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Standardisierte kompetenzorientierte  
schriftliche Berufsreifeprüfung

11. Jänner 2018

# Berufsreifeprüfung Englisch

(B2)

Lesen

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# 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	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
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Möchten Sie ein bereits von Ihnen ausgemaltes Kästchen als Antwort wählen, kreisen Sie dieses Kästchen ein.

A	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
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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.

<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> G	<input checked="" type="checkbox"/> F
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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.

<del>falsche Antwort</del>	richtige Antwort
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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!

NAME:



ACHTUNG: Für wissenschaftliche Auswertung bitte hier abschneiden.

## ANTWORTBLATT

### The man who influenced American culture

0	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
1	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
2	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
3	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
4	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
5	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
6	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>

Von der  
Lehrperson  
auszufüllen

richtig falsch

      

\_\_\_ / 6 P.

1

### What happiness is all about

0	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input checked="" type="checkbox"/>
1	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
2	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
3	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
4	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
5	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
6	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
7	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>

Von der  
Lehrperson  
auszufüllen

richtig falsch

       

\_\_\_ / 7 P.

2

NAME:

✂️ ACHTUNG: Für wissenschaftliche Auswertung bitte hier abschneiden.

### ANTWORTBLATT

3

#### Fast-food improved

0	1	2	3
<b>D</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8			
<input type="checkbox"/>			

Von der Lehrperson auszufüllen

richtig falsch	richtig falsch	richtig falsch	richtig falsch
	1	2	3
	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
4	5	6	7
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
8			
<input type="checkbox"/> <input type="checkbox"/>			

\_\_\_ / 8 P.

4

#### Fashion 'roll' models

	T	F	First four words
0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>Today, a new generation</i>
1	<input type="checkbox"/>	<input type="checkbox"/>	
2	<input type="checkbox"/>	<input type="checkbox"/>	
3	<input type="checkbox"/>	<input type="checkbox"/>	
4	<input type="checkbox"/>	<input type="checkbox"/>	
5	<input type="checkbox"/>	<input type="checkbox"/>	
6	<input type="checkbox"/>	<input type="checkbox"/>	
7	<input type="checkbox"/>	<input type="checkbox"/>	
8	<input type="checkbox"/>	<input type="checkbox"/>	

Von der Lehrperson auszufüllen

richtig falsch	richtig falsch
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
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\_\_\_ / 8 P.

\_\_\_ von 29 P.

Read the text about a man who influenced many products we all know, 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.

## The man who influenced American culture

Raymond Loewy, a brilliant designer and, without doubt, the most versatile ambassador of this discipline, became a design legend in his own lifetime. He was the most influential protagonist of industrial design that North America has ever known and has had a significant impact on the tastes and lifestyles of several generations. Loewy's design philosophy still has an influence on the industrial design world today.

Loewy was the first person to understand design as a marketing factor: "If you have two products which do not differ in terms of price, function and quality, it is the product's attractive external appearance which wins the race." Raymond Loewy used these pragmatic words to outline his perception of design and this was certainly the secret of his success.

Between 1925 and 1980, he had a decisive impact on the everyday American culture. Loewy, whose trademark was streamlined design, gave the "American way of life" its own identity. Industry assigned him the task of creating new designs and cosmetic corrections to all kinds of products ranging from automobiles to toothpaste tubes, office furniture, ocean liners, lipsticks and coffee cups.

Many of the products that Loewy designed are still familiar to us today. These include the "Studebaker," a symbol of American cars and the "Frigidaire," the legendary refrigerator. Loewy created the trademarks of this century's technical progress. For example, the Shell logo, the Coca-Cola bottle, the Exxon and BP symbols all carry his signature. Raymond Loewy also designed the packet of the famous American cigarette brand "Lucky Strike", and this is the one that is still used today. In 1941 George Washington Hill, the manager and creative brains behind the American Tobacco Company, assigned Loewy the task of designing a new packet for Lucky Strike. At that time the Lucky packet was still green and the famous round brand symbol, the unmistakable "bull's eye," was only visible on one side of the packet.

Loewy surprised and convinced his client with a simple but brilliant stroke of genius. He changed the green to white and put the "bull's eye" on both sides of the packet. This meant that the front and back had the same design and the trademark was always visible. No matter how the packet was placed, the symbol could always be seen and recognized.

For Loewy it was not design alone that was definitive. He believed that the job of a designer was more complex than that. He investigated the market as well as inquiring into the wishes and needs of the customer. In addition to design, he gave equal rights to the requirements for user friendliness, ease of use, production costs and retail price.

