

Inglês I

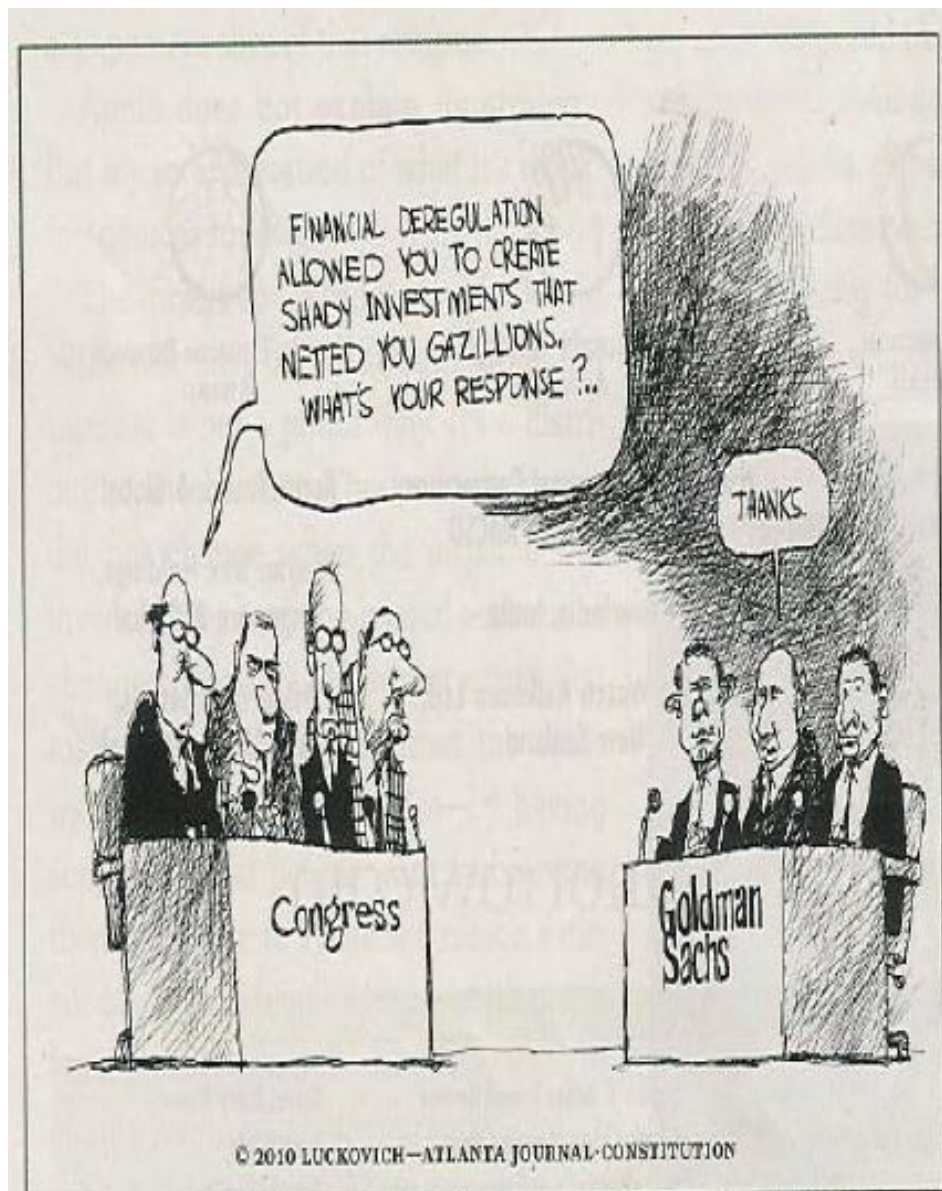
Época de Recurso

28 January 2011

9.00 – 11.00

A. Writing (12.5 points)

Compare and contrast the company image of Goldman Sachs as projected by a) the cartoon below (May 2010) and b) the advertisement (September 2010) (p 4). What reasons or events have motivated the two views? (Length $\frac{2}{3}$ -1 page)



B. Reading Comprehension (5.5 points)

Read the text on p 2 and answer the questions that follow.

Spill, Baby, Spill

Michael Isikoff, Ian Yarett, and Matthew Philips

1. BP has been trying hard to burnish its public image in recent years after being hit with a pair of environmental disasters, including a fatal refinery explosion in Texas and a pipeline leak in Alaska. One major step was to announce, in 2007, that it had hired a high-powered advisory board that included former EPA* director Christine Todd Whitman,
5. former Senate majority leader Tom Daschle, and Leon Panetta, who were each paid \$120,000 a year. (Panetta left when he became President Obama's CIA director.) Two years ago **the oil giant**'s chief executive, Robert Malone, flew board members out to the Gulf of Mexico on a helicopter to demonstrate the safeguards surrounding BP's advanced drilling technology. "We got a sense they were really committed to ensuring they got it right," Whitman told NEWSWEEK.

10. Now BP, formerly known as British Petroleum, finds itself blamed for what could prove to be the worst oil spill in U.S. history. And only weeks after Obama announced an ambitious plan to open up more U.S. offshore waters to oil drilling, shunting aside environmental concerns from his own Democratic Party, his administration is facing a comeuppance from hell. "There was a lot of wishful thinking, I guess," says Vily Kourafalou, a scientist at the University of Miami's Rosensteil School of Marine and Atmospheric Science. "The new technologies were said to be so wonderful that we'd never have an oil spill again." Rep. Frank Pallone (D-N.J.), who had sought to block the expanded drilling, says the oil and gas industry was pushing **this idea** hard. "They said,
15. "We'll never have a repeat of Santa Barbara," referring to the 1969 rig explosion of the California coast. Both the Bush and Obama administrations "were buying the line that the technology was fine," Pallone adds.

