in itself, able to influence fashion in successive decades since its birth in 1946. Over fifty years have passed since then, when a two-wheeled vehicle, so completely new as to be revolutionary, was presented at the Golf Club in Rome by an Italian company with a 110-year history in the transport field, Piaggio. Called Vespa, its concept and name were the fruit of Enrico Piaggio's intuition, while its structure took shape on the design table of Corradino D'Ascanio, aeroplane and helicopter engineer. Received at its birth with mixed reactions – from enthusiasm to diffidence – Vespa would very soon become a myth: a myth constructed on over 15 million scooters produced and sold throughout the world, which have served not only to motorise entire countries, but also to unite people of diverse languages and cultures.

Vespa is a word – rather, a concept – which is absolutely international, and which represents the dreams and the desire for freedom of entire generations. Vespa is not a scooter; it is 'the' scooter. The very name Vespa evokes memories of youth; transports the mind to thoughts of free time, beautiful weather, the pleasure of driving in the open air with the sun and wind on the skin – as shown by Gregory Peck and Audrey Hepburn, riding a Vespa around the Colosseum in the 1952 film *Roman Holiday,* or the sensual Anita Ekberg escaping the paparazzi in the famous shot from Fellini's masterpiece, *La Dolce Vita.*

It is extraordinary that the Vespa, having been involved in so much fashion, never passed out of fashion. At first it was green and not wondrously beautiful, a symbol of transformation from war to peace. Then it became white and elegant, a product that imposed the *stile italiano:* from necessity to style, the recipe for the good life. Then it dressed itself in silver and was transformed into a myth of elegance, youth and adventure. The young man riding it was – and is – a modern Prince Charming, the fiancé that every girl would like to have; the exciting 'Latin Lover' who takes female tourists pillion on the beaches of Emilia Romagna. But communication initiatives were not restricted to the cinema: effective mass advertising campaigns were invented, like the one based on the slogan 'Vespizzatevi' (Vespa yourselves!). Piaggio also succeeded in creating a spontaneous customer organisation: Vespa Clubs, for example, with their own magazines and facilities. The Italian union of Vespa riders was born in 1949, and the same year Miss Graziella Bontempo from Naples was elected the first Miss Vespa. The Vespa had been consecrated as a recognisable symbol of Italian-ness: joyful, popular, uninhibited.

Truly an Esperanto among objects, the Vespa, initially presented as solid (it is still made of metal), long-lasting and adventurous, appealed to pioneers during the '40s and '50s. In the '60s it reflected the Italy of change, of pleasure-seeking children, and was transformed into a toy with real performance, expressing novelty, modernity and anti-conformism. In the '70s and

'80s it turned into an object of nostalgia; and in this decade, with technological innovations and the 1996 launch of the sleek new Vespa ET2 and ET4, it has become revolutionary, riding with all its appeal intact into the third millennium. For very many people, the Vespa is the perfect combination of style, design and elegant functionality. The Vespa is timeless: it transcends the capriciousness of fashion.

0   At its beginning, the Vespa was created to be

   A   a fashionable vehicle.
   B   attractive to young people.
   C   a status symbol for its owners.
   D   affordable by many people.

1   The Vespa was

   A   developed and built in Rome.
   B   developed by an aircraft expert.
   C   the first vehicle built by the company.
   D   a success right from the beginning.

2   The Vespa turned into a legend because it has

   A   brought together couples of different nationalities.
   B   become globally successful.
   C   been the main vehicle in many societies.
   D   found more buyers than any other vehicle.

3   The colours of the Vespa

   A   were influenced by practical reasons.
   B   covered the whole colour spectrum.
   C   reflected the atmosphere of the time.
   D   were influenced by fashion designers.

4   Marketing for the Vespa

   A   focused mainly on movies and film stars.
   B   appeared mostly in newspapers and magazines.
   C   happened mostly by word of mouth.
   D   was well-planned and carried out.

5   The Vespa is well-liked because it

   A   represents its home country's culture.
   B   puts fun over practical issues.
   C   is made mainly for young people.
   D   is connected with famous people.

6   Throughout the decades,

   A   the main materials used have changed.
   B   the vehicle has been a symbol of alternative living.
   C   the vehicle has adapted to cultural changes.
   D   the technical know-how used has stayed the same.

Read the texts about ideas for people who want to do without technology on holiday. Choose the correct texts (A–E) for each question (1–10). You can use a text more than once. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.

Where to go when you want to unplug

A Tassajara Zen Mountain Center, California

Unlike many Zen meditation retreats, which can be cold and spartan, this warm, lively one is hidden among the ocher-colored Santa Lucia Mountains of California's central coast. Offering yoga, cooking and artistic-themed retreats, this retreat is especially good for creative professionals or anyone on the verge of burnout who wishes to explore their artistic side. It encourages visitors to use Zen Buddhist meditation principles, described by some guests as "Japanese-esque", as well as the wisdom of the native Esselen people, who lived among the mountains and the purportedly curative hot springs for centuries. Accommodations include redwood or tatami mat cabins, stone rooms, yurts and dorms with shared bathrooms. Cell phones and audible music are banned, while iPads, iPods, and other personal devices are discouraged.

