



# GOING FOR FINALS

KAMMERHOFER  
REID-BROWN  
SPÖTTL

**B2**

für BHS

**VOLUME 2**

Europäischer  
Referenzrahmen



**Leseprobe**





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1 Designed in China

Read the text about an Asian fashion designer.

Answer the questions (1–10) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.

Designed in China

The label “Made in China” doesn’t suggest high-end design. Masha Ma is determined to change that. Just two years after returning from the ateliers of Europe, the Chinese fashion designer is leading a crusade to revitalize the image of Chinese design, both abroad and at home. “I want to change the conversation from ‘Made in China’ to ‘Designed in China,’” she says. “It’s time for an international brand from China to succeed.”

China looms in the world’s imagination as both an endless factory floor and a voracious consumer of natural resources. Neither stereotype denotes innovation. But just as Japanese designers like Issey Miyake and Rei Kawakubo rescued an

oriental aesthetic from exoticism decades ago, Ma is propelling Asian fashion into the future. Lady Gaga and Naomi Campbell have worn the 29-year-old designer’s namesake designs. This year, Ma will open a dozen Ma By Ma Studio stores in China, aiming to compete on home turf with global luxury labels.

With half of her face hidden behind a curtain of hair, Ma defies the typecast of a brash, arriviste China. Her color palette is muted and avoids the cliché of China red. “I don’t go for dragons and phoenixes,” Ma says. Instead, geometry animates her designs: one of Ma’s recent collections was inspired by a museum designed by Chinese-American architect I.M. Pei.



For much of its lifespan, China regarded fashion, like jazz or capitalism, as a decadent foolishness.

“The Beijing of my early childhood was still very Soviet, very gray,” Ma recalls. At the age of 12 she spotted an article in the Chinese edition of *Elle* on the late designer Alexander McQueen; thrilled by his innovative designs, her compass shifted. As a teenager, Ma won a coveted spot at Central Saint Martins school of art and design in London and later interned with McQueen himself.

Her grandmother, born in a pre-communist Shanghai that reveled in its international identity, remained an inspiration. “Even during the worst years of Mao and the Cultural Revolution, she never lost her sense of style,” says Ma. “I design for people like her, who don’t shout for attention but who are never silenced.”

Ma’s debut collection at Paris Fashion Week in 2012 won accolades. As her reputation grew in Europe, her homeland was increasingly eager for aesthetic

inspiration, and the Chinese new-rich were willing to spend. “This is going to be one of the fashion centers of the world,” Ma says. “It’s like a retail explosion.”

In 2013, Ma moved back, opening a studio in Shanghai, where her success is an inspiration to other young Chinese designers. “Masha has transformed the Chinese element into an international language,” says Ma’s head designer, Jerry Li, who knew he wanted to work for Ma as soon as he graduated from fashion school.

Within a few years, Ma hopes to launch 100 boutiques nationwide, focusing on cuts that flatter Asian physiques in ways that might be more challenging for European houses. “She is incredibly mature for her age in her approach to business,” says Angelica Cheung, editor-in-chief of *Vogue China*. Ma is also designing uniforms for China’s Olympians. Outside her studio, rain falls, obscuring both traditional lane houses and glistening skyscrapers. “My traditions come from both the East and the West,” says Ma. “That’s the new China.”

0	What does Ma try to improve?	<i>image of Chinese design</i>
1	What does China stand for in many people’s eyes? (Give <u>one</u> answer.)	
2	Which companies does Ma want to take on in her own country?	
3	Which kind of pattern can be found in Ma’s clothes?	
4	What did China think of fashion for a long time?	
5	Who did Ma work for?	
6	What was Ma’s older relative known for?	
7	Which customers does Ma attract? (Give <u>one</u> answer.)	
8	In Shanghai, who is Ma an idol for?	
9	Which kind of bodies does Ma design for?	
10	What is Ma currently working on?	

**5** Would you tell on a workmate?

**Read the text about an ethical question in the workplace.**

Answer the questions (1–9) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.



**Would you tell on a workmate?**

Picture the scene. It is a hectic day at work, and you are wondering to yourself if you will even have time for a lunch break. Suddenly, you catch a glimpse of your coworker across the room. He has his feet up on his desk and is clearly daydreaming. Would you tell your boss that he was slacking off, or would you mind your own business?

According to a recent study, only 10% of workers would bring to the attention of their supervisor any concerns about idle colleagues sleeping during their shift. A much higher percentage would inform their boss if a colleague consistently arrived late in the mornings or was sneaking out a few minutes early every evening. Fewer would notify their boss if they were aware that their colleague, who had called in sick, was just pretending so that they could have a day off, or if they were constantly checking Facebook and the like while they were supposed to be working.

