



KMK-Fremdsprachenzertifikat

Prüfung der Schule H 10

in Fachenglisch für kaufmännisch - verwaltende Berufe

Stufe III (B2)

(Fachrichtung Industriekaufleute)

am 25. März 2011

Anzahl der Seiten dieses Aufgabensatzes inkl. Deckblatt: 10

Gesamtprüfungsdauer: 120 Minuten

erlaubte Hilfsmittel: allgemeinsprachliche ein- und zweisprachige Wörterbücher

Name, Vorname: _____

Klasse: _____

Prüfungsergebnisse:

Schriftliche Prüfung:

Rezeption:

Hörverstehen: _____ Punkte von 20

Leseverstehen: _____ Punkte von 20

Produktion: _____ Punkte von 30

Mediation: _____ Punkte von 30

Σ : _____ Punkte von 100 → bestanden ja nein

Mündliche Prüfung:

Interaktion: _____ Punkte von 30 → bestanden ja nein

(Unterschrift des Erstgutachters /
der Erstgutachterin, Datum)

(Unterschrift des Zweitgutachters /
der Zweitgutachterin, Datum)

Wichtige Hinweise:**Ablaufplan** der KMK-Fremdsprachenzertifikatsprüfung (B2) am 25. März 2011.

| | |
|--------------|--|
| Zu Beginn: | Sie erhalten Wörterbücher, Papier für Ihre Notizen (welches Sie mit Ihrem Namen und einem Rand versehen) und die Unterlagen für das KMK-Fremdsprachenzertifikat. Sie überprüfen den Aufgabensatz auf Vollständigkeit (s. Angabe der Seitenzahlen). |
| 5 min | Sie machen sich mit den Aufgaben zur Hörverstehensaufgabe vertraut. Nun beginnt die Prüfungszeit. |
| max. 120 min | Der Hörtext wird Ihnen 2x vorgespielt. Danach steht Ihnen die Reihenfolge der Bearbeitung der einzelnen Module (Leseverstehen, Mediation und Produktion) frei. |
| Am Ende: | Geben Sie Ihre restlichen Unterlagen ab. Vergessen Sie nicht, Ihre Notizen (Kladde usw.) durchzustreichen. Sie erleichtern den Referenten deren Arbeit damit sehr. |

Viel Erfolg!

Modul 1: Rezeption I (Hörverstehen)

(Erreichbare Punkte: 20)

Situation

You work for a German premium coffee producer that wants to expand to other countries. You and your supervisor went to an international conference in London. On a panel discussion an expert on fair trade coffee is interviewed. Your supervisor has taken some notes and he has asked you to complete them.

Tasks

Complete his notes below. You will hear the conversation twice.

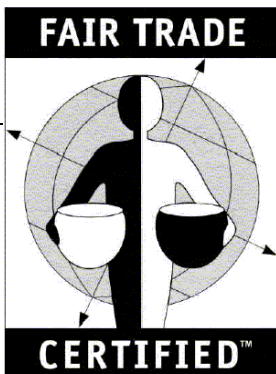


| Prompts, aspects: | Notes: |
|--|--|
| Date of the break up of the international coffee agreement | <hr/> <hr/> <p style="text-align: right;"><i>1 point</i></p> |
| Consequence of the collapse | <ul style="list-style-type: none"> • <hr/> • <hr/> <p style="text-align: right;"><i>3 points</i></p> |
| <i>Fairtrade's</i> direct assistance for farmers | <ul style="list-style-type: none"> • <hr/> • <hr/> <p style="text-align: right;"><i>3 points</i></p> |
| Importance of fairer global trade for governments | <hr/> <hr/> <hr/> <p style="text-align: right;"><i>2 points</i></p> |
| Ian's solution to global challenges like poverty | <ul style="list-style-type: none"> • <hr/> • <hr/> <p style="text-align: right;"><i>2 points</i></p> |

Hinweis: Die Audiodatei ist aus Lizenzgründen leider nicht frei verfügbar.

