UNIcert® III- Prüfung
Dezernat V – Internationale Angelegenheiten
Fachsprachenzentrum

Wirtschaftsenglisch
Fachsprachliche Aufgaben
Dezember 2014

Dauer: 45 Minuten

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MATRIKELNUMMER: _________________________________ 1/ 5
You founded your own cocktail delivery company with your best friend from university after winning some funding from a start-up competition. You’re being interviewed by the local radio station to promote both your story and your company, and to give advice to budding entrepreneurs. You have been given the following questions to prepare in advance.

*You will be marked on both content and use of language.*

**Question 1**

When you went into business you decided to set up a partnership.  
*(6 points for content)*

What are three advantages of this type of ownership?

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

What are three disadvantages of this type of ownership?

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

**Question 2**

Thankfully, you won funding from a competition to get your company kick-started. Another way to raise finance would be to attract a venture capitalist. Can you explain what a venture capitalist is?  
*(3 points for content, 1 point for language)*

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Question 3

Some budding entrepreneurs are being supported with microloans provided by Tesco Bank and Grameen Bank. Can you explain what *microcredit* is to our listeners? (2 points for content, 1 point for language)

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Question 4

You have been called a young, democratic leader. Can you tell us three advantages of the *democratic style of leadership*? (3 points for content)

**Advantages**
1. __________________________________________
2. __________________________________________
3. __________________________________________

Question 5

As you know, leadership is different to management. What five tasks do you think are key to being a good manager? (5 points for content)

**Tasks**
1. __________________________________________
2. __________________________________________
3. __________________________________________
4. __________________________________________
5. __________________________________________
Question 6

We’ve heard that you base part of your motivation strategy on Maslow’s hierarchy of needs. Can you briefly explain the hierarchy to our listeners? (5 points for content, 2 points for language)

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As a manager how do you then motivate your employees in practice. Please give two examples. (2 points for content, 1 point for language)

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Question 7

Customers are arguably the most important part of any business. No business can survive without customers, but it can be hard work learning how to retain customers. What is one of the best ways is for your cocktail delivery service to retain customers, and why? (3 points for content, 1 point for language)

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MATRIKELNUMMER: _______________________________
Question 8

For the benefits of listeners thinking about setting up their own business what would you tell them to include in the business overview in the business plan?

(0.5 content point for each answer)

1.___________________________________________________________________________

2.___________________________________________________________________________

3.___________________________________________________________________________

4.___________________________________________________________________________

Question 9

Dragons’ Den has made it to Germany. Can you tell the budding entrepreneurs in our audience what two things they must include in their three minute pitch?

(2 points for content)

1.___________________________________________________________________________

2.___________________________________________________________________________

Question 10

And finally, for listeners who are interested in working for your company, what four questions might you expect the applicant to pose in an interview for a position on your team?

(4 points for content, 2 points for language)

1.___________________________________________________________________________

2.___________________________________________________________________________

3.___________________________________________________________________________

4.___________________________________________________________________________
Wirtschaftsenglisch

Leseverstehen

Dezember 2014

Dauer: 45 Minuten

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Why are there not more medium-sized businesses in the UK?

The vast majority of UK businesses are small and medium enterprises (SMEs), indeed over 99% of British firms have less than 250 employees. The majority of businesses (75%) employ no one but the owners and only a fraction (0.6%) are mid-sized businesses with 50 staff or more. So while it’s become increasingly fashionable to applaud the efforts of those going it alone, many are frustrated by the lack of growth and jobs created by them. For UK politicians, desperate to alleviate budget and trade deficits, more ambitious fast-growth businesses are what they want.

In 2011 the chancellor, George Osborne, highlighted Germany’s Mittelstand – specialised mid-sized companies which power the nation’s exports and GDP. These predominantly family-owned and manufacturing-focused businesses are the bedrock of German exports and suppliers to large corporations such as BMW, Volkswagen and Siemens. They are also impressive employers providing stable jobs and training during hard economic times. For example, even during the recession of 2008-11 the Mittelstand increased jobs by 1.6%. But the Mittelstand didn’t appear overnight and is the result of years of careful planning, sizeable government support and a dedication to staff investment, of which apprenticeships and training form just one part. There is no German formula which can be imported into UK business, and much of what underpins the Mittelstand appears at odds with the UK’s service-dominated economy and flexible working culture. If the UK is to have more mid-sized and large companies, entrepreneurs will have to learn to overcome the barriers to growth and that is easier said than done.

“It’s the most painful step,” says Lara Morgan, talking about the period when a company grows from small to medium. She is now the chairman of Company Shortcuts, which works with entrepreneurs to grow their businesses, but knows from personal experience the trials and tribulations of going from a sole trader to a fully fledged multi-national.