At first glance, there does not seem to be much harm in taking a bit of time for yourself during the working day or taking the odd day off because you feel like it. Nonetheless, allow me to put it like this: it is theft. You are not working but you are still getting compensated for that time. Whether it is time spent on social media or time missed by being late every day, this is time that you are paid to be working. It is not that dissimilar to cracking open the stationery cupboard and plucking out a holepunch and some staples to take home with you. These materials are provided for use at work. They are not provided for employees to simply help themselves when they decide they want to take some envelopes home for personal use.

It is easier for most people to realise that stealing stationery is theft than realising that stealing time is theft. However, less than 1% of the workers in the survey said they would report a colleague for stealing office materials. It would appear that workers have more of an issue with coworkers stealing time than stealing items from the workplace. The reason for this might be the sense of "unfairness". Employees are right to feel frustrated if they work hard for their salary while their coworker naps throughout the day and yet still gets paid the same. They should not feel guilty for letting their superiors know about lazy employees either, as it benefits the company. The company can fire the lazy employee and replace them with someone who will actually do the work.

Nevertheless, there are workers who do not want to be perceived as someone who causes trouble. It is one thing to inform your boss about a coworker who sleeps through the whole afternoon but quite another to complain about a coworker being two minutes late to work. Indeed, it seems to be the more ambitious employees, those desperate for a promotion, who are the ones telling on their colleagues for minor transgressions.

When it comes down to it, a lot of people ask "who cares?" True, you yourself are going to be paid the same whether or not you tell on that coworker with his feet up on the desk. It usually will not make any difference if you spill the beans or not.

0	What is the colleague of one stressed worker doing?	<i>he is daydreaming</i>
1	What would a minority of workers tell their boss about coworkers?	
2	How do some colleagues shorten their working day? (Give <u>one</u> answer.)	
3	What do some staff do if they feel like taking some time off?	
4	Why is it unfair if some people neglect their work?	
5	What should workers avoid doing with office supplies? (Give <u>one</u> answer.)	
6	Which kind of wrongdoing upsets coworkers the most?	
7	What do good workers feel is wrong about the situation with lazy colleagues?	
8	Why is it okay to tell the boss about lazy coworkers?	
9	What do many people want to avoid being seen as?	

1

## The history of ice cubes

**You are going to listen to the story of how people tried to preserve their food.**

First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, answer the questions (1–9) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.



0	A long time ago, where did wealthy people store ice?	<i>in ice houses</i>
1	In the past, what was ice seen as? (Give <u>one</u> answer.)	
2	What did Emperor Nero invent?	
3	What was the serious personal outcome of one Englishman's experiments?	
4	In what condition did Mr Dempster's order show up?	
5	What was needed after ice became popular?	
6	Which kitchen appliance was created around ice?	
7	What situation was Alan Marr's company in?	
8	What did Marr see in Canada's pubs?	
9	What did Marr bring over from America?	

11

A social entrepreneur

You are going to listen to an interview about a successful business model.

First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–8). Write your answer in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.



0 Living Goods

- A uses an internet platform to sell its products.
- B is described as a community-based project.
- C runs out of a government building.
- D supports an environmental product.

1 Living Goods helped people in the third world to

- A live in an eco-friendly way.
- B raise food standards.
- C work less.
- D earn money.

2 Chuck's career included

- A promoting technical equipment.
- B marketing a car company.
- C building a firm that sold clothes.
- D working in a fashion business.

3 Chuck admits that most of his companies

- A were a financial loss.
- B brought him wealth.
- C were bought by other companies.
- D had negative social consequences.

4 His friend Dan told Chuck about the concept of

- A building hospitals in Africa.
- B a new kind of medical operation.
- C supporting poor children in Africa.
- D supplying Africans with medicines.

5 Chuck became involved in this concept after he

- A went on holiday.
- B met Bill Gates.
- C became an advisor in Dan's company.
- D researched medical problems in Africa.

6 One problem with the business model was that the salespeople

- A were not using all their time effectively.
- B did too many experiments.
- C were ill themselves.
- D closed their shops too early.

7 Chuck changed the concept of the business by

- A asking the salespeople to teach their clients.
- B selling their products at a higher price.
- C telling the salespeople to mix with the population.
- D selling only prescription medication.