B Maine Schooner Stephen Taber, Maine

Getting on open water is one of the best ways to turn off work thoughts because the elemental demands of the sea can often be a matter of life or death and put office concerns in perspective. But some ships are more rewarding than others. This 140-year-old windjammer offers puffin and whale watching, yoga, shore hikes and all-you-can-eat lobster bakes. "After one or two days on the schooner, our guests have completely forgotten what their ring tone sounds like," says Barnes, captain of the historic Maine schooner. "The combined esthetic purity of sail power and Penobscot Bay has that effect." All sailings are free of TV, phones and computers, except what the Coast Guard requires for the crew. While cell reception is spotty in Penobscot Bay, any phone usage is discouraged on all sailings; some excursions ban it altogether.

C Outward Bound, Minnesota

Outward Bound offers a roster of packages for nature-orientated adults or those suffering from burnout or a traumatic life event such as divorce or death of a loved one. Retreats emphasize interpersonal, wilderness-survival and valuable leadership skills; guests frequently speak of a "renewal" afterward. All Outward Bound excursions explicitly prohibit iPads, computers and cell phones, except for instructors' emergency communication devices. Outward Bound's canoe camping trip in Minnesota's BWCAW North Country offers a million acres of gin-clear lakes, cascading waterfalls and rocky cliffs and is ideal for those who feel out of touch with nature or constrained by urban life. There are no roads or power lines to get between you and the cold, raw wilderness.

D Amangiri, Utah

Giving up technology doesn't mean you have to give up style. This modernist desert bunker sits on 600 acres among 5,000-year-old petroglyphs and rusty stratified canyons and plateaus on the Arizona/Utah border. It has become increasingly popular with executives because of its rare combination of stylish décor and a remote location where cell phones don't work. "We meet our guests where they are," says Amangiri's general manager Nicholas Gold. "If they require

connectivity, we accommodate; if they wish to switch off, we facilitate this also." Amangiri and most other properties owned by Amanresorts are in "accessibly remote" locations, often a one- to two-hour drive from a major city or airport. The company's founder Adrian Zecha has a knack for finding scenic locales and bringing the best of the area to the resort's property, so guests never have to leave the property.

E   Mepkin Abbey, South Carolina

You could fly to an ashram in India to spiritually reboot. Or you could cut your travel time and consult the wise monks of South Carolina's historic Mepkin Abbey, who belong to the international Order of Cistercians of the Strict Observance. Spiritual retreats can be off-putting to some, but you don't need to be religious to attend one. Mepkin offers a variety of retreats, from short, private, mixed-gender stays at the guesthouse to spiritually guided, 30-day Monastic Guest retreats for male sabbatical seekers. Just like the monks, guests at all levels of retreats are assigned work, asked to observe periods of silence and share their vegetarian meals. Short-term visitors can choose to take part in the prayer services, garden walks, choir singing and weekly readings.

According to the descriptions, which option is ideal if you...

want to use your imagination?	0	
are a city resident missing the countryside?	1	
accept that you will be given jobs to do alongside your hosts?	2	
want to be close enough to urban areas?	3	
feel emotionally exhausted?	4	5
want electronic services to suit individual needs?	6	
think that mobiles should be used by staff only?	7	8
want top quality from the region without having to travel around?	9	
are interested in the insights of earlier inhabitants?	10	

Read the text about the founder of Chipotle Mexican Grill, Steve Ells, then complete the sentences (1–7) using a maximum of 4 words. Write your answers in the spaces provided on the answer sheet. The first one (0) has been done for you.

I did it my way

As founder of Chipotle Mexican Grill, Steve Ells has never come across advice he couldn't ignore, conventional wisdom he couldn't flout, a rule he couldn't break.

"I was always quite rebellious and did things my own way," recalls Ells. "Friends said Mexican food is cheap – you can't charge $5 for a burrito. But I said this is real food, the highest-quality food. Friends said you can't have an open kitchen, but I wanted the restaurant to be like a dinner party, where everyone's in the kitchen watching what's going on. They said people have to order their meal by number. But I said no, you have to go through the line and select your ingredients. And everyone gave me grief over the name: Nobody'll be able to pronounce it!"

Ells opened his first Chipotle (pronounced chi-poat-lay) in Denver 15 years ago. A graduate of the Culinary Institute of America, he had long dreamed of running his own gourmet restaurant but needed to generate fast cash. He figured he'd open a taqueria and reinvent traditional Mexican food – lighten it up, make it sexier.