Please continue on the next page.

| | |
|---|--|
| <p>Economic consequences of a rising flow of trade</p> | <p>*</p> <hr/> <hr/> <hr/> <p>*</p> <hr/> <hr/> <hr/> <p style="text-align: right;">4 points</p> |
| <p>Policy of <i>Fairtrade</i> cooperation</p> | <hr/> <hr/> <hr/> <p style="text-align: right;">2 points</p> |
| <p>Impact of a fair trade policy for a company's human resources department</p> | <p>•</p> <hr/> <hr/> <p>•</p> <hr/> <hr/> <p style="text-align: right;">3 points</p> |



Modul 1b: Rezeption II (Leseverstehen)

(Erreichbare Punkte: 20)

Situation

You are a team member of a staff unit. In May 2011 you participate on an international fair trade conference to present some of your corporate ideas. In this context a team member has listed some aspects of a relevant article, and he asks you to complete his thoughts.

Tasks

Complete his thoughts below.

Coffeenomics: the true cost of our caffeine addiction

The next time you hand over £ 3 for your deluxe cappuccino, ask yourself how much the roasted beans that went into that cup really cost. For your average cup of coffee, the producer receives roughly 10p, that's about 3.5%. This disparity is causing increasing concern among some charities that believe that the excessive profits of coffee shop chains come at the expense of vulnerable coffee producers in countries like Ethiopia, Kenya or Latin America. Here, coffee production is the staple crop for many millions of growers. For example, in Ethiopia alone, 15 million people depend on the coffee trade, which constitutes around 50% of the country's gross domestic product (GDP) and 90% of its exports. The average wage paid to labourers who pick the beans and work on farms is about 50p a day.

So where do the added costs come from? According to experts, by the time it is consumed by us in our homes or in a coffee shop, the bean may actually change hands up to 150 times, each time facing a mark-up as it is transported, roasted, packaged and sold. This process alone adds at least 50% to its price. Then, as part of the exporting process, freight and insurance will add about 10 % before an importer takes over. Finally, it is sold to us in a coffee shop - and running a coffee shop is not cheap. For example, take your typical coffee shop in a shopping precinct, seating 75 inside and 50 outside. The rent is £ 65,000 per year plus a service charge of £ 20,000 a year. Local council taxes add another £ 25,000 to that. In other words, even before adding staffing costs and overheads, setting aside an amount for redecoration and maintenance on the property, this particular coffee shop needs to sell a minimum of 50,000 coffees a year, or 200 coffees a day. Factor in these additional costs and we are probably talking about a break-even total of 400 coffees a day.

However, irrespective of how much we end up paying or the reasons why, the reality is that growers themselves see only a tiny proportion of that amount. Organisations like Fairtrade do try to make a difference. They guarantee to pay growers a fixed proportion for their coffee, which is above standard market rates. For example, a farmer selling a pound of Fairtrade Arabica coffee is paid \$1.26 compared to the world market price of \$1.10 a pound. The Fairtrade price also includes 5 cents which is invested back into community projects. Many shops and coffee bars do now offer Fairtrade coffee to customers alongside their standard offering, but not all of that inflated price goes to the grower. The only bit controlled in the Fairtrade system is the price a farmer is paid for his or her product. After that, mark-ups are determined by the retailers and middlemen. That said, at least Fairtrade is one small step that does help farmers around the world get a better price for their products.

| Prompts, aspects: | Notes: |
|---|---|
| Approximate proportion that goes to the coffee grower | <hr/> <hr/> <p style="text-align: right;"><i>1 point</i></p> |
| Victims of large coffee companies | <hr/> <hr/> <hr/> <p style="text-align: right;"><i>2 points</i></p> |
| Standard payment for a coffee picker a day | <hr/> <hr/> <p style="text-align: right;"><i>1 point</i></p> |
| Number of profit gainers from the producer to the consumer | <hr/> <hr/> <p style="text-align: right;"><i>1 point</i></p> |
| (Rough) steps from the producer to the consumer | <hr/> <hr/> <hr/> <hr/> <p style="text-align: right;"><i>4 points</i></p> |
| Additional charges for export trade | <hr/> <hr/> <hr/> <p style="text-align: right;"><i>2 points</i></p> |
| Coffee shop costs before adding staffing costs, overheads, redecoration and maintenance | <hr/> <hr/> <hr/> <p style="text-align: right;"><i>2 points</i></p> |
| Fairtrade's way to change inequalities of trade | <hr/> <hr/> <hr/> <p style="text-align: right;"><i>2 points</i></p> |
| Where 5 cents of Fairtrade's price per pound go | <hr/> <hr/> <hr/> <p style="text-align: right;"><i>2 points</i></p> |
| Fairtrade's possibilities and limitations of influence | <p>Possibilities</p> <hr/> <hr/> <p>Limitations</p> <hr/> <hr/> <p style="text-align: right;"><i>3 points</i></p> |