20. BP pressed hard to make **that point** in D.C. Its PR efforts included payments of \$16 million last year to a battery of Washington lobbyists, among them the firm of Tony
25. Podesta, the brother of former Obama transition chief John Podesta. Last fall, after the U.S. Interior Department proposed tighter federal regulation of oil companies' environmental programs, David Rainey, BP's vice president for Gulf of Mexico exploration, told Congress that **the proposal** was unnecessary. "I think we need to remember," he said, that offshore drilling "has been going on for the last 50 years, and it
30. has been going on in away that is both safe and protective of the environment."

35. Now those who waxed confident about offshore drilling are running for cover, and there are major questions about whether the Obama drilling plan will have to be shelved. The administration also sought to dispel any comparisons to the Bush administration's laggard response after Hurricane Katrina. For nearly a week, from the fatal explosion that sank the oil rig on April 22 until April 29, the government appeared to accept BP's estimate of a 1,000-barrel-per-day spill, when **it** was at least five times worse. "I'm surprised that there weren't more robust standby procedures in place," says John Parry of IHIS Herold, an energy-research firm. Interior Secretary Ken Salazar and Homeland Security Secretary Janet Napolitano noted that most of the early efforts had
40. been devoted to rescuing the 11 missing oil workers.

Newsweek, May 10, 2010

*EPA = Environmental Protection Agency

What do the terms in bold in the text refer to? (0.5 points each)

1. the oil giant (line 7);
2. this idea (line 19);
3. that point (line 23);
4. the proposal (line 28);
5. it (line 36).

NUMBER: NAME:

Choose the best answer to complete the sentence or answer the question. (0.5 points each)

6. The main purpose of the article is
 - a) to persuade the reader that the technology used in offshore drilling is still unsafe and to criticize BP;
 - b) to inform the reader of background events prior to the BP oil spill and describe the consequences of the spill;
 - c) to describe the political context and BP's public relations strategies against which the oil spill took place.
7. Between 2007 and 2009 BP tried to promote an image that
 - a) they were concerned about the environment;
 - b) both a) and c);
 - c) they had state-of the art technology.
8. Which sentence is false?
 - a) The article suggests that President Bush and President Obama were pursuing similar energy policies;
 - b) The article suggests that Presidents Obama and Bush were under pressure from oil companies to deregulate the oil industry;
 - c) The article suggests that Presidents Obama and Bush were slow to react to the real impact of the environmental disasters of the oil spill and Hurricane Katrina.
9. The writer implies that
 - a) Ken Salazar believes that BP did not make every effort to cap the well immediately;
 - b) John Parry was expecting an oil spill from the offshore oil rig;
 - c) Vily Kourafalou was unhappy with the new technologies for offshore drilling before the spill.
10. The US Interior Department
 - a) wanted more regulation for offshore drilling;
 - b) was concerned about the environmental safety of offshore drilling;
 - c) both a) and b).
11. President Obama's offshore drilling program
 - a) is likely to take place;
 - b) is likely to be reassessed;
 - c) is likely to be abandoned.

C. Vocabulary (2 points)

Complete each sentence with an expression similar in meaning to the explanation in brackets. The first letter of the keyword is given to help you. You may need to add a preposition and you will need to conjugate verbs. (0.4 points each)

1. It is our *l... p...* who negotiate the land purchase in their own country. (companies with whom a foreign company forms a partnership to enable the foreign company to do business in the country)
2. Ad for Aero bars forms part of a £7m campaign to *r...* the brand. (try to interest more people or different people in the product, for example by changing certain things about it or changing the way it is marketed)
3. Banks taking part in the government's £50bn bail-out are expected to cut their *d...* payments to shareholders after the prime minister indicated he will insist as part of the deal that the interests of taxpayers should take precedence. (part of a company's profits which is paid to shareholders)
4. Figures for January *s...* at the fastest pace since April 2009 as consumers reported that low wage rises and higher inflation had sapped their finances. (fell suddenly)
5. BP shares in New York *r...* by 4% after hours on Friday. (began to recover, having been weak)

Goldman Sachs

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Answers

B. Reading Comprehension

1. the oil giant → BP
2. this idea → that the new technologies were so wonderful that there would never be an oil spill again
3. that point → that the new technologies were fine, i.e. so wonderful that there would never be an oil spill again
4. the proposal → the U.S. Interior Department's proposal for tighter regulation of oil companies' environmental programs.
5. it → the number of barrels spilling from the BP oil rig per day
6. c.
7. b.
8. b.
9. a.
10. c.
11. b.

C. Vocabulary (2 points)

Complete each sentence with an expression similar in meaning to the explanation in brackets. The first letter of the keyword is given to help you. You may need to add a preposition and you will need to conjugate verbs. (0.4 points each)

1. It is our **local partners** who negotiate the land purchase in their own country. (companies with whom a foreign company forms a partnership to enable the foreign company to do business in the country)
2. Ad for Aero bars forms part of a £7m campaign to **reposition** the brand. (try to interest more people of different people in the product, for example by changing certain things about it or changing the way it is marketed)
3. Banks taking part in the government's £50bn bail-out are expected to cut their **dividend** payments to shareholders after the prime minister indicated he will insist as part of the deal that the interests of taxpayers should take precedence. (part of a company's profits which is paid to shareholders)
4. Figures for January **slumped/sank** at the fastest pace since April 2009 as consumers reported that low wage rises and higher inflation had sapped their finances. (fell suddenly)
5. BP shares in New York **rallied** by 4% after hours on Friday. (began to recover, having been weak.)