"He streamlines the sales curves," wrote the American news journal "Time" in 1949, following his streamline design. "Design Management" and "Design Consulting" had already become a major component of his philosophy in the forties. "Never leave well enough alone" was how Raymond Loewy phrased it in 1951 in his autobiography. When in 1953 this book was launched in Germany with the title "Never leave well enough alone" it became a best-seller. This caused news journals such as "Time" and "Spiegel" to devote a title story to Raymond Loewy and his "campaign against bad taste." Loewy, whose streamline styling advanced to become the consumer drive behind the Western world, described himself as an "apostle of simplicity and restraint." Yet at the same time he self-assuredly said, "I can say of myself that I have made the mundane side of the 20th century more beautiful."

Loewy's principle of creating beauty through function and simplicity is still in tune with the requirements of industrial production today. His work still influences designer and consumer decisions.

- 0 **Raymond Loewy became famous because he**
- A was also successful as a diplomat.
  - B also worked as a lifestyle journalist.
  - C influenced the appearance of many brands.
  - D was a well-known philosopher.
- 1 **According to Raymond Loewy,**
- A advertising must be well designed.
  - B the look of an item influences the decision to buy.
  - C the look of a product is more important than the quality.
  - D to be successful, a product must be the first on the market.
- 2 **Loewy had an important influence on**
- A the quality of cosmetic and hygiene products.
  - B how Americans felt about themselves.
  - C what came on to the American market.
  - D the appearance of everyday items.
- 3 **In the 20th century, Raymond Loewy**
- A developed shapes and signs still known now.
  - B influenced the success of modern technology.
  - C put his name on many well-known products.
  - D invented the trademark of a famous smoking brand.
- 4 **One of Loewy's successful ideas was to**
- A make the logo of a famous product more noticeable.
  - B change the shape of the logo of a famous product.
  - C make the logo of a famous product more colourful.
  - D use an animal as the logo of a famous product.
- 5 **In Loewy's opinion, a designer must**
- A influence the opinion of consumers.
  - B put beauty over financial principles.
  - C consider many aspects of a product.
  - D make a product work well for everybody.
- 6 **In Loewy's view, the visual appeal of a product depends on**
- A what is fashionable at the moment.
  - B straightforward and practical design.
  - C how well-made it looks to the user.
  - D the manufacturing process.

Read the text about how important money is to lead a happy life, then choose the correct answer (A, B, C or D) for questions 1–7. Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

## What happiness is all about

The new science of spending points to a surprising conclusion: How we use our money may matter as much or more than how much of it we've got.

Imagine that you woke up tomorrow morning to discover \$1 million under your mattress. Leaving aside the obvious lumpiness issue, take a moment to think: What would you do with that cash?

If you're like many people, contemplating your newfound wealth would probably make you think about one thing above all else: yourself. A growing body of research shows that the mere whiff of money draws out our selfish sides, focusing us on what that money can do for us, and us alone. Perhaps you imagined buying a raft of new possessions: a faster car, a high-end gas grill with rear rotisserie or even a new house, with a fancy rain shower in your commodious bathroom.

It's hard to imagine anything nicer than shampooing in your private tropical rain forest. But studies by a generation of behavioral scientists show that material goods often fail to deliver lasting happiness. Fortunately, our ongoing research offers a host of ways to wring more happiness out of every dollar you spend. And what's more, you don't need to be a millionaire to reap the benefits of happy money. Changing how you spend as little as \$5 can lead to measurable increases in your happiness.

But making these changes requires challenging some of our fundamental assumptions about spending. It's hard not to view buying a house — which most Americans continue to see as a central part of the American dream — as a sensible investment. But new research shows that purchasing a home buys very little happiness.

A study of women in the United States found that homeowners were no happier than renters, on average. And even if you're currently living in a cramped basement suite, you may find that moving to a nicer home has surprisingly little impact on your overall happiness. Researchers followed thousands of people in Germany who moved to a new home because there was something they didn't like about their old home. In the five years after relocating, the residents reported a significant increase in satisfaction with their housing, but their overall satisfaction with their lives didn't budge. So, diligently saving up for a down payment might not be such a good idea if it means skipping after-work beers with friends or your annual Valentine's Day celebration at a favorite restaurant.

And dozens of studies show that people get more happiness from buying experiences than from buying material things. Experiential purchases — such as trips, concerts and special meals — are more deeply connected to our sense of self, making us who we are. And while it's anyone's guess where the American housing market is headed, the value of experiences tends to grow over time, becoming rosier in the rearview mirror of memory.

