

FRAMHALDSSKÓLINN Í
VESTMANNAEYJUM

Enska 403
Próftími 90 mínútur

Part I + II

Nafn : _____ Kennit: _____

Kennari: _____

Hjálpargögn: None / Engin.

Vægi prófpáttanna:

I.	Reading Comprehension	20%
II.	Usage and Vocabulary	30%

Make sure this test copy has 6 pages in addition to the front page.

Good luck and enjoy your holidays!

I. Reading comprehension. (20%)

You are going to read a newspaper article. For questions 1-7, choose the answer (a, b, c or d) which you think fits best according to the text.

Fortune Hunter

A successful entrepreneur (a person who starts a company or arranges for a piece of work to be done, and takes business risks in the hope of making a profit) for many years, Barry Colman now helps others develop their business ideas.

1. For Barry Colman, appearing on *Dragons' Den* - the reality TV show where would-be entrepreneurs present their inventions to experienced investors - was a reminder that the entrepreneurial spirit is alive and well in New Zealand. "I just don't know where all these ideas come from," Colman says, reflecting on his time as one of the five investors charged with evaluating the business proposals of entrepreneurs seeking finance and mentoring. "There was a stunning array of personalities," he says. He agreed to invest \$725,000 of his own money in five businesses. While some of his fellow investors pulled out of similar agreements after conducting further research, Colman remains committed to four of his new ventures. "Everything takes a while and you've got to get the marketing right but I'm looking forward to great things from their proposals."
2. Colman's approach appeared to be to talk less than the other investors, often piping up near the end of a presentation with a surprise offer to invest. One of the series' more poignant moments was when he agreed to finance a clothesline system for people with disabilities, designed by accident victim Bernie Wadell. Wadell broke down when Colman agreed to invest \$100,000 in his business. "I thought, "There's a case of a guy who's got a product that is actually going to help a lot of people, and in doing that will return some good profits for all of us as well," says Colman. "I didn't expect him to burst into tears- it was almost as if his life's work was at stake."
3. Colman began his working life as a reporter in 1965 but eventually took the plunge into self-employment in 1977, launching a community newspaper. "It was really difficult for me because I enjoyed journalism, but it was quite clear you were never going to accumulate any wealth that way," he says. "I deliberately tried to find a business in which I would be significantly better off. The newspaper publishing business looked good at that point but I admit I was rather ignorant about newspapers and advertising. Previously I'd only ever been on the editorial side and I found out after the first four days that

I had to turn to being the chief salesman as opposed to the editor. That was the first shock," he recalls. "The sales force we hired wasn't up to the job, and so I went to the library, read a book on selling, and away I went. We launched on time and on budget, but it was a steep learning curve!"

4. That first community paper grew into a collection of a million issues a week. Colman says the key to his success relates to setting firm financial targets before embarking on a new venture. "Any entrepreneur has got to work out what their financial goal is in very specific numbers, not just round figures like "I want to make a million dollars." If I hear that at the end of someone's presentation, I know it's not going to work because it's obviously such a rounded number. They have got to work out exactly what it is they want financially and when they want it by," he says. "There are so many things to consider - production costs, staff and wages, marketing expenses - all of which need to be worked out before making your presentation."
5. "Creating wealth is really a mental process more than anything else. The three per cent of people who really make it in this world are not distracted from their goals," Colman insists. "Entrepreneurs starting out will come across numerous obstacles and they can count on everything going wrong because it nearly always does. But in the long term it doesn't matter." He says there is a myth that entrepreneurs need to be driven by a positive mental attitude. "You've got to have a good negative attitude in order to overcome everything that goes against you. If you have a negative expectancy, it's a very good part of your self-defence system because it simply means nothing is going to hold you back."
6. Colman says another key lesson for entrepreneurs is that the path to success is never straightforward. "If someone is adamant that the strategy they're following is the only way of achieving their goal, then they often don't succeed. But if you've got your mind on a particular goal, and you're prepared to be open and take alternative routes in order to get where you want to go, your chances are favourable." He says the best entrepreneurial ideas are, almost without exception, those that break new ground. "It's that old rule that you get paid a fee for service but you make a profit from innovation. You've got to provide something unique unless you want to end up with the same profit margin that conventional services get."
7. Not all Colman's ventures have been successful, however. His retail chain *Pack & Pedal* closed down in 2005. He says one of the secrets to surviving in business is knowing when to abandon a project, a move which may be emotionally hard to make. "We've had quite a number of projects that were almost at the point of launching but we turned back," he says. "Once you've made that decision, you free up all this energy that you and your people have to then go on to another project because there is never shortage of those."

