

Első szöveg

Hallgassa meg az interjút, amelyben Greg Barker a Green Deal elnevezésű brit tervről szól, melynek keretében esetenként 6,000 font igényelhető energiatakarékossági célokra. Döntse el a hallott szöveg alapján, hogy az alábbi állítások igazak vagy hamisak. Írja megoldását az alábbi táblázatba, a példa szerint.

	IGAZ vagy HAMIS
0. <i>The Green Deal will hopefully improve the energy efficiency of buildings.</i>	I
1. Greg Barker is the energy minister.	
2. The £6,000 can be spent on some strictly limited energy efficiency measures.	
3. At the beginning only pensioners and young families will be entitled to the money.	
4. The bill of the Green Deal will get to the Parliament by the summer.	
5. Standards for consumer protection haven't been set up yet.	
6. The Green Deal is expected to start by the 2 nd half of 2012.	
7. The presenter gives the e-mail address where people can apply for the money.	

Második szöveg

Hallgassa meg az interjút, amelyben egy szakértő a szervezetekben végrehajtott változtatásokról beszél. A szöveg alapján egészítse ki az alábbi jegyzetet a példa (0) szerint. Egy-egy kiegészítés maximum 3 szóból álljon.

Notes on Managing organizational changes

Before change

There must be →*Analysis*....(0. *Example*)

→ Real business (1)

Changes → Attempts to (*Give 1 example!*) (2)

If key problem is clear:

..... **has to be developed** (3)

The idea might come from - a member of (4)

- who helps (5)

Meetings should help (6)

Employees should suggest (7)

Next: Implementation stage

Requires → (8)

Staff to be trained in (9)

Jobs of 'gatekeeper' → help staff (10)

Finally: Consolidation stage

Find a way to (11)

Acts of 'champion' → give (12)

→ congratulate people on (*Give 1 example!*) (13)

2. vizsga: Plastic Bags – Work Changes

Első feladat

Hallgassa meg a szöveget, amely a műanyag bevásárlószatyrok visszaszorításáról szól. Döntse el a hallott szöveg alapján, hogy az alábbi állítások igazak (I) vagy hamisak (H). Írja megoldását az alábbi táblázatba, a példa (0) szerint. *(Figyelem! Csak igaz, vagy csak hamis válaszok esetén a feladat nem kerül értékelésre!)*

	IGAZ vagy HAMIS
0. <i>London is planning to ban the use of plastic bags. (Example)</i>	<i>I</i>
1. 1.6 billion plastic bags are used in London annually.	
2. One shopper uses 400 bags a year.	
3. According to a spokesman, London is already behind other cities in this issue.	
4. The British Retail Consortium supports the plan of the ban.	
5. Retailers have already promised to reduce their environmental effect by a quarter by the end of next year.	
6. According to a spokesman, shoppers should be encouraged to bring a bag with them.	
7. 92% of Londoners think plastic bags should be banned or taxed.	

Második feladat

Hallgassa meg az interjút, amelyben egy szakértő a munka világában bekövetkező, jövőbeli változásokra való felkészülésről beszél. A szöveg alapján egészítse ki az alábbi jegyzetet a példa (0) szerint. Egy-egy kiegészítés maximum 3 szóból álljon.

Notes on the changes in the world of work

How should*business leaders*.... prepare for the changes? (0. Example)

One area: personal (1)

Coping with many urgent (2)

Instead of work–life balance → work–life (3)

Organizations will have to be more open and(4)

Opportunities by globalization:

- Bigger talent pool

- Need for greater (5)

- Exploiting technologies

- Training staff in the (6)

Skills necessary for leaders: (Give 2 examples!)

-(7)

-(8)

The influence of large corporations

Both the and the → greater influence (9-10)

Corporations, large organizations → greater influence, too

America withdrawing from the market place

It is one of the different scenarios (11)

America and other countries → more focused on (12)

Do planning to have in many countries (13)

Első feladat

Hallgassa meg a szöveget, amely a Sandia Laboratóriumban kifejlesztett új szerkezetről és módszerről szól.

Döntse el a hallott szöveg alapján, hogy az alábbi állítások igazak (I) vagy hamisak (H). Írja megoldását az alábbi táblázatba, a példa (0) szerint. *Csak igaz, vagy csak hamis válaszok esetén a feladat nem kerül értékelésre!*

ÁLLÍTÁSOK	IGAZ vagy HAMIS
0. <i>The Sandia National Lab is in the USA.</i>	I
1. The new machine makes liquid fuel from CO ₂ in the air.	
2. The idea was first described in a science fiction novel.	
3. The short name of the machine is CR 5.	
4. Sandia Lab is also working on a method of burying CO ₂ underground.	
5. The new machine needs 15-20 years before used in everyday life.	
6. The method is good for producing fuel for cars rather than for airplanes.	
7. The method is proved to reduce our carbon footprint considerably.	

Második feladat

Hallgassa meg az interjút, amelyben a szakértő a Google új mobiltelefonjáról, a Nexus One-ről beszél. A szöveg alapján egészítse ki az alábbi jegyzetet a példa (0) szerint. Egy-egy kiegészítés maximum 4 szóból álljon.

Notes on Nexus One phone

The specialist has seen but*hasn't used*..... it. (0. Example)

Looks like a typical (1)

Similar to the iPhone in the following: (Give 2 examples!)

