

Inglês II  
Minitest  
Tuesday, 31 March 2009

**A. Writing (40 points)**

Choose **one** of the jobs overleaf and write the application letter that would accompany your CV. Assume that the application letter would be sent as a Word document e-mail attachment. Do not invent skills or qualifications that you do not have.

Your letter will be marked on control of the genre, relevance of content, range and appropriacy of vocabulary and structures, and grammatical accuracy.

**B. Reading (15 points)**

Read the text and answer the questions that follow.

**Welcome back, semicolon; cu l8r, informality**

By Lucy Kellaway

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1            Last week I received a text message from a colleague that read: “I, sadly, will be late for our meeting; the Underground is running with long delays.”

          I gazed at this message for some time. The fact that this young man was going to be late was of little interest; the fact that he had used one full stop, two commas and one semicolon to tell  
5            me so was of very great interest indeed. If a 26-year-old sends elaborately punctuated text messages, does **this** herald the end of an era? Could it be, I wondered, that the lower-case, hey there, cu l8r age of business language is over?

          One electronic swallow doesn’t make a summer, but the very next day **another swallow winged its way** across my computer screen. It was an e-mail from the UK head of internal  
10            communications at Google, formerly the coolest company in the world. It did not begin “yo lucy!”, or even “hey there”. Instead it started: “Dear Ms Kellaway”. It proceeded to issue a civil invitation to speak at an event and finished: “I look forward to hearing from you.” The message was signed off “Yours sincerely”, followed by the man’s full name.

          If Google employees have forsworn the language of the internet and are now composing  
15            e-mails in the manner recommended by Debrett’s Guide to Etiquette and Modern Manners, something must be shifting somewhere. To find out how deep this new punctiliousness runs, I have just carried out some research and come up with startling results. I examined the latest 100 unsolicited e-mails that have arrived in my in-box from readers, and graded them for style, punctuation and formality. I then compared the results **with those of a similar test** I conducted for  
20            a column I wrote in 2000.

          The results prove beyond reasonable doubt that the pendulum has swung away from slouchy informality towards correct usage. In 2000, more than a quarter of e-mails were entirely written in lower case. In the recent batch only one e-mail shunned the capital letter, and **that** came  
25            not from a young techie but from a man who had worked on Wall Street in the 1960s. As his use of language was otherwise impeccable I am inclined to think that the reason for the absence of capitals was that the gentleman was having difficulty operating the shift key.

          In my earlier audit there was a rich variety in e-mail sign-offs, but almost **all** were ugly. One of the most common was “rgds”, a hateful little abbreviation, insulting in its implication that  
30            the writer is too busy to make three extra key strokes for the recipient’s benefit. Yet in the 2009 group there was only one “rgds”, and instead “Yours Sincerely”, even “Yours Faithfully” have made walloping comebacks. There has been a corresponding return to favour of the surname, which in 2000 was little in evidence. Nearly 40 per cent of the recent e-mails addressed me as “Ms Kellaway”, “Mrs Kellaway” or “Lucy Kellaway”, and before the name came my very favourite form of address, which is “Dear”. **This** is firmly back in fashion, while “Hi” and “Hey”, which  
35            were both in vogue in 2000, are on the way out.

          The fact that the pendulum is swinging back now is no surprise. Just as recession encourages people to put on ties (as I wrote last week), it also makes them look more kindly on the capital letter and the semicolon. When people are losing their jobs, correct dress and correct usage of words seem like a good insurance policy.

Decide whether the following statements about the text are TRUE or FALSE.

1. Lucy Kellaway found her colleague's text message interesting because she was surprised that the young man was going to be late.
2. The colleague was going to be late because of a train strike.
3. Lucy Kellaway implies that Google has begun to conform to traditionalist corporate language.
4. Lucy Kellaway found little evidence for a trend toward more formal language use.
5. Lucy Kellaway is likely to prefer casual language in her correspondence.
6. Lucy Kellaway was not surprised by what she found when she examined the correspondence she had recently received for style.
7. Most recent e-mails used 'Dear' and 'Kellaway' in the opening of the letter to Lucy Kellaway.
8. The number of e-mails written with correct punctuation has declined.
9. Lucy Kellaway believes that the current recession is responsible for business people writing more informal English.

What do the words in bold in the text refer to?

10. this (line 6)
11. another swallow winged its way (lines 8-9)
12. those of a similar test (line 19)
13. that (line 23)
14. all (line 27)
15. This (line 34)

### C. Vocabulary (5 points)

The following sentences were taken from the business section in recent editions of *The Financial Times*. Complete the sentences with an appropriate word or expression. You may have to conjugate a verb or add a preposition. A paraphrase of the meaning and the first letter have been given to help you.

1. The annual survey, which covered 500 companies, showed considerable concern that employees were abusing their **s... l...** allocation. (time off because of illness)
2. The ministry maintains that the **a...** resulting in the fine was impartial and in line with regulations (independent examination and evaluation of the financial statements of an organization) *19 March 2009*
3. Mr Nishida announced a plan in January to improve profitability and cash flow by cutting Y300bn from next year's **f... c...** (expenditure that remains unchanged in total irrespective of changes in the levels of production) *19 March 2009*
4. They [business schools] can offer classes on cash and non-cash incentives, on training, promotion and the value of a **c... c...** (values, beliefs, traditions, and norms within an organization that influence the behaviour of its members) *23 March 2009*
5. Business does not need any more leadership courses - particularly not at the MBA level. It needs people who are competent, **e...** and ethical, tough enough to make a buck yet modest enough to accept that free markets and businesses are simply components of healthy societies - not all that matters. (willing to undertake the supply of a good or service to the market for a profit, including all the risks involved in the investment) *23 Mar 2009*

## **JOB: SUMMER INTERNSHIP PROGRAMMES**

[PricewaterhouseCoopers LLP \(PwC\)](#)

Deadline: 30 March 2009

**Our INS1GHT internship programmes** provide high-calibre, penultimate-year undergraduates with an opportunity to experience work and life at PwC, offering a valuable insight into our business and culture. As well as soaking up complex business information, you'll boost your commercial awareness, your interpersonal skills and your self-confidence. You'll also find out first hand if we're the right firm for you. If we are, and you perform well, you're likely to receive a firm job offer before you go back to university.

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### **Requirements:**

At least a 280 UCAS tariff and a 2:1 or above in any degree discipline.

**Closing Date:** 30th March 2009



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[TUI Travel PLC](#)

Deadline: 01 May 2009

Salary: £28000

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### **What you can look forward as an International Management Trainee:**

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- A diverse range of assignments – working in our different businesses around the world
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- Working with senior managers at different locations across the globe
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- €36,000 salary – in addition, support with rented accommodation and expenses associated with international assignments

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- A good degree from a university or a business school
- English language skills to business standard, and one other language
- International experience (work experience, internship or study)
- An innovative, entrepreneurial, motivated professional approach
- Excellent customer focus and communication skills
- Flexibility to be internationally mobile

### **TUI Travel PLC**

TUI Travel PLC, a FTSE 100 Company, is a leading international leisure travel group, which operates in approximately 180 countries worldwide and serves more than 30 million customers in over 20 source markets. The Group employs approximately 48,000 people and operates a pan-European airline consisting of 155 aircraft.

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