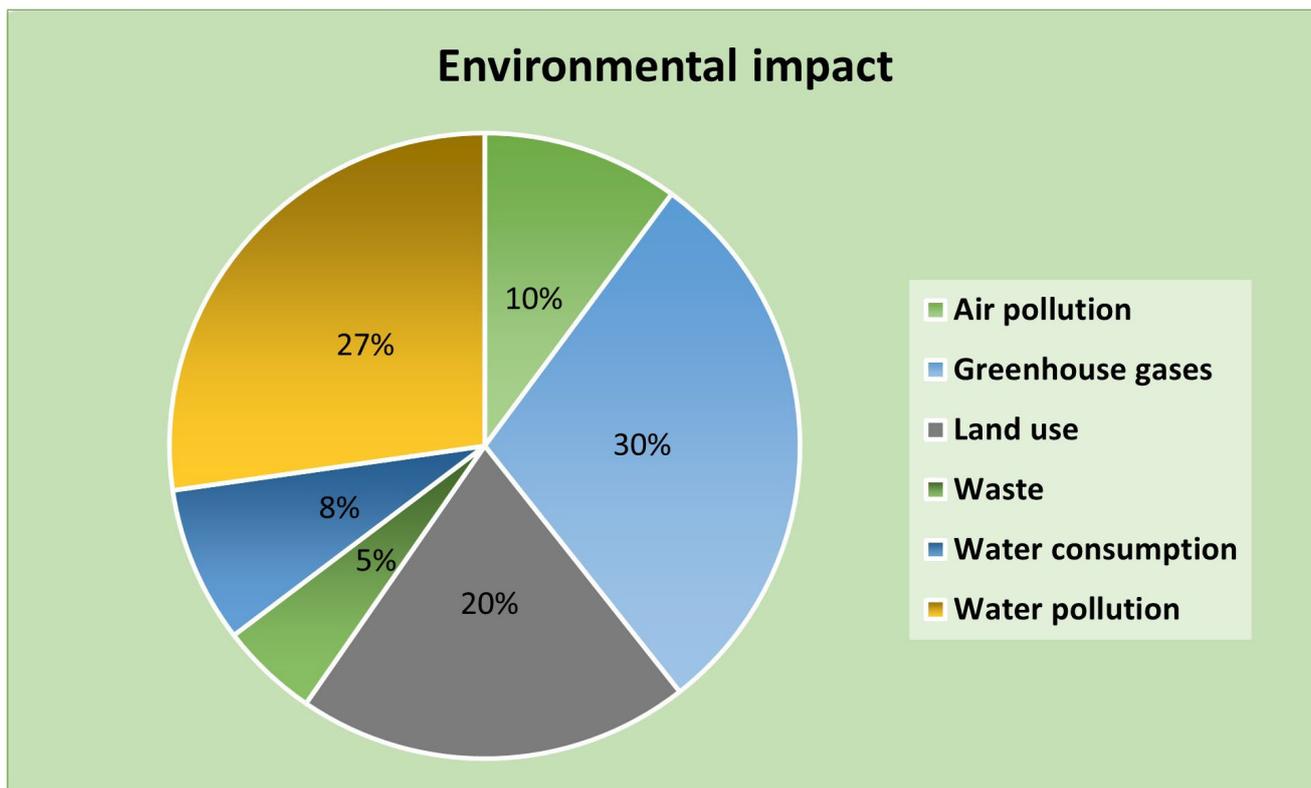
8 Chuck's non-profit business

- A uses shops and stalls to sell products.
- B only employs local doctors.
- C was then imitated by other companies.
- D concentrates on selling useful items.

0	1	2	3	4	5	6	7	8
B								

3 Environmental profit and loss

Stella McCartney is a vegetarian brand that has never used leather, fur, skins or feathers in its products. In 2015 Stella McCartney published an environmental profit and loss (E P&L) balance for her company. An E P&L balance shows the work the company still has to do to reduce the negative impact it has on the environment. The graph below shows the environmental impact for six main areas.



You are asked to write a report on the E P&L results for the Stella McCartney company.

In your **report** you should:

- present the data contained in the graph
- describe where the company has a low environmental impact
- recommend where the company could improve its impact

Divide your report into **sections** and give them **headings**. Write around **250 words**.

**5** Kindergarten teachers

You are on a work placement in an English kindergarten. The kindergarten is looking for new teachers. They need someone to write about their experience as a kindergarten teacher.



You have decided to write an article.

In your **article** you should:

- describe the highlights of working with children
- argue what type of person children need in kindergarten
- persuade readers to consider becoming a kindergarten teacher

Give your article a **title**. Write around **250 words**.



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