

English II

Exame Época de Recurso

24 June 2014

9:00

Time allowed: 2 hours

A. Writing (13.5 points)

Consider Figure 1, and write a text (300-400 words) in answer to the prompt.

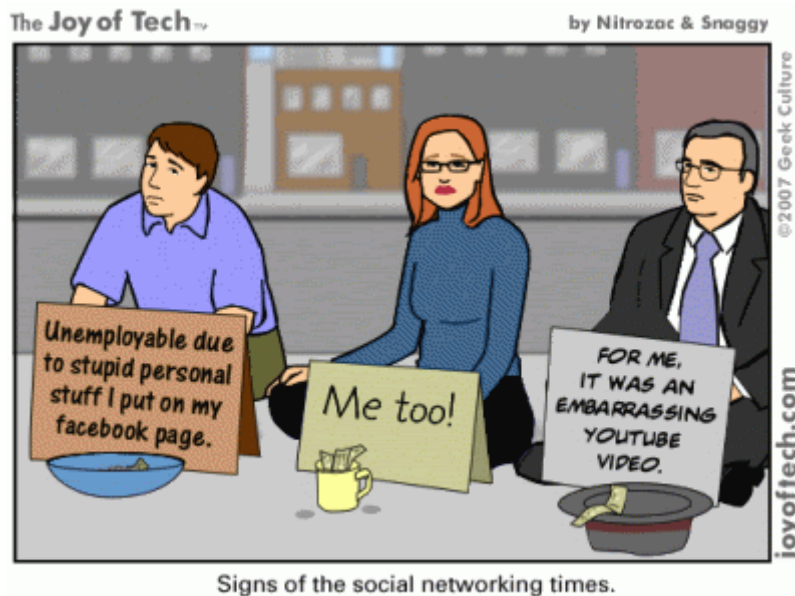


Figure 1

Explain how social networking and the internet have changed the recruitment process.

Your text will be marked on relevance and breadth of content, discourse management and genre, appropriacy and range of vocabulary and structures, and grammatical accuracy.

B. Reading (4.55 points)

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

Email etiquette goes a long way

By Monica Seeley

The Financial Times, 6 July 2012

1. Badly written messages may be costing your business, says Monica Seeley

In this age of 24/7 communications, speed is vital, but so too is the quality of your message. When you read an email, does the salutation, length, spelling, use of caps or sign-off ever annoy you? Yes? Then you will understand that poor email etiquette may be costing you business. Just as the way you dress conveys an image on which people judge you, the same happens with email. It has been estimated that you have less than five seconds before your email recipient forms a picture of you and how serious you are about doing business. In that time, the recipient will warm to your proposal, or lose interest.

10. When choosing clothes, most people also take time to pick the right accessories – to give a good impression. It wouldn't work if they teamed a business suit with scruffy shoes or inappropriate jewellery. This applies to email, too. Don't waste time crafting a winning email and ruin it with an inept greeting or sign-off. No matter how short your email is, it pays to pause and ask yourself: what image of myself and my business am I conveying? To take a topical example, the Barclays Libor "hey dude" emails suggested a casual, arrogant, culture. Start with your subject line. It's like the impression you create walking into a room or how you can stand out in a bulging inbox. More than half of business people receive in excess of 50 emails a day – that's one every nine minutes. Use the subject line to make it crystal clear what your email is about, what action is needed and when.

25. Having grabbed their attention, how do you draw them in? A recent Mesmo survey showed that 63 per cent of business people say that no greeting looks sloppy and unprofessional. Opening with the recipient's name or "dear" are regarded as the most professional. Salutations such as "hi" and "hello" come a distant third. Check that you use the correct name: automatic spellcheckers can change them if you're not careful. Using "dear" when you reply might be tiresome, but if that's how the other person replies, stick to it until you know them well enough to be more informal. Mirroring the other person – a well known neuro-linguistic programming tool – can be a powerful technique in email, too. Moreover, emails with a greeting are more likely to gain the reader's interest.

35. Content is key. Pen your message in simple language. Just as the cut of your clothes says it all, so should the content of your email. Structure it and spellcheck it. A strapline saying you sent it from a mobile device is no excuse for sloppiness. Spelling mistakes and poor grammar are regarded badly by almost everyone. For length, think in fives: five sentences, five questions, five paragraphs. This is the optimum for an email, after which most recipients will close an email and move on.

40. Lastly, don't spoil your email with the literary equivalent of scruffy shoes. One client signs off his messages with "cheers". I mentioned this to the senior partner who admitted it was an issue because of the image the individual conjured up – and because it raised questions about how formally invoices were checked. What is wrong with 'best wishes', 'regards' or 'thank you'?

Call me old-fashioned but, in this highly competitive market place, entrepreneurs must take advantage of every communication opportunity to get their message heard. Well-dressed email is an important channel: a shop window for you and your business.