"I wanted layers of bold flavors that had nuance and depth, not just hot, not just spicy: cumin, cilantro, cloves, fresh oregano, lemon, and lime," says Ells. "It looked, smelled and tasted different from traditional fast food. And it didn't take long before there was a line of people waiting to get in! So I thought, maybe I'll open just one more."

Ells's father, an executive in the pharmaceutical industry, invested $85,000 in the first restaurant. The second was funded with the profits and the third with a Small Business Administration loan. By the time Ells had a dozen restaurants, he'd given up on the idea of a single high-end one. He got the money for expansion from a surprising source, McDonald's, first as a minority investor and then three years later as the majority shareholder.

McDonald's put in $330 million over seven years and made $1 billion on its investment. "They funded our growth," says Ells, "which allowed us to open 535 restaurants." Chipotle went public in 2006, and McDonald's sold its stake in the fast-growing chain, which now has 775 restaurants and revenues of over $1 billion. "We learned from each other," Ells says of the partnership, "but we use different kinds of food, and we aim for a different kind of experience and culture altogether. So we ended up going our separate ways."

Ells defied convention yet again when he decided the company would buy only pasture-farmed pork, raised on a vegetarian diet and free of artificial hormones and antibiotics. The price of the pork burrito went up a dollar – but its sales doubled, proving people *were* willing to pay more for a superior product.

Ells hasn't changed the original menu. He just keeps adding more organic produce from more sustainable resources. His goal is nothing less, he says, than "revolutionizing the way America grows, gathers, serves, and eats food."

0	Ells disliked the idea of his guests choosing the food ___.
1	Ells's colleagues thought people would find it difficult to ___.
2	To make his wish come true, Ells had to ___.
3	After his first success, Ells felt he might as well ___.
4	After investing his own earnings, Ells was given a ___.
5	Ells stopped dreaming about an individual gourmet place after setting up ___.
6	Ells's business partner increased investment to become the ___.
7	Ells has increased the use of ___.

Read the text about the difficult process of hiring the right employees. Some parts are missing. Choose the correct part (A–J) for each gap (1–7). There are two extra parts that you should not use. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.

Quelle: contrastwerkstatt / Fotolia

Recruitment and staff turnover: hiring and losing staff

More than any other factor, the recruiting process of your company can make or break your business. A good recruiting process will obtain high-quality, productive employees (0) ___. A poor recruiting process will find employees who are lacking in skills, motivation, or company loyalty. The latter can cost your company thousands of dollars per year per sub-par employee. This is money that you can't afford to be losing, especially (1) ___ by using a data-driven recruiting process that helps you evaluate, compare, and hire the best candidates.

Most companies simply don't use a consistent recruitment process. Hiring managers change over the years and when companies use multiple hiring managers or interviewers, (2) ___ to judge potential candidates. This results in poor hiring decisions that directly lead to high turnover rates. In fact, up to 80 % of employee turnover can be attributed directly to poor hiring decisions.

Turnover is something (3) ___. The average cost to your company for turnover of an employee that makes $8 per hour is between $5,000 and $10,000 and can potentially cost as much as 5 times the annual salary of the employee. That average is equivalent to three to six months of salary for that lost employee. Two lost employees can cost you as much as you would spend to hire a third employee for a full year. That is simply too high a cost.

It is a shame, too, because these costs can be avoided. Often, these costs arise from a single interviewer who doesn't know what questions to ask while interviewing and doesn't have a consistent evaluation method. Alternatively, in companies (4) ___, the process prevents negative information about the new potential employee from being communicated to others involved in the hiring process. Two candidates may not interview with the same individuals, which means (5) ___, which leads to uninformed decisions being made about which candidate to hire.

For a company to thrive with minimal employee turnover, and associated costs of turnover, it needs to set a process in place from the very beginning. Policies and procedures that help strengthen employee loyalty don't help much when you hire employees that aren't particularly loyal to begin with. Employee training to improve skills and efficiency are less valuable (6) ___ who don't already have a solid basis of the right types of skills for the jobs. Simply put, if you don't hire a high-quality employee, there is little you can do after that point to bring that employee up to speed.

If you want to avoid these pitfalls, you need to update your recruiting process. You need an interviewing process that asks the right questions, asks consistent questions, and provides effective feedback for decision makers at every level of the hiring process. You need to implement a streamlined recruiting process that provides data-driven reports and analytics on potential candidates (7) ___. Only by transforming your recruiting process can you assure that your company can make informed decisions while hiring new employees, which will result in highly competent employees that will stay with your company for the long haul and positively impact the bottom line.

A	that your hiring managers can use to compare candidates knowledgeably
B	they are likely all using different metrics
C̶	who will stay with your company for years
D	that doesn't cost much
E	that use a multi-stage interviewing process
F	that adopt new measures
G	when it is possible to avoid this
H	that companies can't take lightly
I	when offered to employees
J	they don't get compared directly