..... (2)

..... (3)

Other handsets on the market:

From Apple, Blackberry, Nokia

Things running Google's (4)

The difference:

The aspect Google (5)

Google won some of the market

It is imperative to the company's (6)

Strategy of Google, a brand (7)

There's value for them in the (8)

Data Google could know about you through your phone: (Give 1 example!)

..... (9)

These data are massively (10)

Now Google knows a lot about people through: (Give 2 more examples!)

- The search engine

- YouTube video

- (11)

- (12)

Google's ambition: to be (13)

Első szöveg

Hallgassa meg a szöveget, amely az atomenergia angliai hasznosításának történetét mutatja be. Döntse el a hallott szöveg alapján, hogy az alábbi állítások igazak (I) vagy hamisak (H). Írja megoldását az alábbi táblázatba, a példa (0) szerint. *Csak igaz, vagy csak hamis válasz esetén a feladat nem kerül értékelésre.*

	IGAZ VAGY HAMIS
0. <i>A French state-owned company bought British Energy. (Example)</i>	I
1. Robert Orchard works for British Energy.	
2. British Energy has got 8 nuclear power stations.	
3. The French firm EDF is planning to build 4 new stations in GB.	
4. The Brits have gained much expertise in nuclear technology in the last 20 years.	
5. At present the nuclear industry provides half of Britain's electricity.	
6. The world's first commercial nuclear power station opened in 1956.	
7. The Calder Hall power station had been planned to provide nuclear weapons.	
8. The queen didn't attend the opening ceremony of Calder Hall power station.	

Második szöveg

Hallgassa meg a szöveget, amely a japán gazdaságról szól. A szöveg alapján válaszoljon az alábbi kérdésekre a példa (0) szerint. Egy-egy válasz maximum 3 szóból álljon.

KÉRDÉSEK		VÁLASZOK
0.	<i>What is the Japanese economy getting into? (Example)</i>	<i>.... A serious recession....</i>
1.	Which Japanese organization made announcement on 22 December?
2.	What has fallen by \$60 billion?
3.	What products does the rising Yen make expensive abroad?
4.	
5.	What is Toshihiro Nagahama's position at Dai-Ichi Life Research Institute?
6.	What does the government predict for the Japanese economy?
7.	Who said Toyota will make loss this year?
8.	For how long time hasn't Toyota had loss?
9.	How much was Toyota's profit in 2007?
10.	According to Toyota president, what were down for 2008?
11.	What happened faster on the auto market than Toyota expected?
12.	When might Toyota get into debts?

Első szöveg

Hallgassa meg a szöveget, amely a válások ökológiai hatásaira irányuló kutatás eredményeiről szól. Döntse el a hallott szöveg alapján, hogy az alábbi állítások igazak (I) vagy hamisak (H). Írja megoldását az alábbi táblázatba, a példa (0) szerint. *Csak igaz, vagy csak hamis válasz esetén a feladat nem kerül értékelésre.*

	IGAZ VAGY HAMIS
The research study ...	
0. ... was carried out in the USA. (<i>Example</i>)	I
1. ... was published as a book by the National Academy of Sciences.	
2. ... used data from 12 American countries.	
According to the researchers Eunice Yu and Jianguo Liu ...	
3. ... divorce led to higher demand for energy, water and land.	
4. ... divorce has been researched as a factor in climate change for a long time.	
5. ... in 2005, American divorces caused a waste of about 73 billion kilowatt-hours of electricity.	
6. ... a divorced person uses 42-61 % more resources than a married one.	
7. ... governments should deal with the environmental effect of divorce.	

Második szöveg

Hallgassa meg az interjút, amelyben a riporter James Winstanley-vel a G8 csoportról és a United Nations (UN) szervezetről beszélget. A szöveg alapján válaszoljon az alábbi kérdésekre a példa (0) szerint. Egy-egy kiegészítés maximum 3 szóból álljon.

KÉRDÉSEK		KIEGÉSZÍTÉSEK
0.	<i>What is Winstanley's job? (Example)</i>Political journalist....
1.	What has Winstanley worked for? (Give 2 examples!)
2.	
3.	Who gather round tables at the G8?
4.	What is the public face of the G8?
5.	Where is the real work done?
6.	Who is in the big groups that countries bring to the G8? (Give 2 examples!)
7.	
8.	What low or high-level issues are they talking about? (Give 1 example!)
9.	What is happening at the G8s instead of making firm deals? (Give 1 example!)
10.	How important is it to admit other countries, according to Winstanley?
11.	Where do India, China and Brazil play a big role? (Give 1 example!)
12.	What is the UN responsible for? (Give 2 examples!)
13.	

6. felvétel: Martha Stewart

Hallgassa meg az interjút, amely arról szól, hogyan érintheti a Martha Stewart Omnimedia céget az, hogy a tulajdonos Martha Stewart ellen büntetőper folyt. A szöveg alapján egészítse ki az alábbi jegyzetet a példa (0) szerint. Egy-egy kiegészítés maximum 3 szóból álljon.

