

A. Writing (12.4 points)

Consider the following advertisements for two oil companies.

A major investment in Qatar's energy future: its students

ExxonMobil believes that maximizing energy resources goes beyond energy production. It is developing the capacity to meet the energy needs of the world's growing population. This is the foundation that will create a more secure energy future.

ExxonMobil is committed to helping create a more secure energy future for the people of Qatar. Through the support of the Qatar Education Foundation, we are helping to support the development of a new generation of energy leaders in Qatar.

For more information about the MENA Scholars Program, visit www.ije.org/exxonmobilscholars

blue

blue-white

red

ExxonMobil
Taking on the world's toughest energy challenges.™

Taking on the world's toughest energy challenges

blue

PROCEED AND ON TARGET

green

brown

Anadarko
Petroleum Corporation
Bringing Excellence to the Surface
www.anadarko.com M&E 2012

Write a text (200-250 words) in answer to the question:

Compare and contrast the company images projected by ExxonMobil and Anadarko's advertisements.

Your text will be marked on content, discourse organisation, range and appropriacy of vocabulary and structures, and grammatical accuracy.

B. Reading (5.6 points)

Read the text and answer the questions that follow.

Nigeria posts first annual contraction in 25 years

Maggie Fick

1. Nigeria's economy suffered its first annual contraction in 25 years as growth in Africa's top oil producer shrank for the fourth consecutive quarter of 2016.

The west Africa nation fell into a technical recession in the first half of the year as its finances were hit by low oil prices and declining crude output following militant attacks on pipelines in the Niger Delta. The national statistics bureau said yesterday that the economy contracted by 1.5 per cent in 2016, which compares with growth of 2.8 percent the previous year and underlines the depth of the economic crisis. In the three months to the end of December it shrank by 1.3 per cent year on year.

10. "This contraction reflects a difficult year for Nigeria, which included weaker inflation-induced consumption demand, and increase in [oil] pipeline vandalism, significantly reduced foreign reserves and a concomitantly weaker currency," the bureau said.

The oil sector shrank by nearly 14 per cent last year, as production fell from 2.15m barrels per day in 2015 to 1.833m b/d last year, the bureau said.

15. Nigeria depends on petrodollars for 70 per cent of state revenue and 90 per cent of export earnings. The economic woes have been exacerbated by a severe foreign currency shortage, which has hit the non-oil economy as manufacturers struggle to get dollars to pay for imports, forcing them to lay off tens of thousands of workers.

20. Business executives and analysts complain that the government reacted too slowly to the crisis and has pursued policies that have deepened the turmoil, particularly its management of the naira [Nigeria's currency]. The central bank said in June it was moving to a "purely market-driven" currency system. But it continues to restrict access to dollars for importers of items such as rice and toothpicks that it considers nonessential. This has driven up demand for dollars in the black market, where the greenback trades at about a 30 per cent premium.

The central bank last week said it would allow Nigerians to access dollars for school and medical fees at 20 per cent above the official rate, a decision some analysts interpreted as a step towards devaluation. But it is still not clear if Abuja is ready to adopt the market-driven currency system it pledged.

30. President Muhammadu Buhari has been out of the country on extended medical leave for five weeks, and his deputy, Yemi Osinbajo, appears to be moving more quickly to introduce economic reforms. However, officials say one issue he may not be able to touch is the devaluation of the naira, as Mr Buhari has repeatedly stated his view that a weaker currency would hurt poorer Nigerians.

C. *Financial Times*, 1 March 2017

C. Vocabulary (2 points)

The following sentences were taken from *The Guardian*. Complete each sentence with the appropriate term. You may need to add a preposition or conjugate a verb. The first letter of the term and a paraphrase of its meaning are given to help you. Write the answers below. (0.4 points each)

1. Many banks promote their **s..... r.....** investment options but in reality they're often misunderstood. ([investment options] that conform to the banks policy of acting for the benefit of society)
2. Brent oil price rose **s.....** in the last three weeks. (suddenly and significantly)
3. The value of sterling **s.....** to a 31-year low on currency markets and was on course for its biggest one-day loss in history (decreased)
4. House prices **l.....** after 18 months of consecutive rises. (stopped rising and stabilized)
5. The yuan is still only allowed to **f.....** up or down 2% on either side of the reference rate. (to change [value])

1.
2.
3.
4.
5.

Answers

A. Writing

A good answer will describe each advertisement, interpret the elements in it and use these as the basis for the interpretation of the company image. The paragraph will be clearly organised with each stage using appropriate language. For example the descriptive stage will use the verbs *depict* or *show* while the interpretative stage will use relational verbs such as *imply*, *represent*, *symbolise*, or *suggest*, or other expressions such as *bring to mind*. The register will be impersonal. It will avoid explicit authorial intervention (e.g. we can see), and instead use more complex nominal groups as Theme (e.g. The use of these colours). Content could include:

ExxonMobil

Description	Interpretation	Global message/deduction
Tagline: Taking on the world's toughest energy challenges	Company is aware of the importance and challenges in the energy industry	A competent, forward-looking, research-led and socially responsible company
molecules	research	
A major investment in Qatar's energy future: its students	Company sponsors education » social responsibility	
Explanatory text		

Anadarko

Description	Interpretation	Global message/deduction
Slogan: Proceed and on target	Company knows what to do and how to do it » competence	A competent, serious company focused on their core business: exploring for and extracting oil
Signpost with 'oil' and arrows	Company knows where to find oil	
Green (signpost)	The company is authorised to explore for and extract oil » competence	
Desert	Isolated, far away conditions in which the company works	
Tagline: Bringing excellence to the surface	Company is good at extracting/pumping oil » competent & serious	

B. Reading

1. False
2. False
3. False
4. True
5. False
6. True
7. False
8. False
9. Africa's top oil producer = Nigeria it = the Nigerian economy
10. the crisis = Nigeria's contracting economy which has resulted in higher unemployment
11. it = Nigerian Central Bank
12. This = Restricting access to dollars for importers of items such as rice and toothpicks that the Central Bank considers nonessential

C. Vocabulary

6. socially responsible
7. sharply
8. slumped
9. levelled off
10. fluctuate