1. **What did Barry Colman find particularly surprising during his participation of *Dragon's Den*?**
 - a) The attitude of the other investors.
 - b) The ability to think of new ideas and inventions.
 - c) The amount of time inventors spent on their work.
 - d) The lack of business experience among the inventors.

2. **Bernie Wadell is used as an example to demonstrate**
 - a) what kind of product is worth investing in
 - b) that Colman will finance projects most investors would reject
 - c) how people tend to react to Colman's offer to invest
 - d) the amount of money usually needed to finance a new project.

3. **Colman's main reason for giving up journalism was that he was seeking greater**
 - a) authority
 - b) variety
 - c) financial reward
 - d) challenges

4. **In Colman's opinion, potential entrepreneurs say that they want \$1 million when**
 - a) they are overly-confident about their idea
 - b) they want to prove to Colman that they are ambitious
 - c) they are unrealistic about their own business skills
 - d) they have not put enough thought into their business plan

5. **What does Colman recommend about the attitude of entrepreneurs in paragraph 5?**
 - a) They must be willing to give up on first project if necessary.
 - b) They should be able to predict what can go wrong.
 - c) They have to accept responsibility for mistakes they have made.
 - d) They cannot allow anything to prevent them achieving their aims.

6. **What advice does Colman give entrepreneurs in paragraph 6?**

- a) Their idea must be one that no one else has thought of.
- b) They must come up with a plan and stick to it.
- c) Their product should make an immediate profit.
- d) They have to accept the input of others they work with.

7. In the final paragraph, Barry Colman concludes that

- a) employing the wrong people can take up all your energy
- b) becoming emotionally involved in business is a bad idea
- c) recognizing when a project is likely to fail is essential
- d) making a loss in business is sometimes unavoidable.

II. Usage and Vocabulary. (30%)

A. (10%) Find single words in the passage you have just read which have roughly the meaning given below. Look at each number in parenthesis and find the paragraph in the article with the same number. Then find the word that best fits the given meaning. Write the word in the right line below.

NB. There is an example at the beginning. (0)

- 0. a collection or ordered group (1) array
- 1. people who put money to a particular use in order to make a profit (2) _____
- 2. a new activity, usually in business, which involves risk or uncertainty (4) _____
- 3. a commonly believed but false idea (5) _____
- 4. impossible to persuade, or unwilling to change an opinion or decision (6) _____
- 5. the sale of goods in shops to customers, for their own use and not for selling to anyone else (7) _____

B. (10%) For questions 1-10, read the text below. Use the word given in capital at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

Life with my Father

My father's job as the only (0) surgeon in a rural hospital **SURGERY**
 meant that there was little (1) _____ in his **REGULAR**
 working hours and that we rarely saw him at home. Our
 (2) _____ was left to my mother; she **BRING**
 washed and fed us, and dished out comfort, particularly to
 me, who had a (3) _____ to cry at the **TEND**
 slightest thing. Even though my siblings and I outnumber my
 mother by four to one, we didn't dare to (4) _____. **BEHAVE**
 If there was any sign of trouble breaking out, or a
 (5) _____ to follow orders, my mother would **REFUSE**
 threaten to inform my father, which was a very (6) _____ **PLEASE**
 prospect! We all dreaded his stern face and look of disappointment.
 (7) _____, there were times when he did show **ADMIT**
 concern, particularly at our injuries and at school grades he thought
 were not (8) _____, but these were few. **JUST**
 I believe that my father actually had the capacity to be
 (9) _____ but he expressed his love **AFFECTION**