Notes on Martha Stewart Omnimedia

The charge against Martha Stewart:*Lied to Federal Investigators*.... (0. Example)

Martha Stewart Omnimedia

Described as a '.....media and merchandising giant' (1)

Its printed products: (*Give 1 example!*)..... (2)

Its products for the home: (*Give 1 example!*)..... (3)

Any future for the Martha Stewart? (4)

..... has fallen (5)

70 % of : the name should be kept (6)

..... in the Living Magazine decreased by 35% (7)

Keeping the name but emphasising other things

Example: Their magazine '.....' changed its cover (8)

The Stewart name will fade from (9)

Other examples of changing names to survive similar ? (10)

Philip Morris and Esso, but both were companies (11)

Martha Stewart really is/was the of the company (12)

7. felvétel: Consumer rights:

Pipálja ki azokat a témákat, amiket a vásárlói jogokról szóló program bevezetőjében említenek:

0. buying things online ✓
1. late delivery
2. trousers don't fit quite well
3. colours are too light
4. curtains cut in the wrong way
5. car hasn't been repaired properly
6. faulty goods
7. hidden charges
8. refunds
9. returns
10. how to dispute the price
11. sales agents' phone calls

8. felvétel: Company Culture

Hallgassa meg egy vitafórum részletét, amelyben a pakisztáni üzleti élet új törekvéseiről beszélnek! Készítsen jegyzeteket a megadott szempontok alapján (maximum 2-3 szóval).

Company Culture

scene: Global Ideas Conference, Edinburgh

guests: 0. (example) entrepreneurs, filmmaker, physicist

topic: workplace culture in Pakistan

Pakistan: (1.)th most populous country

companies: (2) more than government

concept of (3) means: putting yourself into somebody else's shoes

everyone should be on the (4)

business leaders: (5)..... than politicians, so they take the lead

12-step- (6)

these include: NO to (7).....

openness to (8).....

do NOT judge other people

employers do NOT (9)..... workers

small steps, but has to start somewhere

not us ⇔ (10)

9. felvétel: New Food Entrepreneurs

Hallgassa meg egy rádióműsor részletét, amelyben újonnan létrehozott kisvállalkozásokról beszélnek, amelyek élelmiszerekkel, főzéssel, sütéssel kapcsolatosak! Készítsen jegyzeteket a megadott szempontok alapján (maximum 2-3 szóval).

name of business: 0.*Too Busy to Bake*.....

his customers: 1.

2.

3.

location of his business: 4.

previous field of work: 5.

title of interviewee's book: 6.

in his opinion, the helping factors of new businesses: 7.

8.

strength of new businesses: 9.

10.

11.

typical new business as a result of last recession: 12.

In this recession, business climate changed. Logistics, communications and social media (websites) are available.

necessities to start a new small business now: 13.

14.

10. felvétel: Dairy Farmers' Costs

Hallgassa meg egy rádióműsor részletét, amelyben a tejipar jövedelmezőségéről beszélnek!
Döntse el, hogy az alábbi állítások igazak (I), vagy hamisak (H).

ÁLLÍTÁSOK	IGAZ v. HAMIS
0. <i>Currently farmers can't recover their costs in milk production. (example)</i>	I
1. There's only one strategy left to become profitable: to aim at niche markets.	
2. The dairy industry has suffered a setback due to the rising feed prices and the decreasing demand for dairy products.	
3. Premium products always become successful on niche markets	
4. Niche markets have difficulties due to competition.	
5. In the case of niche markets, market saturation is a real threat.	
6. Efficiency always means getting a bigger herd in the dairy business.	
7. There are many farmers in England who quit the business of milk production.	
8. There are no success stories in the dairy business nowadays.	

Szövegek

1.vizsga:

Text 1 – Green Deal (2'28'')

- With the winter spill sweeping the country and boilers going full blast, you may be interested to know that the government is planning to offer every household in the UK a new deal aimed at making their home more energy efficient. The government is calling it the Green Deal and it hopes it will help upgrade homes, reduce energy bills and create 100,000 new jobs. Greg Barker, the conservative MP for Bexhill and Battle is the energy minister and he told me how much people would be allowed to spend under the new scheme.

- Well, people would be able to spend up to 6,000 pounds on a whole range of measures that obviously may mean obvious things like in their loft or solid wall insulation but we hope that there will be a wide range of affordable and effective measures that will also be available to the consumer under this Green Deal and more innovation will come through in due course. And we want to make these things available to everybody. They could be a student, a pensioner, a young family, it really doesn't matter. Everybody, whether they are a home owner or a tenant will be able to apply for Green Deal measures to improve the property that they live in. Because it's not just about lowering people's bills. It's also about making sure that we improve the housing stock and that we reduce the carbon emissions that are coming from Britain's buildings. And a key thing is that they won't have to put up any money upfront at all. These will all be paid for over 25 years from a levy on the bill of that household regardless whether the people who initiate those measures move on or what their status is.

- When will people be able to apply for this money?

- Well, we have to take the bill through Parliament, it will come in to Parliament just before Christmas, it will hopefully get royal assent by the summer. We then have to bring in secondary legislation to set the standards for consumer protection and for the standards for the installers and also for the equipment that they will be installing. So there's quite a lot of technical detail that we need to then be sorted because consumer protection is going to be very-very key to making sure that the roll out is a success. But we hope that we'll be able to be completed by the second half of 2012.