Modul 2: Mediation (Sprachmittlung)

(Erreichbare Punkte: 30)

Situation

For the homepage of your company your supervisor has written a short text about your company.

Task

Write an English version of this text for the company's homepage.

Caffe-Azzurro heute

Caffe-Azzurro ist heute eine selbständig operierende Tochtergesellschaft der *Callmayr Kaffee OHG* in München. Mit etwa 50 Außendienstmitarbeitern ist *Caffe-Azzurro* bundesweit und in Österreich präsent. *Caffe-Azzurro* strebt einen Jahresumsatz von 50 Mio. Euro und einen Marktanteil von über 10 % in der gehobenen Gastronomie an.

Für die Kaffeequalität ist *Caffe-Azzurro* allein verantwortlich. Sie beginnt mit dem eigenständigen Rohkaffeeimport und -import und setzt sich fort im gesamten Produktionsprozess am Standort Hamburg-Harburg. Ein ausgefeiltes und erprobtes Kontrollsystem sorgt dafür, dass die hohen Maßstäbe für den Geschmack und die Zuverlässigkeit der Produkte ständig eingehalten werden.

Die Verwaltung und das Lager befinden sich mit der Produktion unter einem Dach, direkt an der Elbe – im Herzen von Hamburg-Harburg. Alles ist ausgerichtet auf die Bedürfnisse der Kunden in der gehobenen Gastronomie. Aufträge werden noch am selben Tag erledigt, die Waren erreichen die Kunden in der Regel am Folgetag. Auch Sonderwünsche und Finanzierungsanfragen von Kaffeemaschinen werden in kürzester Zeit bearbeitet. Unsere auf die Kundenbedürfnisse spezialisierten Mitarbeiter sind hoch motiviert und werden fortlaufend auf zertifizierten Seminaren fort- und weitergebildet.

Your text:

Modul 3: Produktion

(Erreichbare Punkte: 30)

Situation

As a promotional activity your supervisor of *Caffee-Azzurro* has decided to design a leaflet for international stakeholders.

Task

Produce a *Caffee-Azzurro* leaflet and outline the most important facts in English:

- Secure web-store
- Certified and organic products
- Sales fight global poverty
- Only coffee and drinking chocolate online
- Soon => more products
- 50 % of sales via specialized coffee retailer
- Coffee => most important product
- Turnover: 2010 = € 217 million (2009 = € 196 million)
- Financial year: July 2009 –June 2010
- Suppliers: 2010 = 370 (2009 = 321)
- Full-time employees 2010 = 729 (2009 = 660)
- Add to this leaflet two other relevant aspects of *Caffee-Azzurro* and describe why they are important to potential stakeholders

Die mündliche Prüfung forderte neben Erläuterungen zum eigenen Betrieb eine Diskussion über die passende Werbung. Nur ein Beispiel von mehreren Bildern.

Modul 4a: Interaction

(Erreichbare Punkte: 30)

Situation

You and your partner think about a marketing campaign for your new fair trade product line.

Task

Compare the advertisements and discuss which promotional strategy would suit the best.