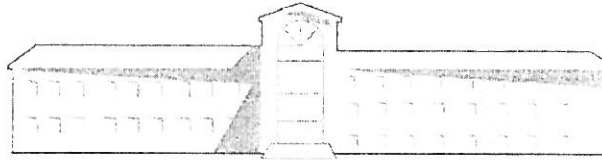
through a lifelong (10) _____ to work hard **WILLING**
and not complain about it, which was typical of his generation.

C. (10%) Fill in the missing words in the sentences below. Choose from the following list in the box.

NB. There are more words than you need.

thick-skinned - down-at-heel - brainwave - figurehead -
backlash - dead heat - chicken-feed - elbow grease -
a sight for sore eyes

1. If you have a _____, you have a sudden, very clear or clever idea.
2. A _____ is a sudden angry or violent reaction by a group of people against the actions or decisions of others, especially the government, the police or others in authority.
3. Someone who is _____ does not appear to be easily hurt by criticism.
4. A _____ is a competition in which two or more competitors finish at exactly the same time or with exactly the same result.
5. A _____ is someone who is the leader of a country or organization, but in name only. He or she doesn't have any real power.



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Próftími 90 mínútur

Part II

Nafn : _____ Kennit: _____

Kennari: _____

Hjálpargögn: An English-English or an English-Icelandic dictionary.

Vægi prófpátta:

- | | | |
|-----|-----------------------------------|-----|
| I. | Questions on the Literature | 30% |
| | You have already taken this part: | |
| II. | Note Taking | 20% |

Make sure this test copy has 3 pages in addition to the front page.

Good luck and enjoy your holidays!

Questions on the literature (30%)**A. (10%) Short questions about read texts.**

1. (2%) "Mugged by a child of the hungry streets"

According to Julie who was going to make a huge profit from her stolen necklace?

2. (2%) "A Man's Club is his Castle"

Why did the Reform club accept women as fully-fledged members in 1981?

3. (2%) "The Study of Language by George Yule".

What is the origin of these English words: *angel, bishop, candle, church, and martyr* and when did they come into the English language?

4. (3%) Why is the invasion of the Norman French in England in 1066 so important in the history of the English language?

B. Men and Gods (5%)

1. "Arachne"

(2.5%) Who won the weaving contest, Arachne or Minerva?

2. "Cephalus and Procris"

(2.5%) What was the end of Procris?

C. Angels and Demons (5%)

1. (2.5%) What were the cardinals doing in the conclave?

2. (2.5%) What saved Langdon from drowning when falling into the Tiber River?

D. SRA (10%)

Choose the answer (a, b, c or d) which you think fits best.

1. "North of the Arctic Circle"

(2.5%) The trip northward is hectic because the villagers

- a) have to carry their children
- b) drive their herds as fast as possible
- c) must keep up with their herds
- d) often cannot keep the herd together.

2. "Clumsy World for Lefty"

(2.5%) Manufacturers today are producing left-handed articles because

- a) they have discovered that it is profitable
- b) they are forced by law
- c) they are no longer superstitious
- d) there are more left-handed persons today

3. "Recipe for Murder"

(2.5%) Madame Chalon agreed to the disinter of her two husbands because she

- a) thought Inspector Miron would never do that
- b) knew Inspector Miron would never take no for an answer
- c) thought the bodies had already been disinterred
- d) wanted to make a good impression on Inspector Miron

4. "Women in Space"

(2.5%) Today, women workers at the space centres are

- a) common and usually well accepted
- b) primarily computer system engineers
- c) few but highly placed and well paid
- d) many but usually they are not accepted