And experiences come with one more benefit: They tend to bring us closer to other people, whereas material things are more often enjoyed alone. (We tend to watch our new television alone on the couch, but we rarely head to a wonderful restaurant or jet off to Thailand solo.) Decades of research point to the importance of social contact for improving mental and physical health.

So, doing things with other people makes a difference for happiness, and our research suggests that doing things for other people can provide an additional boost. In experiments we've conducted around the world, including in Canada, the United States, Uganda and South Africa, we find that people are happier if they spend money on others. And we've found that spending even just a few dollars on someone else provides more happiness than using the cash to treat yourself.

- 0 **Money makes people**
- A confident.
  - B self-conscious.
  - C generous.
  - D self-centered.
- 1 **Owning things frequently brings people**
- A continuing joy.
  - B short-term pleasure.
  - C immediate relief.
  - D long-term satisfaction.
- 2 **Happiness grows with the**
- A value of investment.
  - B reason for the investment.
  - C choice of purchase.
  - D size of the purchase.
- 3 **People's attitudes to using money**
- A need to be critically reviewed.
  - B have become widely criticized.
  - C have proved to be really unpopular.
  - D must be totally altered.
- 4 **Germans who have changed accommodation**
- A soon think about moving on again.
  - B are pleased with their choice of place.
  - C generally lead happier lives.
  - D usually plan to buy their place.
- 5 **What people appreciate most is**
- A gaining lasting new insights.
  - B making financial investments.
  - C keeping money in the bank.
  - D recalling special moments.
- 6 **Social activities**
- A increase status and wealth.
  - B raise social awareness.
  - C help body and mind.
  - D create lasting friendships.
- 7 **Making someone else happy**
- A secures personal well-being.
  - B boosts one's popularity.
  - C strengthens mutual relations.
  - D improves one's reputation.



Read the text about how McDonald's is trying to regain customers. Some parts are missing. Choose the correct part (A–K) for each gap (1–8). 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: Pacto\_Visual / Pixabay

## Fast-food improved

### New McDonald's café hopes to lure customers back under the Golden Arches

Jan 4, 2015

The struggling fast-food giant recently launched The Corner in Sydney, a 'learning lab' that serves quinoa, eggplant, and Moroccan roast chicken.

From a burger-for-your-beer-can program to hiring the MythBusters guy to dispel pink slime rumors, McDonald's marketing team (0) \_\_\_ in 2014. Now the fast-food behemoth is experimenting with what probably should have been the focus in the first place: the menu.

McDonald's recently (1) \_\_\_ by stripping it of the usual red-and-yellow branding and renaming it The Corner. (The only sign it's a McEstablishment: the word "McCafe" in small print on the logo.) The restaurant is "a learning lab," according to Business Insider Australia, and (2) \_\_\_ that includes salads with Moroccan roast chicken breast, chipotle pulled pork, pumpkin, and eggplant. It also offers sandwiches on brioche buns.

"What was interesting was the residual McDonald's-ness the meal couldn't shake," wrote The Guardian's Michael Safi about the bacon-and-egg roll he tried. "It's something about the perfectly symmetrical sugary bun with an inside too white to be produced by nature." That said, Safi concedes that he didn't have "that dirty feeling you get" after eating the usual McDonald's burger.

McDonald's spokesperson Skye Oxenham told Business Insider Australia that the project (3) \_\_\_ "real noticeable change."

Sales numbers, however, suggest that customers haven't (4) \_\_\_\_\_. Perhaps its woes began with the 2004 documentary *Super Size Me*, which laid bare the consequences of eating a McDonald's diet. Recent obesity rates and health awareness campaigns have (5) \_\_\_\_\_. People in their 20s and 30s in particular have (6) \_\_\_\_\_, including to fast-casual chains such as Chipotle and Five Guys. According to restaurant consulting firm Technomic, the percentage of Americans aged 19 to 21 who eat at McDonald's monthly has dropped 12.9 percent since 2011.

McDonald's is pulling out all the stops to attract a more discerning customer. In October, it began testing build-your-own-burger kiosks in California. On Friday it (7) \_\_\_\_\_ because, well, the company recognizes "all the negativity that surrounds daily life and [it's] choosing to celebrate lovin' more."

It (8) \_\_\_\_\_ other locations. But McDonald's dwindling sales might make the company desperate enough to overhaul the unhealthy menu that made it a household name.

