

Inglês II

Exame Época de Recurso

27 June 2012

18:00

Time allowed: 2 hours

A. Writing (13.5 points)

Consider the following views on internships and volunteer work.

Why volunteering can help to make your CV stand out

Forget about pay and look to add value to your qualifications. Making your CV stand out in a crowd has got harder. Gone are the days when writing it on coloured paper would get you noticed. In today's climate, where thousands of graduates are chasing fewer jobs, it is important also that you can add value to your qualifications, by having the all-important "work experience."

Juliet Shedden, *The Guardian*, 9 Feb 2002

There's a place for us

Doing work experience as an intern allows both employers and employees to eye each other up. A growing number of prospective employees are finding that internships cannot just kick-start their career, but also ensure that they end up in the right job. Although well established in the US, internships - sometimes called vacation placements - are a new concept to most people in the UK.

Marley Obi, *The Guardian*, 10 June 2002

Career-boosting internships for sale

The pressure to get experience on their CV leads students not only to work for free in internships, but to pay for the privilege... if they can afford it. Sophie Corcut used savings, earnings from paid work and a loan of £1,500 from her parents, to get the £3,500 she needed for an internship in China.

Rachel Williams, *The Guardian*, 24 May 2011

The internship myth

The deal is that, while their unpaid work is exploited, interns at least get experience that leads to a job. A big fat lie. Internships enable young people to gain work experience that eventually helps get them a good paying job, right? But most internships just lead to other internships and eventually a dead end.

Emily Sands-Bonin, *The Guardian*, 25 February 2011

What is the role of internships, and how important are they? To what extent are the above views valid for recent graduates these days?

Write a text (1 – 1½ pages) in answer to the prompt above. Your text will be marked on relevance and breadth of content, textual organisation and information flow, appropriacy and range of vocabulary and structures, and grammatical accuracy.

B. Reading (4.55 points)

Read the following text and answer the questions that follow.

Social networking

Facebook for suits

Websites that encourage business networking are thriving

1. AMONG the few firms benefiting from the upheaval in the financial markets are professional social networks—websites that help with business networking and job-hunting. On LinkedIn, the market leader, members have been updating their profiles in record numbers in recent weeks, apparently to position themselves in case they lose their
5. jobs. The two most popular sites, LinkedIn and Xing, have been growing at breakneck speed and boast 29m and 6.5m members respectively. And, in contrast to mass-market social networks such as Facebook and MySpace, both firms have worked out how to make money.
10. LinkedIn and Xing are similar in many ways. Both cater to youngish professionals with above-average income, and allow people to connect, keep track of each other's activities and create groups of common interest. Both are also profitable: since they help members find jobs or build their businesses, many users are willing to pay.
15. Yet the firms come from very different worlds. LinkedIn, a typical Silicon Valley start-up, was founded in 2002 by Reid Hoffman, a serial entrepreneur, to manage his own network of business contacts. Funded by venture capitalists, **it** recently secured \$53m of funding in a deal that gave it a valuation of over \$1 billion. Xing, for its part, hails from Hamburg, in Germany, and was founded in 2003 by Lars Hinrichs, another serial entrepreneur. **It** has relied on subscription fees since its launch, and it went public in 2006.
20. LinkedIn is culturally American, not just because English is the dominant language (there is also a Spanish version), but because it is still chiefly about advancing its members' careers, even if many other things get a look in. **The company** does not release numbers, but a big chunk of its estimated annual revenues of \$100m in 2008 is said to come from headhunters and companies, which pay to search LinkedIn's database and contact its members.
25. Xing, by contrast, has a distinctly Germanic feel, despite being available in 16 languages, including Mandarin. Although recruiting also plays an important role, **the site** is more about networking. Members often meet offline. **They** also generate 80% of the firm's revenue, which amounted to €16m (\$24m) in the first half of this year. Half a million users pay a monthly fee of €6 (\$9) to use the site: Xing's profit margin was 37%
30. in the most recent quarter.
- LinkedIn is well on its way to becoming the networking site of choice for English-speaking businesspeople with global connections. But **this** does not mean that Xing will get squeezed out. If it plays its cards right, it could become the European alternative that takes more account of cultural differences in the way business is done.
35. Things could change, however, if Facebook grows up and becomes a place to do serious business, says Jeremiah Owyang of Forrester Research, a market-research firm. There are other potential rivals, too. American newspapers such as the *New York Times* and the *Wall Street Journal* are adding networking features to their websites. **These** are mainly meant to get readers to stick around, but **they** could grow into alternatives to
40. professional social networks. And then there are the professional associations for which moving online would be only natural, but which have been a surprising no-show in social networking so far, according to a recent study by Outsell, another market-research firm. Whatever the outcome, it seems certain that professional social networks are here to stay as independent entities—something that cannot be said of their mass-market counterparts.
45. As Mr Hoffman, LinkedIn's founder, puts it: "Most users of social networks have a lot of disposable time, but not much disposable income. With professionals it is the other way around."

Name:

Number:

B. Reading Comprehension (Cont.) (0.35 each)

Choose **one** answer to each question and write the letter clearly in the box.

1. The purpose of the article is
 - a. to compare two professional networks: LinkedIn and Xing.
 - b. to warn LinkedIn that it has a serious competitor: Xing.
 - c. to report on how professional networks are doing well in the crisis.
 - d. to compare the professional networks of LinkedIn and Xing to social networks like Facebook.

2. According to the text, why have members been updating their profiles on LinkedIn recently?
 - a. The economic crisis means that firms are recruiting from the network.
 - b. All the alternatives are correct.
 - c. There are more members in the network, which means increased competition.
 - d. They are scared that they might be made redundant.

