

CENTRO DE IDIOMAS

EXAME DE LÍNGUA INGLESA

CURSO SUPERIOR DE TECNOLOGIA EM COMÉRCIO EXTERIOR

06 DE SETEMBRO DE 2014

Atenção às seguintes instruções:

O Exame de Idiomas está dividido em três partes.

1 - Conteúdos gramaticais e compreensão leitora (prova objetiva) - 3,0 pontos

15 questões - 0,2 cada

2 – Redação - 3,0 pontos

Atividade 1 – 1,5 pontos

Atividade 2 – 1,5 pontos

3 - Produção oral e compreensão auditiva - 4,0 pontos

As partes 1 e 2 ocorrem no dia 06 de setembro e a parte 3 no dia 13 do mesmo mês.

- ✓ Não é permitido consultar nenhum tipo de material.
- ✓ O(A) candidato(a) deverá utilizar caneta azul ou preta. Questões respondidas a lápis ou rasuradas na grade de respostas não serão consideradas.
- ✓ Usar letra legível.
- ✓ Todo o caderno de questões deverá ser entregue.
- ✓ As respostas das questões objetivas deverão ser preenchidas na grade de respostas.
- ✓ O tempo máximo para realização das partes 1 e 2 do exame, no dia 06/09, é de 2h.

Os critérios de avaliação estão no regulamento do exame no site www.feevale.br/idiomas .

IMPORTANTE: Caso o candidato deseje revisão de prova, esta deverá ser solicitada, via requerimento, no setor de Atendimento, de **29 a 30 de setembro 2014**. Os pedidos de revisão serão aceitos somente dentro desse período de tempo acima especificado.

Nome completo do(a) candidato(a)

Questions 1 to 3 are related to the text below

01	MARIA MUTOLA
02	Former 800 metres Olympic champion
03	In 1998, Maria Mutola was playing football as the only girl in an all-boys
04	team in a local competition in Mozambique. 'We won,' she said. 'At first no
05	one thought it was a problem that I was a girl. But then the team we beat
06	complained.'
07	The story appeared in a local newspaper and José Caveirinha, who had
08	encouraged other African athletes, learnt about Maria. He went to meet her
09	and found her kicking a ball around outside the football club. He realized
10	immediately that she was fast. 'He talked to me about athletics. I had no
11	idea what he meant. The only sport I knew about was football. Then he
12	bought me running shoes and took me training. It was such hard work and
13	my legs really ached.' But José visited her parents and persuaded them
14	she could be successful and this would help end their poverty. They
15	agreed to let him take her away to train.
16	In 1991, she finally accepted an invitation to train in the United States. She
17	had refused previously because she knew she would miss her family. Her
18	background was unlike those of the girls she met in the US. She explains,
19	'They were good athletes but, while I worried about my parents having
20	enough to eat, they worried about dresses and make-up. They knew very
21	little about me and even less about my problems. But I knew I was lucky to
22	be there. The trainers were brilliant and I learnt a lot.'
23	Today, Maria still runs and for most of the year she lives happily in South
24	Africa with her mother.

Preliminary English Test 5. Cambridge Books for Cambridge Exams. Cambridge University Press, 2008, p. 38.

1. What is the writer trying to do in the text?

- a- Persuade more Africans to take up athletics.
- b- Describe how Maria became a top athlete.
- c- Give information about Mozambique.
- d- Explain how Maria manages to stay fit.

2. What does Maria say about the girls she met in the United States?

- a- They did not make full use of their abilities.
- b- Their training programmes were less demanding than hers.
- c- They did not show enough respect for the trainers.
- d- Their experiences of life were very different from hers.

3. The word '**ached**' (line 13) means:

- a- hurt.
- b- became stronger.
- c- became weaker.
- d- ran.

4. Choose the correct option to complete this deduction: 'John trains hard every day.

He _____ be a successful athlete.'

- a- ought
- b- mustn't
- c- can't
- d- must

5. In the sentence below, the word 'spokesperson' can be replaced, without changing the meaning, by the word:

'The spokesperson from Websters Inc. said that, in spite of a decline in general business confidence, the company was pleased with its improved profitability, resulting from gains in productivity.'

- a- teller
- b- talkative
- c- speaker
- d- manager

6. 'There isn't _____ profit in running a restaurant these days.'

The correct word to complete the sentence above is:

- a- many
- b- much
- c- very
- d- few

7. A person who is paid to work for somebody is

- a- an employer.
- b- an employee.
- c- an employ.
- d- an employment.

Read the text below. Questions 8 and 9 are related to the text. Choose the correct answer.