A	made the Golden Arches even more unpopular
B	serves a menu
C	plans to enlarge
<del>D</del>	cooked up plenty of weird ideas to lure back customers
E	been taking their business elsewhere
F	shows the company's commitment to
G	allowed McDonald's to display their new image
H	overhauled an outlet in Sydney
I	is unclear whether The Corner's experimental food items will make it to
J	been buying into the fast-food chain's recent efforts
K	launched ads expanding on the "I'm Lovin' It" slogan

Read the text about a new trend in boutiques. First decide whether the statements (1–8) are true (T) or false (F) and put a cross (☒) in the correct box on the answer sheet. Then identify the sentence in the text which supports your decision. Write the first 4 words of this sentence in the space provided. There may be more than one correct answer; write down only one. The first one (0) has been done for you.

## Fashion ‘roll’ models

At one time in the South, most shopping took place at the side of the road. Eudora Welty-era salesmen covered vast stretches of ground, their shops consisting of whatever they could carry. Today, a new generation of entrepreneurial Southerners are channeling that traveling tradition in retrofitted trucks and trailers—and doing it in high style.

Bootleg Airstream, which launched in Austin, Texas, in 2010, has one of the most enviable, exclusive shoe collections in the state, if not the country. Its founder, Sarah Ellison Lewis, scours style hubs such as New York, London, and Milan for limited runs, one-offs, and resales from couture labels like Proenza Schouler and LD Tuttle, which she then sells, literally, in the street.

Born on a ranch in East Texas, Lewis left home after college to pursue fashion in New York, working as an editor and a stylist for more than a decade. “I got to the bottom of the top,” she says. “I could see over the ladder but still couldn’t sustain a savings account.” Lewis found herself retreating to Austin for weeks at a time to recharge, and began searching for ways to pursue fashion on her own terms there. She settled on the idea of a mobile store with a small, focused inventory and chased down a listing for a gutted 1968 Airstream Land Yacht in Houston. When Bootleg opened, people came out of curiosity and to shop, then lingered in the tiny space to swap stories about boots, trailers, returning home, and taking risks. Capitalizing on the unexpected community the trailer engendered, Lewis moved to Texas full-time and expanded Bootleg into a mini-style empire that now includes an online market, a styling service, and a biannual fashion newspaper.

The mobile retail concept isn’t unique to the South: stores on wheels have appeared in Los Angeles, in Portland, Oregon, and in San Francisco. But it’s a model perfectly suited to the opportunities Southern cities offer a young creative class.

In Durham, North Carolina, Stella Wingfield Cook and Donna Orr launched Dear Hearts, which carries a mix of vintage finds and new inventory such as fragrances and jewelry, from a Shasta trailer last spring. As with Lewis, the pair had started their careers outside of the South—Los Angeles, in their case—but felt restricted. When Cook decided to move back to North Carolina to be closer to family, Orr helped her with the cross-country haul, then ended up putting down roots of her own. “We had all kinds of ideas for businesses that we might open together, but none felt doable in L.A.,” Orr says. “Once we got to Durham, we were able to reach back into that bag of ideas again.”

While some see trailers as incubators for more traditional retail models, others, like Abigail Franklin of the Trunk—a 1986 Chevy Step Van in Nashville, Tennessee, flush with wall-to-wall

cases of jewelry and accessories from local designers—are in no hurry to trade in their wheels for brick and mortar. In fact, Franklin, a former stylist for Bon Jovi and Lady Antebellum, is partnering with other fashion trucks in the area to create a pop-up mobile market.

From a distance, shopping out of the back of a truck doesn't sound particularly glamorous. But these stores, defined by close quarters, offer a noticeably more personalized shopping experience—and judging from the growing number of trailers cropping up, the model seems to work. Fashion blogs throw around terms like “high curation” to describe the scaled-down approach, but Lewis says it all comes back to one thing: good old-fashioned Southern hospitality.

0	Some start-up businesses are carrying on the old tradition of traveling salesmen.
1	Lewis sells fakes of well-known designers.
2	Lewis felt she made too little money in her former job.
3	First, Lewis bought a tiny shop back in her hometown.
4	At first Lewis' new kind of shop generated little interest.
5	Cook and Orr found that the area they worked in first offered unlimited opportunities.
6	After their move Cook and Orr found a place to realize the business plans they had made.
7	There are those who have little interest in exchanging their trucks for buildings.
8	Trailers cater to the individual needs of customers.