- That was the energy minister Greg Barker and if you would like to tell us what you think about that proposal you can e-mail us at bbc.co.uk stroke radio4 stroke you and yours.

Text 2 – Managing change (2'16'')

Before change there must be analysis. Organisational change is a costly and difficult business and there must be a real business need reason in order to change current practice. Typically, changes are attempts to reach new markets, to improve productivity or to cope with drastically reduced funding. A good analyst will identify the key problem.

Once it's clear what change is required, a change strategy has to be developed. In other words, somebody needs to say what should be done. Sometimes the idea will come from a 'visionary' within the company, perhaps an imaginative and persuasive member of the management team. Otherwise, the company might bring in a consultant to help them find the right solution. Either way, management should also consult with staff at this stage. There should be meetings to help raise awareness for the need for change and to give employees a chance to suggest their own solutions.

Next comes what's probably the most problematic stage: implementation. Above all else, making the planned change a reality requires communication. Staff will need to be informed of new procedures and, where necessary, trained in new skills. The most important member of the change management team at this stage is the 'gatekeeper'. It's their job to be available to staff to help them deal with problems they may be having with the changes and answer any questions, making the change as painless as possible.

Finally there's the consolidation stage. There needs to be a way to collect feedback from employees on how the change is being received. Because there will still be some resistance to the change even at this stage, someone needs to act as a 'champion' for the innovation. The champion gives encouragement and raises morale by congratulating everyone on a successful changeover and on what's been achieved.

2. vizsga:

Text 1 – Plastic bags (1'59")

London may soon be changing the habits of shoppers in the city and helping the environment by banning the use of the ubiquitous plastic shopping bag. Estimates are that Londoners and tourists use 1.6 billion plastic bags each year, many of which are thrown away after just one use. Shoppers may soon have to buy reusable bags in an attempt to reduce the strain on landfill sites, where the bags take 400 years to break down. Local authorities have asked the British government to ban retailers from giving away free plastic bags. A spokesman said stores should sell reusable bags and pass the money raised on to environmental projects. "As a society, we need to do far more to reduce the amount of waste we are sending to landfill and London as a city is determined to take an ambitious lead on this issue," he said.

Retailers are up in arms at the idea and have promised to fight the government to stop the ban from going ahead. The British Retail Consortium said there was no need for the ban as it would simply cause inconvenience to shoppers. A spokesman told reporters: "We think it's excessive and misguided [because] retailers are already committed to reducing the environmental impact of bags by 25 per cent by the end of next year." He was worried the ban would affect sales, saying: "If somebody is going to go into a supermarket or convenience store, it's hard to see in practical terms, unless they have brought a bag with them, how they will be able to buy more than a few items." A recent survey found 92 percent of Londoners supported a total ban on plastic bags or a tax on them.

Text 2 – Work Life Changes (2'21")

- How should business leaders prepare for these changes?

- I think there are a number of things. I mean, I think the one area as well is about personal responsibilities in terms of their employees. And we now that personal responsibilities will increase and so the people's private needs are. So there is a greater blurring of the boundaries between work and life as people try to cope with the numerous conflicting and urgent demands. So work-life balance we are suggesting superseded by work-life integration. And organizations for the future will clearly need to be far more open and flexible to ensure that the opportunities are being brought about by globalization, the wider talent pool and the need for greater collaboration can be brought in far more. Exploiting the potential of technologies, we have touched on things, like holograms. But also training their staff in the latest systems. And also thinking about the types of skills that managers and leaders will require, so we have talked much more around political skills and building alliances. As well as working in more project-based teams will become more and more critical.

- And you say that large corporations will have more influence than governments. Why should that be so and what are the implications of that?

- This idea of both the employee exerting greater influence and the customer also exerting influence, generally will looking at corporations and larger organizations really having greater influence.

- Another possibility raised by the senior executives who you have spoken to is that America will withdraw from the global market place. What do you mean by that?

- As part of the 17 different scenarios, one of those is around the influence obviously of America or indeed perhaps potentially other countries. They are becoming obviously very focused on their needs. They withdraw from the market place. The implications of that could be quite an impact across the globe. So what we are suggesting is that you need to do sensible planning and making sure that we got relationships in more than one country.

3. vizsga:

Text 1 – Machine Sucks CO₂ (1'57')

Engineers at a U.S. laboratory may have discovered one answer to the problem of global warming. They have made a machine that can suck carbon dioxide from the air and convert it into liquid fuel. Researchers at the Sandia National Labs believe their creation can provide a sustainable form of renewable energy. Their device sounds like something from science fiction. In fact, the name of it is probably the most difficult thing to understand. It is the Counter-Rotating-Ring Receiver Reactor Recuperator, or CR5 for short. Lead developer Rich Diver is excited about his project. He said sucking CO₂ from the environment could be an alternative to carbon sequestration. This is a method of burying CO₂ deep underground. Sandia calls the process carried out by CR5 "Sunshine to Petrol". The researchers say their invention is still 15 to 20 years away from being in full operation. It is currently just a prototype – a small model of the real thing. A Sandia spokeswoman said it "holds a real promise of being able to reduce carbon dioxide emissions". She added it would allow us "to keep using fuels we know and love". It is possible that by 2030, cars and airplanes will run on

the converted fuel. It will produce fuels such as methanol and gasoline. It will be interesting to see if this machine can actually lower our carbon footprint. Yes, it reduces carbon dioxide in the atmosphere, but its liquid fuel product causes pollution when it burns.