3. The article implies that
 - a. you have to be a serial entrepreneur to start up a professional network site.
 - b. LinkedIn charges its members to place their cvs on the site to make money.
 - c. None of the alternatives is correct.
 - d. Americans and Europeans have a different mentality toward the purpose of a professional social network.

4. Social networks and professional networks
 - a. are similar because they allow members to follow each other's activities.
 - b. differ because the users' needs are different.
 - c. All the alternatives are correct.
 - d. differ in terms of the time members spend on them.

5. Which statement is false?
 - a. There appears to be more cultural tolerance in Xing than LinkedIn.
 - b. LinkedIn has a global reach but Xing does not.
 - c. Xing is a competitor for LinkedIn.
 - d. Members tend to think that the main purpose of LinkedIn is to find a job.

6. How do both professional networks - Xing and LinkedIn - make a profit?
 - a. They both sell their databases to companies and recruitment agencies.
 - b. They both rely on advertising.
 - c. None of the answers is correct.
 - d. They both charge their members fees.

7. The fact that professional associations have not set up networks
 - a. None of the answers is correct.
 - b. is to be expected because the members already know each other.
 - c. is something that will change when Facebook grows up.
 - d. is surprising due to the difficulties of moving online.

8. According to the article
 - a. there is increased competition among professional networks with many new competitors entering the scene.
 - b. the American newspaper, the *New York Times*, has set up a professional network.
 - c. professional networks will remain important for businesses and professionals.
 - d. All of the answers are correct.

What do the following expressions refer to? (3.5 points each)

9. it (line 15)
10. the site (line 26)
11. They (line 27)
12. this (line 32)
13. These (line 38)

C. Vocabulary (1.95 points)

The following sentences were taken from the business section of English language newspapers. Complete each space with a suitable word or expression. The first letter(s) and a paraphrase of the meaning are given. You will need to conjugate a verb, and/or you may need to add a preposition. (0.39 points each)

1. On Sunday night an ENRC spokeswoman said it was "entirely normal practice" for a business conducting an internal investigation to be involved in "*l*..... with appropriate regulators, including the SFO". ([to be in] regular contact so as to promote trouble-free dealings)
2. This is a new world where you have to engage all actors. As a result of this meeting, lots of corporations and stakeholders will feel *e*..... and will make change happen." (that they have been given the means to achieve something)
3. Stephen Grabiner, the private investor and former Daily Telegraph executive, has joined the Times Newspapers *b*..... *d*..... (group of people elected by shareholders to manage a company)
4. Against such a bleak situation, the IPPR's analysis points to a lack of confidence within the business community in all three northern regions, with employers feeling unable to hire new staff, even if managing to avoid *l*..... (dismissing people from their jobs)
5. *F*..... offer industry and commerce a flexible talent stream when and where it's needed. (people who do not work for one employer, but are paid for each piece of work they do by the company for whom they did the work)

Answers

A. Writing

1. The purpose of the article is
 - a. to warn LinkedIn that it has a serious competitor: Xing.
 - b. to report on how professional networks are doing well in the crisis.
 - c. to compare two professional networks: LinkedIn and Xing.
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2. According to the text, why have members been updating their profiles on LinkedIn recently?
 - a. They are scared that they might be made redundant.
 - b. The economic crisis means that firms are recruiting from the network.
 - c. There are more members in the network, which means increased competition.
 - d. All the alternatives are correct.

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3. The article implies that
 - a. Americans and Europeans have a different mentality toward the purpose of a professional social network.
 - b. LinkedIn charges its members to place their cvs on the site to make money.
 - c. you have to be a serial entrepreneur to start up a professional network site.
 - d. None of the alternatives is correct.

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4. Social networks and professional networks
 - a. differ because the users' needs are different.
 - b. differ in terms of the time members spend on them.
 - c. are similar because they allow members to follow each other's activities.
 - d. All the alternatives are correct.

D
5. Which statement is false?
 - a. There appears to be more cultural tolerance in Xing than LinkedIn.
 - b. Members tend to think that the main purpose of LinkedIn is to find a job.
 - c. Xing is a competitor for LinkedIn.
 - d. LinkedIn has a global reach but Xing does not.

D
6. How do both professional networks - Xing and LinkedIn - make most of their profit?
 - a. They both charge their members fees.
 - b. They both rely on advertising.
 - c. They both sell their databases to companies and recruitment agencies.
 - d. None of the answers is correct.

D
7. The fact that professional associations have not set up networks
 - a. is to be expected because the members already know each other.
 - b. is surprising due to the difficulties of moving online.
 - c. is something that will change when Facebook grows up.
 - d. None of the answers is correct.

D
8. According to the article
 - a. professional networks will remain important for businesses and professionals.
 - b. there is increased competition among professional networks with new competitors entering the scene.
 - c. The American newspaper, the *New York Times*, has set up a professional network.
 - d. All of the answers are correct.

A

C. Vocabulary

1. On Sunday night an ENRC spokeswoman said it was "entirely normal practice" for a business conducting an internal investigation to be involved in "**liaison** with appropriate regulators, including the SFO".
2. This is a new world where you have to engage all actors. As a result of this meeting, lots of corporations and *stakeholders* will feel **empowered** and will make change happen."
3. Stephen Grabiner, the private investor and former Daily Telegraph executive, has joined the Times Newspapers *board of directors*.
4. Against such a bleak situation, the IPPR's analysis points to a lack of confidence within the business community in all three northern regions, with employers feeling unable to hire new staff, even if managing to avoid **lay-offs**.
5. **Freelancers** offer industry and commerce a flexible talent stream when and where it's needed.