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Es folgen Bewertungshinweise/“Musterlösungen“

Modul 1b: Rezeption II (Leseverstehen)

(erreichbare Punkte: 20)

Lösungs- und Bewertungshinweise:

| Prompts, aspects: | Notes: |
|---|---|
| Approximate proportion that goes to the coffee grower | 3.5%. <i>1 point</i> |
| Victims of large coffee companies | vulnerable coffee producers <i>2 points</i> |
| Standard payment for a coffee picker a day | 50p a day <i>1 point</i> |
| Number of profit gainers from the producer to the consumer | Up to 150 <i>1 point</i> |
| (Rough) steps from the producer to the consumer | transport, roast, package and sales <i>4 points</i> |
| Additional charges for export trade | freight and insurance <i>2 points</i> |
| Coffee shop costs before adding staffing costs, overheads, redecoration and maintenance | £ 65,000 + £ 20,000 + £ 25,000 = £ 110,000 <i>2 points</i> |
| Fairtrade's way to change inequalities of trade | pay growers a fixed proportion for their coffee <i>2 points</i> |
| Where 5 cents of Fairtrade's price per pound go | invested back into community projects <i>2 points</i> |
| Fairtrade's possibilities and limitations of influence | possibilities (1.5 p) • the price a farmer is paid for his or her product limitations (1.5 p) • mark ups are determined by the retailers and middlemen. <i>3 points</i> |

Modul 2: Mediation (Sprachmittlung)

(Erreichbare Punkte: 30)

Checkliste:

Caffe-Azzurro Today

- » Today *Caffee-Azzurro* is an independently operating subsidiary of *Callmayr Kaffee OHG* in Munich.
- » About 50 sales representatives work for *Caffee-Azzurro* in Germany and in Austria.
- » *Caffee-Azzurro* aims for an annual revenue of € 50 million and a market share of 10 % in the upscale catering business.
- » *Caffee-Azzurro* is the only company responsible for the excellent quality of the coffee.
- » This quality starts with the independent purchase and import of green coffee (alternativ: raw coffee), and continues for the whole manufacturing process at the headquarters in Hamburg-Harburg.
- » An elaborate (alternativ: sophisticated) and well-proven control system guarantees, that the high standards for the taste and the reliability of the products are always met.
- » Administration, warehouse and production exist under one umbrella, directly at the river Elbe - right in the heart of Hamburg-Harburg.
- » Everything is aimed at the needs of the customers of upscale catering.
- » Orders are completed on the same day, and the goods normally reach the customer on the following day.
- » Special requests and questions of financing coffee machines are handled with a short turnaround for the customer.
- » Our customer orientated staff is highly motivated, and it is continuously trained on in-house and external certified seminars.

Checkliste:

Welcome to *The Caffee-Azzurro Company*.

Buy your Fairtrade Coffee supplies online with our simple, secure web-store.

All of our products are:

Certified Fairtrade – guaranteeing a fair wage to producers

Organic – reducing their environmental impact

Furthermore, all proceeds we receive from sales go towards the global poverty reduction work of *Palms Australia*.

Currently, we have coffee and drinking chocolate online, but will soon provide more products.

And these are our business facts:

- ⇒ In 2010 (financial year ending in the period from July 2009 up to June 2010), *Caffee-Azzurro* achieved a turnover of over 217 million Euro (compared with 196 million in 2009).
- ⇒ Over 50 % of the sales are achieved via the traditional channels of supermarkets.
- ⇒ Coffee was the most important product for us, followed by other food.
- ⇒ Combined, *Caffee-Azzurro* traded in 2010 with almost 370 suppliers (compared with 321 in 2009).
- ⇒ In total, *Caffee-Azzurro* employed 729 full-time employees in 2010 (compared with 660 in 2009).
- ⇒ Creative aspect No 1: e.g.

An important concept with *Caffee-Azzurro* has been Total Quality Management (TQM), according to which not only our management should ensure that quality extends in all aspects of products and services of the coffee making process that are important to the customer.

- ⇒ Creative aspect No 2: e.g

Caffee-Azzurro also works with a quality circle: voluntary groups of six to twelve people, who are usually given training in problem-solving, analysis, and reporting methods, and who then meet once a week, during paid hours to discuss their department and the problems they are encountering. If there are problems with quality variations, the group will try to identify their origins, find solutions to eliminate them, and propose these to management.