Text 2: GooglePhone (2'10")

- I have seen the Nexus One phone, I have actually used it but when you see it, it looks fairly much like a typical smart phone now, very similar to the i-phone. It's got touch screen, lots of snazzy animations and nice pictures and its very easy to use and its very fast. That doesn't really distinguish it from the rest of the market, to be honest, there's, there's a lot of other handsets out there from Apple, from Blackberry, from Nokia and also from Google, things running Google's own software.

What does make here the difference I think is the aspect that Google is taking control, they really won a slice of the mobile phone market. I think it's absolutely imperative to the future of the company and they are not standing by and watching someone else have to do it for them, you know, they are really taking the ...

- How does it fit in to the overall strategy though, because, I mean, they are a much trusted brand, you know the search engine of choice for many people. Is it a diversification too far?

- It's interesting to see where Google is going. There is clearly a lot of value in the mobile market for them. I mean you imagine the kind of things that you do with your phone and the data that Google could know about you if it had control over your phone as well. I mean where you are, who you talk to, what you are doing. All of these things are absolutely massively valuable to Google. The question is if they start to get more and more of that information, how do people feel about it and you know a lot of people are feeling ambivalent about the idea that Google not only knowing everything they type into a search engine, every video they watch on YouTube, every advert they click on, every e-mail they send. You know, now Google might also know everything you do with your phone, that's kind of scary. But it also shows the massive ambitions that Google has, you know it wants to be the biggest company we have ever seen before and you know this is the latest step in that story.

4. vizsga:

Text 1 – GB Nuclear Power (2'01")

- Gordon Brown's ambitious plans for a new generation of nuclear power stations could now depend on the French government building them after the controversial sell off of British Energy to a French state-owned company was agreed last month. Our parliamentary correspondent, Robert Orchard looks back at the stop-go history of nuclear power in Britain.

- The sale of British Energy, which owns 8 of Britain's 10 aging nuclear power stations should signal a renaissance for an industry that till recently looked dead and buried. The state-owned French firm EDF says it wants to build at least 4 new reactors here. But most of the

skills and technology required will have to come from French companies. British expertise is now in short supply for it's more than 20 years since Margaret Thatcher's conservative government ordered the last new nuclear power station to be built in Britain. As fears grew that nuclear power was just too expensive, dirty and dangerous, a nuclear industry that still produces 15% of our electricity, seemed in terminal decline. The oldest nuclear power stations are shutting down with no replacements even on the drawing board. So, how and why is nuclear power now back on the agenda with a vengeance. And has the political change of heart come too late to stop the lights going out, as some experts predict. The stop-go story of what would become such a highly controversial industry began with high hopes and swelling national pride at the launch of the world's first commercial nuclear power station on a windy Cumbrian day back in 1956. The electricity generated at Calder Hall at Windscale was almost a by-product of a plant originally designed to produce plutonium for Britain's nuclear deterrent, a fact rather glossed over in the marketing slogan for the new industry "Atoms for peace." The queen duly pulled the lever creating a surge not just of electricity but of hope and excitement.

Text 2 – Japanese Economy (2'01')

Japan's economy is showing signs of slipping into a serious recession. Japanese exports dropped by their largest ever amount in the last quarter. The Japanese Finance Ministry announced on December 22nd that its exports dropped sharply by 27% compared with the previous year. This represents a whopping \$60 billion fall in export revenues. Japan is being hit badly by the rising Yen. This is making its cars and electrical goods extremely expensive overseas. Sales in its biggest market, the USA, are really suffering. Toshihiro Nagahama, a chief economist with the Dai-Ichi Life Research Institute said: "Japanese exports are in a state of annihilation." The Japanese government predicts worsening times ahead for the world's second largest economy.

A key sign that Japan's economy is in trouble is the recent loss reported by Toyota. Executives from the biggest carmaker in Japan said the company will experience its first loss in 71 years. It expects to lose over \$1.6 billion. This is a considerable downturn from 2007, when it made profits of \$2.27 billion and overtook General Motors as the world's largest car maker. Toyota president Katsuaki Watanabe said worldwide sales were down for 2008, and could not provide a forecast for 2009. The company said the downturn was because of a "faster than expected contraction of the auto market". Koichi Ogawa of Daiwa Investments said: "This is very, very, very bad. There's a chance Toyota could also fall into the red in the next business year."

5. vizsga:

Text 1 – Divorce (1'54')

Divorce is bad for the environment. This is the conclusion of a research study carried out by ecologists at Michigan State University in the USA and published in the journal 'Proceedings of the National Academy of Sciences'. Researchers found that divorce has different kinds of negative impacts on the planet. The research team analyzed data on married couples and their use of resources in 12 countries, including the USA, Brazil, Costa Rica, Ecuador, Greece, Mexico and South Africa. Lead researchers Eunice Yu and Jianguo Liu discovered that divorce led to smaller average household sizes, which resulted in a larger number of total households and thus a greater demand for energy, water, and land.