01	Buy one Get one Free!
02	In the 1960's, McDonald's made a classic sales promotion blunder with its
03	heavily advertised 25 th anniversary offer. The company expected to sell
04	one million burgers a day when it offered two Big Macs for the price of one.
05	Demand was so great that customers had to queue for more than an hour.
06	Two drive-through restaurants, where too many cars turned up, were
07	closed on police advice.
08	This advertising strategy didn't cause McDonald's anything more serious –
09	unlike the company which led the most disastrous sales promotion of them
10	all: Hoover. Although it is hard to believe, Hoover offered two free flights to
11	the US, which were worth £400, to customers who spent over £100 on its
12	products. Hoover should have realized that this was a recipe for disaster!
13	Over 300,000 people claimed free flights and there were numerous court
14	cases. Overall the promotion cost £50m and the heads of Hoover's top
15	executives, whose jobs were lost.
16	Also, as a gimmick, Pepsi jokingly offered a military jet to any customer
17	who could save enough tokens. However, extra tokens were available for
18	ten cents each. They hadn't counted on a sharp-eyed student, who worked
19	out he could buy the jet for £450,000, which was a tenth of its real price.
20	He formed a consortium which bought the tokens and he claimed his prize.
21	At this point Pepsi went to court. Clearly, Pepsi shouldn't have indulged its
22	sense of humor.
23	In fact, Pepsi ought to have known better after a previous fiasco. In the
24	Philippines, it had announced that anyone who found Pepsi bottle tops with
25	the number 349 could claim a £30,000 prize. A mess-up in production
26	meant there were 800,000 bottle tops which had the winning number and
27	Pepsi paid out more than five times its budget before it stopped paying out
28	prize money. This angered the public, who set fire to the company's offices
29	and lorries.

Source: NAUNTON, Jon. Book Profile 2. Business English, Fifth Edition.- New York: Oxford University Press, 2009.

8. According to the text all the statements are correct, **except**:

- a- Hoover's marketing team didn't image its promotion was a recipe for disaster.
- b- More than 300,000 people thought they had the right to complain about Hoover's sales promotion.
- c- Blue-collar workers were fired as result of Hoover's promotion.
- d- At Pepsi's promotion a student formed a group of people who did business together to buy tokens.

9. Mark True (T) or False (F).

1. () A student required a Jet for 450,000 pounds, which was a fifth of its price.
2. () Pepsi used a trick to attract customers' attention.
3. () In the Philippines Pepsi offices and trucks were set fired.
4. () The fact in the Philippines showed that Pepsi had learned from a former failure.

- a- All the sentences are true.
- b- Sentences 2 and 3 are true.
- c- Sentences 1 and 3 are false.
- d- Only sentence 4 is false.

10. Complete the sentence.

A Dutch CEO asked where he could buy and sell shares here in Brazil. He wants to know where the _____ is located.

- a- Notary's office
- b- Insurance company
- c- Real estate office
- d- Stock exchange

11. Complete the dialogue with the correct option:

A- Good news?

B- I'm afraid not. The company's facing bankruptcy.

A- I knew we were going to make a loss this year, but I didn't think it'd be that bad!

B- The problem was those loans. The _____ have risen by 15%.

- a- interest rates
- b- inflation
- c- dividends
- d- liabilities

12. Choose the correct option to complete this sentence.

_____ its sales promotion blunder, McDonald's wasn't affected more seriously.

- a- Unless
- b- In spite of
- c- Except
- d- Nevertheless

13. The graphic shows that the sales in our company improved significantly this year.



The sales _____. All the terms correspond to the graphic. **Except:**

- a- rose
- b- plunged
- c- increased
- d- shot up

14. Choose the correct option to complete the sentences from 1 to 3.

1- With some types of beverages like special wines, you can pay a special _____ price _____ and wait for it to be delivered in about some time.

2- Experius is a company with a very strict _____: their payment terms are that everyone pays within 30 days.

3- Selling price minus total costs is the _____ of a company.

- a- direct production costs - credit policy - profit margin
- b- profit margin - upfront - credit policy
- c- upfront - credit policy - profit margin
- d- direct production costs - profit margin - credit policy

15. Complete the text with the correct words.

Despite the European _____ the company spotted a _____ and the export sales have been _____.

- a- free borders - survey - rising
- b- free ports - commodity - declining
- c- open borders - niche - falling
- d- tariffs - niche - booming

GRADE DE RESPOSTAS QUESTÕES OBJETIVAS

Questão	1	2	3	4	5	6	07
Resposta							

Questão	08	09	10	11	12	13	14	15
Resposta								

ATENÇÃO !

Respostas rasuradas serão desconsideradas.

