

## PROVES D'ACCÉS A LA UNIVERSITAT

## PRUEBAS DE ACCESO A LA UNIVERSIDAD

CONVOCATÒRIA: SETEMBRE 2010

CONVOCATORIA: SEPTIEMBRE 2010

ANGLÉS

INGLÉS

**BAREM DE L'EXAMEN:**BAREMO DEL EXAMEN: **Please answer on a separate sheet of paper.****OPCIÓ A / OPCIÓN A****Part A. Reading Comprehension.****Read the following text:****STORE BRANDS LIFT GROCERS IN TROUBLED TIMES**

As the economy plunges into a deep recession, grocery stores are one of the few sectors doing well. That is because cash-short consumers are eating out less and stocking up at the supermarket. And store brand products, which tend to be cheaper than national brands and more profitable for grocers, are doing especially well.

Led by chains like *Kroger*, *Wegmans* and *Safeway*, grocers have expanded their store brands beyond cheap generics and simple knockoffs of Cheerios, Oreos and Coca-Cola. Now, retailers are increasingly adding premium store-brand items like organics, or creating products without direct competition.

In this economic climate, many shoppers are willing to try the newly developed store brands. They also say it is hard to resist the low prices of store brands for staple goods like milk, sugar and cheese.

Jan-Benedict E. M. Steenkamp, marketing professor at the University of North Carolina, said past recessions had given consumers a reason to trade down from national brands. This time, he said, the gains may stick because the quality and consistency of store brands have improved.

Besides the weak economy, the growth of store brands reflects a historic shift in the balance of power between packaged food manufacturers and grocery retailers. As these grocery retailers have consolidated and grown bigger, they are increasingly able to stock their shelves with their own store brands, which bring higher profits and drive customer loyalty — all to the detriment of major food brands.

Of course, major branded food companies dispute the idea that store brands are just as good as their products and they argue that branded products offer better taste, consistency and innovation, justifying a premium price.

Source: Andrew Martin, *The New York Times*

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**BAREM DE L'EXAMEN:**BAREMO DEL EXAMEN: **Please answer on a separate sheet of paper.****OPCIÓ B / OPCIÓN B****Part A. Reading Comprehension.****Read the following text:****NOW TEACHERS ARE ORDERED TO SMILE AT THEIR PUPILS**

A secondary school has ordered teachers to welcome children with a smile at the start of every lesson as part of a drive to hand more power to pupils. Staff have also been told to ensure they are not boring students by setting work that is too hard.

The move is the latest example of a Government initiative to give pupils a major say in many aspects of their schooling, but some critics say this is putting children in charge.

Yesterday the Mail revealed that 20 students at a Kent secondary school were given iPhones to provide instant feedback of teachers to senior staff. In another incident, a teacher being interviewed for a job by a student panel was asked to sing the Michael Jackson song 'Bad'. She failed to get the job after refusing. Pupils on another interview panel voted in favour of a female candidate because she was the 'prettiest', although she was not hired.

Schools Secretary Ed Balls admitted the approach used by some schools was 'completely wrong', 'absurd' and 'ridiculous'. 'The people who are in charge are the head teachers, the governors and the teachers,' he said. 'The idea that you would give out iPhones to secretly spy on teachers, that would be in my view, completely wrong'. 'Any head teacher doing that needs to look hard at themselves and consider the way in which they are doing things'.

But far from dismissing the practice, he added: 'Some schools do ask teachers to get a report from the children about how lessons are going'.

Daily Mail, Tuesday, April 6<sup>th</sup>, 2010, p. 10

# OPCIÓN A / OPCIÓN A

**I. Answer the following questions using your own words but taking into account the information in the text. (2 points: 1 point each)**

- a. According to the text, why are grocery stores, nowadays, successful in comparison to other businesses?
- b. On what basis do food companies justify the higher price of their brand-name products?

**II. Are the following statements true (T) or false (F)? Identify the part of the text that supports your answer by copying the exact passage on the answer sheet. (1.5 point: 0.5 each)**

- a. National brands are usually more profitable for grocers than store brands.
- b. Shoppers find it difficult to resist buying store brand milk and sugar.
- c. Major food manufacturers claim their products are as good as store brands.

**III. Find a synonym for each of the four words below from these six options: (1 point: 0.25 each)**

*plunges*      *retailers*      *staple*      *trade down*      *stick*      *products*

- a. merchants who sell goods directly to the consumers
- b. stay, remain
- c. drops steeply
- d. basic, essential, necessary

**IV. Choose a, b, or c, in each question below. Only one choice is correct. (1.5 points: 0.5 each)**

1. Nowadays, consumers are short of cash; as a result, they...
  - a. line up at supermarkets to get groceries.
  - b. go to restaurants less frequently.
  - c. eat less than before the recession.
2. Food chains like *Wegmans*...
  - a. are introducing more quality store-brand products.
  - b. are expanding by opening more stores.
  - c. have decreased the amount of generics.
3. According to the text, the growth of store brands reflects
  - a. the consolidation of grocery retailers in detriment of major food manufacturers.
  - b. customers' loyalty to national brands.
  - c. the power of national manufacturers.

**Part B. Write a 130 to 150-word composition. (4 points)**

How has the financial crisis affected daily life in Spain?

**I. Answer the following questions using your own words but taking into account the information in the text. (2 points: 1 point each)**

- a. What measures have teachers been forced to take in secondary schools?
- b. Why have mobile phones been used in some schools?

**II. Are the following statements true (T) or false (F)? Identify the part of the text that supports your answer by copying the exact passage on the answer sheet. (1.5 point: 0.5 each)**

- a. Teachers have been told not to assign homework.
- b. In Kent, iPhones were given to every student.
- c. Some schools want their students to express their opinion about their classes.

**III. Find a synonym for each of the four words below from these six options: (1 point: 0.25 each)**  
*staff          schooling          feedback          incident          panel          governors*

- a. jury, committee
- b. event, episode
- c. employees
- d. response, opinion

**IV. Choose a, b, or c, in each question below. Only one choice is correct. (1.5 points: 0.5 each)**

- 1. A teacher was asked to sing 'Bad'...
  - a. and got the job.
  - b. and never got the job.
  - c. and was then asked to refuse the job.
- 2. Ed Balls stated that...
  - a. students should have more power.
  - b. teachers should be secretly observed.
  - c. iPhones are not a good tool to provide feedback.
- 3. Some schools want students to...
  - a. give their opinion on lessons.
  - b. describe teachers.
  - c. report about the use of iPhones.

**Part B. Write a 130 to 150-word composition. (4 points)**

What is your opinion about giving more power to students in schools?