In many countries around the world divorce rates have been rising. "A married household actually uses resources more efficiently," said Mr Liu. He added that people seemed surprised by his findings at first, and then after thinking about it, decided it was simple. He said: "People have been talking about how to protect the environment and combat climate change, but divorce is an overlooked factor that needs to be considered." His report states that in America in 2005, divorcees could have saved more than 73 billion kilowatt-hours of electricity and 627 billion gallons of water if they had stayed married. In percentage terms, divorcees used 42-61 percent more resources per person compared with a married person. To help save natural resources, Yu and Liu recommended that governments consider the environmental impact of divorce and separation.

Text 2 – G8 meeting (2'30")

Interviewer: James Winstanley is a political journalist who has worked for several major international newspapers, magazines and TV channels, reporting on international affairs. During his career, he's covered at least a dozen G7 conferences. James, tell us - is there some real work going on there, or is it an excuse for the world's top politicians to get together and have a break?

Winstanley: Well, we all see the major world leaders gathering round tables and looking very serious, but I don't think much real work is being done there, actually. The public face of the G8 is largely a formal occasion.

Interviewer: So what is going on then?

Winstanley: Well, most of the real work is being done behind the scenes.

Interviewer: How do you mean?

Winstanley: Well, each country brings an enormous entourage with it - a big group of government ministers, diplomats, interpreters - and all these people are meeting in other places while the various presidents and prime ministers are swapping formalities around a table or posing for the group photograph.

Interviewer: What are they talking about?

Winstanley: Well it could be anything really - from very low level import/export agreements between two or more countries, to high level strategic negotiations over very sensitive issues.

Interviewer: Are deals actually made at the G8 or is it just a talking shop?

Winstanley: I don't think many firm deals are ever made, but it wouldn't be fair to call it a "talking shop" either. I think connections are made and networks built up. That's a very important process.

Interviewer: Is the G8 a closed shop? Why aren't other countries admitted?

Winstanley: Yes, this is a major issue, and one that the group will have to tackle in coming years as the global rift between wealth and poverty becomes more extreme.

India and China, for example, and Brazil too, are all countries that have a major role in the world's economy and international balance. Sooner or later, the group will have to admit them.

Interviewer: And finally, how far do you think the G8 is taking over the role of the UN?

Winstanley: Well, that's another very good question - I think that conflicts are inevitable, but the UN is really responsible for international security, conflict resolution and high-level strategic planning. The G 8 is much more about basic economics and trade policies.

Interviewer: So there shouldn't be any conflict?

Winstanley: Ideally, no.

6. felvétel: MarthaStewart Co. (2'30")

P: Regular listeners to the programme will have followed our coverage of the trial of Martha Stewart, one of the best known women in America, leading to her conviction on charges of having lied to federal investigators. Stewart's company, Martha Stewart Omnimedia, is described as a 'lifestyle media and merchandising giant', producing everything from books and magazines to TV programmes, garden furniture, towels, kitchen equipment pretty much everything you could need to make your dream home, and pretty much all sold using Martha Stewart's name. I'm joined here by Professor Dave Spader. Dave, do you think there's any future for the Martha Stewart brand?

D: Well, that's the big question. As you say, the share price has fallen dramatically and that's not good news for any company. The company's own research says that 70% of their consumers think they should keep the Martha Stewart name but at the same time advertisers are keeping away from the company's magazines. Advertising in the Martha Stewart Living magazine is down 35%. I think what's happening is that they're keeping the name but playing it down and putting the emphasis on other things. For example, one of their newest magazines, 'Everyday Food', no longer has 'From the Kitchens of Martha Stewart Living' on its cover. Things like that. Publicly, they're saying they'll stick with the name but I think we'll continue to see Stewart's name fade from view. Whether they'll get rid of her name altogether I think it's too early to say.

P: Are there other examples of brands changing names to survive this kind of bad publicity?

D: Oh, several. Philip Morris, the cigarette company, has recently become Altria and, in America, Esso became Exxon. But they were both parent companies changing their names, and I don't think we can make direct comparisons with the Martha Stewart brand where she really is - or perhaps I should say was the public face of the brand.

P: So, you think the tough times will continue for Martha Stewart Omnimedia?

D: I'm afraid so. Whatever they choose to call themselves.

7. felvétel: Consumer Rights (0'54'')

Hello. Well we all like shopping I suppose, buying things online, or in real shops that you have to walk to. But when we get the stuff home or it's delivered to the front door, disappointment sometimes follows. Those trousers don't quite fit as well as they should, the colour looks different in the cold light of your own home or the curtains you ordered have been cut slightly wrong or that repair to your car didn't last as it should, or something is perhaps not quite as it was advertised when it's delivered or it doesn't even arrive at all.

So what are your rights as a consumer, when things are not quite right or disappointing or go wrong. Today we are taking your questions on consumer rights. Emails have been coming in steadily. Our website: BBC.co.uk/moneybox. But if you've been frustrated by faulty goods, poor service or hidden charges, or you want to know about refunds or returns, or how to handle a dispute you can call now 03-700-100-444.

8. felvétel: Company culture (3'06'')

Welcome to the Forum from the BBC World Service where this week you're joining me, Bridget Candle for a special programme from Scotland's capital city. We are in Edinburgh, part of this year's TED global ideas conference.