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 main purpose of the article is
 - a. to argue that an email is like a person's appearance.
 - b. to explain why writing a good email in a business context is important.
 - c. to give entrepreneurs advice on how to write a good business email.
 - d. to explain the consequences of poorly written emails in business.
2. Why does the writer compare business emails to clothes?
 - a. Because they both project an image of the person behind them.
 - b. Because they both can be changed.
 - c. Because reading an email is like reading a slogan on a T-shirt.
 - d. None of the alternatives is correct.
3. What is the relation between 'cheers', shoes and checking invoices in paragraph 5?
 - a. Just as someone who wears scruffy shoes is considered sloppy, a worker who writes informal signoffs such as 'cheers' may be judged a sloppy worker.
 - b. The writer who wrote 'cheers' also checks invoices.
 - c. Both a. and b.
 - d. Neither a. nor b.
4. What are the consequences of a poorly written opening?
 - a. The reader will possibly not read the rest.
 - b. The reader will form a negative opinion of the writer.
 - c. The writer could miss out on a business opportunity.
 - d. All the alternatives are correct.
5. Why is the salutation important?
 - a. It projects an image of the writer.
 - b. All the alternatives are correct.
 - c. It sets the tone of the email.
 - d. It will probably interest the reader more.
6. What does Monica imply when she says "Using 'dear' when you reply might be tiresome"?
 - a. That most entrepreneurs are used to an informal/casual style of communication.
 - b. That all emails are usually written in casual language.
 - c. That "dear" is an old-fashioned form of greeting in a business context.
 - d. That the email writer is targeting a traditional company as its audience.
7. Which statement is false?
 - a. Monica believes that email is valuable means of projecting company values.
 - b. Email remains an important means of communication for businesses today.
 - c. Because of the quantity of emails received by workers daily, workers don't spend much time sorting out the important from the unimportant.
 - d. It is understandable that when a message is sent from an *i* phone, there might be spelling mistakes in it.
8. Why does Monica suggest that 5 is optimum for emails?
 - a. Because you can use it to structure your email clearly.
 - b. Because anything longer is less likely to be read.
 - c. Because if you can't get your message into 5 paragraphs, you aren't being concise enough.
 - d. Because the reader reacts either positively or negatively to the email in 5 seconds.

Reference, Substitution and Ellipsis

What is the meaning of following expressions, which are underlined in the text? (0.35 points each)

9.

so (line 2)

10.

This (line 12)

11.

one (line 18)

12.

it (line 32)

13.

it (line 39)

C. Vocabulary (1.95 points)

The following sentences were taken from 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 put verbs in the right tense. You might need to add a preposition. (0.39 points each)

1. Paradoxically, one effect of **c..... g.....** seems to have been growing awareness of, interest in, and attachment to local characteristics. (the rapid movement of ideas, attitudes, and values across national borders)

.....

2. [Tasks include]carrying out detailed market research to understand the key trends and challenges in the life sciences sector through **d..... r.....** and networking with senior industry figures both over the phone and face to face. (investigation that uses secondary sources such as material already published)

.....

3. I was thrown in at the deep end when I first became **h..... d.....** but soon learned from fellow middle leaders how to succeed. (person in charge of a department)

.....

4. Authorities said Robert Coates, aged 26, was a **s..... w.....** at a hotel in the resort (someone who is employed only at certain times of the year due to a predictable and regular need for employees in a particular area such as fruit picking or the hospitality industry)

.....

5. President Barack Obama on Wednesday proposed a lower **c..... t.....** rate and an end to dozens of loopholes he said helps US companies move jobs and profits overseas. (tax on company revenue)

.....

Answers

A. Writing (13.5 points)

A good answer will explain how employers and job hunters now use social networking sites and the internet in the recruitment process. Possible content includes:

- The use of the internet has opened up the range of candidates who can apply for a job. Vacancies can be accessed from anywhere so competition is global rather than local or national.
- Social networking sites such as Facebook and professional networking sites such as LinkedIn offer alternative ways of recruitment. They can play a greater role as employers may not even need to advertise a job; they just need to surf the site to see who has a suitable profile.
- While CVs and application letters retain an important role in providing recruiters with information about a candidate, further information about candidates is available online. Recruiters therefore can ‘google’ prospective candidates to find out more about them. Information about them may be found by means of their involvement in groups, reports in newspapers, blogs as well as their involvement in networking sites. This information then informs the decision whether to hire or exclude a candidate.
- Because employers check the internet for information about candidates, candidates need to be careful about what they post on-line. While in the past there was little chance that their private life would come to the employer’s knowledge and be under scrutiny, this is no longer true. To mitigate any potentially damaging information, job seekers may deliberately construct an on-line profile. It may also be that as young job seekers/employees gain greater responsibilities in companies, hiring standards will change.
- Recruiters continue to ask for references. In the past these were sent by land mail, today they are completed online.

The text will be clearly structured and free of major errors, showing logical information flow, command of complex structures and a wide range of vocabulary and structures appropriate to the purposes of the text.

B. Comprehension (0.35 points each)

9.	so (line 2)	[be] vital
10.	This (line 12)	Taking time to choose the right accessories to give a good impression, making sure that the image projected is harmonious and nothing jars
11.	one (line 19)	an email
12.	it (line 32)	The content of the email
13.	it (line 39)	The fact that the worker signed his emails ‘cheers’

A. Vocabulary

1. Paradoxically, one effect of **cultural globalisation** seems to have been growing awareness of, interest in, and attachment to local characteristics
2. Carrying out detailed market research to understand the key trends and challenges in the life sciences sector through **desk research** and networking with senior industry figures both over the phone and face to face.
3. I was thrown in at the deep end when I first became **head of department** but soon learned from fellow middle leaders how to succeed.
4. Authorities said Robert Coates, aged 26, was a **seasonal worker** at a hotel in the resort.
5. President Barack Obama on Wednesday proposed a lower **corporate tax** rate and an end to dozens of loopholes he said helps US companies move jobs and profits overseas.