In front of me is a hall of creative people: thinkers and practitioners, visionaries and risk takers, and with me here on the stage are entrepreneurs Ron Danbow and Ranshi Pati, film maker Shamin Obeid Chinnoy, and physicist, Jeffrey West.

Let's give them a warm welcome!

-Now, in today's programme with you, our audience and my four guests we'll be exploring fresh ideas for business. So let's begin with the workplace culture. And one idea that might just transform the way companies operate in your country, Shamin, Pakistan, the world's 6th most populous country, and the idea is called the business compassion assessment. What exactly is that?

-Well, in Pakistan companies are usually known to innovate much more than the governments are. So we are hoping that companies come forward and create a work culture that is based around compassion. And when we think of compassion often we think about taking pity on someone. But what we are really talking about is compassion, putting yourself in somebody else's shoes.

So in Pakistan there is a lot of discrimination, based on religion, based on ethnicity. And we want to start with the workplace, setting a culture which puts everyone on the same page and cultivating that.

-You say Pakistan is good for innovation in the private sector. But how much does it need this compassion?

-It really... Well, we've started testing the waters with some companies and they have come forward with it. Business leaders, because they are by and large more educated than politicians are in Pakistan they are taking the lead with this. And they are really thinking that

if in the workplace they can create such an environment that could perhaps translate in other quarters in the country.

-But you are not talking about workers' rights here, are you? You are talking about the way people treat each other. So how do you define this? Is there a code of conduct?

-Yes. It is a 12-step code of conduct, loosely based on Karen Armstrong's charter for compassion. Actually that's how it initially started. The idea is that we say no to corruption, we learn about the rest of the world, we do not judge other people, when we talk about mentality between workers and owners, which really exists in Pakistan, where you have people who think that they own the people who work for them, to get rid of that mentality. And really small steps. And I know this feels like very touchy-feely kind of Can it actually work? But you have to live in Pakistan to understand where we are today. That every little bit counts right now. And we have to start cultivating a culture where people start putting themselves in other people's shoes, and start realising that we can no longer look at each other as US versus THEM.

9. felvétel: New Food Entrepreneurs (2'50")

Hello, my name is Gavin from Too Busy to Bake. I make cakes from home, things like Canadian carrot cake and chocolate Ganache cake and today I'm just about to make a Red velvet cake. I make cakes for individuals who request them, but mainly it's to cafes and delicatessens in the Birmingham area. I'm operating out of my kitchen, I live in Oldridge, which is the north side of Birmingham. I've been here for a number of years but only been properly baking probably the last 18 months since been made redundant 2 years ago after 20 years in doing household insurance claims and prior to that another insurance. So 20 years in corporate life, got made redundant for the third time and decided with my wife, we just have a review of life and what was going on and this seemed to fit in much nicer with the work-life balance.

There's a quiet revolution taking place across Britain. Partly as a result of recession, and partly because a growing number of people are taking stock of their lives, and seeking new horizons. There's an exodus from highflying city careers into kitchens and restaurants across the nation. As middle-class professionals leave corporate life to take up their kitchen utensils, and start fine food businesses, Andrew Web, author of Food Britannia, thinks we're on the crest of an exciting new wave.

I suppose the people I've met who've packed it all in and started their own business, what enabled them to do that is the fact that they can leverage technology, the internet, social media, and use their agility and ability to sort of make new products, develop things rapidly as a strength. So their size shouldn't necessarily be seen as a weakness. And that's one of the key themes I think I found is that people typically wake up in the morning and think: let's do this with cheese instead of something else!" and develop it rapidly and get it out either via the websites or via farmer's markets or smallholdings. And they can iterate and develop new products very, very quickly. And that's a strength.

By and large, they are in it because they've done other things and it's that sort of it's the post-career career in a way. (Yes.) It's something that I've been places I've done a lot of things and now this is what I will do. And I don't need an exit strategy 'cause it is this 'til I drop.

It's said that the last big recession gave us the gastro-pub when a lot of brewers were closing down premises which were licensed and chefs that otherwise couldn't afford to start their restaurants could get licensed premises. But that was the last recession. This one seems to be .. people break different kind of change and different kinds of businesses.

People are developing sort of ancillary products or sort of products that augment other ingredients. No one is gonna go „Do you know what? I fancy being a dairy farmer!” 'cause you just not gonna be able to leverage that kind of infrastructure and assets really. And so we've got the logistics, we've got the communications and the social media and websites and things. And so you can start with a very small capital outlay and a germ of a really good idea and play to that strength of agility and customer interaction and novelty and interest and do something remarkable.

10. felvétel: Dairy farmers' costs (2'50")

In the last year more than four hundred UK dairy farmers left the business, the equivalent of at least one a day. Making a profit has been hard since the late nineties and many farmers say they are paid less than it costs to produce milk. Strategies for survival include getting bigger or going for a niche market like organic or local food. But with increasing costs for things like feed and recession hit consumers that, too is becoming tough. The former chair of the NFU's next generation dairy board, Roger Lewis says producing a premium product doesn't guarantee success.

„When there isn't a huge amount of being produced on a farm if you can find an end market that is going to return a better price it's great, but unfortunately a huge amount of .. diversification projects have sort of been done. It is incredibly difficult for these niche markets to compete with larger processors and obviously then retailers. It just isn't retaining enough money to it.

- So you are saying then the market means the people who've diversified into more lucrative niche markets are actually struggling.

Once it's been done, you can't saturate that market, and that's probably where I'm coming from. Those who've already diversified into those sorts of areas are probably doing fine, but there is only so much of it, like self-catering, when everybody does that, all of a sudden there aren't enough people for self catering. So all these sort of projects require quite a large amount of money to sort of carry out that.

- Does efficient though mean expansion and getting a bigger dairy herd?

Not at all. Efficiency, yes. As part of it is scale but it is efficiency of production and that basically is utilising the land area you've got the very best possible way to produce as much milk from it. It certainly doesn't mean large... large scale farming.

-Is it the case that there tends to be so much focus on the number of farmers who are leaving the industry who are struggling to make a profit, that actually the glowing role models, the people who are making a real go of it, are actually obscured by that?

That is possibly a fair comment. You know we constantly hear about the numbers leaving the industry, which is a fact, we cannot go away from that, whilst at the same time there are some terrific businesses out there now, who cashed opportunities of extra land or facilities and to grow their business. Whilst yes, there is no doubt about it that we should be receiving a far better milk price than what we are, compared to the rest of Europe, these people have still made a profitable business out of it.

Megoldások

1. vizsga:

Text 1: Green Deal: 1I 2H 3H 4H 5I 6I 7H

Text 2: Managing changes

1 need (reason) 2 reach new markets / improve productivity / cope with funding 3 Change strategy 4 management team 5 consultant 6 raise awareness 7 (their own) solutions 8 communication 9 new skills 10 deal with problems 11 collect feedback 12 encouragement 13 (a) successful changeover / what's been achieved

2. vizsga:

Text 1: Plastic Bags: 1I 2H 3H 4H 5I 6H 7I

Text 2: Work- life changes kf G

1 responsibilities 2 demands 3 integration 4 flexible 5 collaboration 6 latest systems 7-8 (Any 2 of) political skills / building alliances / (working in) project-based teams 9-10 (In any order) employee, customer 11 seventeen/17 12 their needs 13 relationships

3. vizsga:

Text 1: Machine Sucks CO₂: 1I 2H 3I 4H 5I 6H 7H

Text2: Google Phone

1. smart phone, 2. For 2 and 3 any two of: 3. touch screen / (lots of) (snazzy) animations / nice pictures / easy to use / very fast, 4. own software, 5. takes control / is taking control, 6. future, 7.(much) trusted, 8. mobile market, 9..Any 1 of: where you are / who you talk to / what

you are doing 10. valuable, 11. advert (they click on), 12. e-mail (they send), 13. the biggest (company)

4. vizsga:

Text 1: GB Nuclear Power

1. H, 2.I, 3. I, 4. H, 5. H, 6. I, 7. I, 8. H

Text 2: Japanese Economy

1. Finance Ministry, 2. export revenues, 3. cars, 4. electrical goods, 5. chief economist, 6. worsening times, 7. (Toyota) executives, 8. 71 years, 9. \$2.27 billion, 10. worldwide sales, 11. contraction, 12. next business year

5. vizsga:

Text 1 – Divorce

1. H, 2. H, 3. I, 4. H, 5. I, 6. I, 7. I

Text 2 – G8 meeting

Any 2 for 1-2 of: 2. (several) (major) international newspapers / magazines / TV channels, 3. world leaders, 4. (A) formal occasion, 5. behind the scenes, 6. *Any 2 for 6-7 of:* government ministers / diplomats / interpreters, 8. import/export agreements / strategic negotiations, 9. connections (are) made / networks built up, 10. major issue. 11. (In) world's economy / (In) international balance, *Any 2 for 12-13 of:* international security / conflict resolution / (high-level) strategic planning

6. felvétel: 1 lifestyle 2 books / magazines / TV programmes 3 garden furniture / towels / kitchen equipment 4 brand 5 share price 6 consumers 7 advertising 8 Everyday Food 9 view 10 bad publicity 11 parent 12 public face

7. felvétel: 2, 4, 5, 6, 7, 8, 9

8. felvétel: 1. 6, 2. innovate, 3. compassion, 4. same page 5. more educated, 6. code of conduct, 7. corruption, 8. the world / the rest of the world 9. own, 10. them

9. felvétel: 1. his kitchen/ own kitchen / his own kitchen, 2. individuals, 3. cafes, 4. delicatessen, 5. insurance, 6. Food Britannia, 7. technology / internet, 8. social media, 9. agility, 10. rapid reaction time / speed / fast, 11. size 12. gastro-pub, 13. small capital outlay, 14. good idea / germ of a good idea

10. felvétel: 1H, 3I, 3H, 4I, 5I, 6H, 7I, 8H

Tartalomjegyzék

bevezetés

1. vizsga: Green Deal – Managing changes
2. vizsga: Plastic Bags – Work changes
3. vizsga: Machine Sucks CO₂ – Google Phone
4. vizsga: Nuclear Power – Japanese Economy
5. vizsga: Enviromental Effect of Divorces – G8
6. felvétel: Martha Stewart Co.
7. felvétel: Consumer rights
8. felvétel: Company Culture
9. felvétel: New Food Entrepreneurs
10. felvétel: Dairy Farms Going out of Business

szövegek

megoldások