“You go from being the happily all-controlling, dictator of everything, to having to let go and trust other people and that is the scariest part. It’s the time when you really need to go on a course and learn about business growth, but you’ve got no time to do it.”

Morgan did manage to get herself on a course. A finance director and a non-executive director were brought in to provide oversight, dig into the numbers and ensure the business didn’t run out of cash. “People can make themselves bankrupt because they don’t have the controls in place. If you suddenly need finance, that is the worst time to ask for it. If you haven’t been
having a decent conversation with the bank you can get trapped in this pincer movement which can kill a business or keep it small,” says Morgan.

High growth requires a combination of both management and financial capital. Growth can use up a lot of cash very quickly as additional salaries, costs and outlays dig into cashflow. But without the right management the business can go out of control with employees making decisions contrary to the wishes of the board. However, the issue is complicated further by the fact that good director-level managers don’t come cheap and so hiring them is a risk in itself. It takes a certain mindset to start a business, an approach to risk which only the minority of people have. But sometimes those that can start a business aren’t the best at growing them. “Entrepreneurs are often the barrier to growth. They are often risk taking people but these aren’t always the right people to grow a business which can be quite a bureaucratic affair,” says Gordon. “It’s difficult to cross the void, its takes a different set of skills and so entrepreneurs may have to acquire them.”

Serial entrepreneur Peter Roberts founded PureGym in 2009 and now operates 90 sites across the UK. He employs close to 270 staff and when his gyms reach maturity he expects to bring in revenues of close to £100m. He says you need to get “all your ducks in a row” for fast growth. “We started in 2009 and built four gyms in different locations. We had done a lot of research but worked carefully to find out what our mistakes were and what was right. You’ve got to be careful that you don’t pretend that you know all the answers, you’ve got to find out how the consumers react. We discovered the most efficient marketing and sales methods. “We didn’t put any debt in the business. Our investors were high net-worth individuals – business angels. There’s a lot of them out there that want to help a fledgling business grow. But they want you to get on with it, they don’t want to interfere.

“One of the things we did was to get the people in place before the expansion happened. You always have to make sure you have the right managers in place before the expansion comes through. There’s an element of risk in that but if you don’t then it can all fall over and you can’t manage growth.”

A. Please answer the following questions using the information in the text. /17

1. Why do politicians want small businesses to grow more quickly? (2)

______________________________________________________________________

______________________________________________________________________

2. What type of ownership is most common among German mid-sized companies? (1)

______________________________________________________________________

3. What sector are most German mid-sized companies in? (1)

______________________________________________________________________

4. Why is it good to have many examples of this kind of company during a recession? (2)

______________________________________________________________________

______________________________________________________________________

5. Why are there not more medium-sized businesses in the UK? (3)

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

6. Could the German model be transferred to Britain? Why / Why not? (2)

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

7. According to Lara Morgan, what is the most difficult period for a company? (1)

______________________________________________________________________

8. Why is finance such a critical issue for companies at this stage of growth? (2)

______________________________________________________________________

______________________________________________________________________

MATRIKELNUMMER: ______________________________________ 4 / 5
9. Why do entrepreneurs sometimes find it difficult to grow a business? (2)

______________________________________________________________________

10. What is possibly the most important preparation to do before expanding? (1)

______________________________________________________________________

B. Please explain the following phrases from the text. /5
1. Germany’s mid-sized companies are the bedrock of German exports. (line 10) (1)

______________________________________________________________________

2. She knows the trials and tribulations of going from a sole trader to a multinational. (line 23 – 24) (1)

______________________________________________________________________

3. The business can go out of control with employees making decisions contrary to the wishes of the board. (line 36 – 37) (1)

______________________________________________________________________

4. It’s difficult to cross the void. (line 43) (1)

______________________________________________________________________

5. You need to get “all your ducks in a row.” (line 47) (1)

______________________________________________________________________

C. Please give synonyms for the following words from the text. /9
1. applaud (line 4) ____________________________________________________ (1.5)
2. alleviate (line 6) ___________________________________________________ (1.5)
3. predominantly (line 9) ______________________________________________ (1.5)
4. underpins (line 17) __________________________________________________ (1.5)
5. outlays (line 35) ____________________________________________________ (1.5)
6. fledgling (line 53) __________________________________________________ (1.5)
# UNIcert® III - Prüfung

Dezernat V – Internationale Angelegenheiten
Fachsprachenzentrum

## Wirtschaftsenglisch

**Schriftlicher Ausdruck**

Dezember 2014

Dauer: 60 Minuten

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MATRIKELNUMMER: ________________________________
You are part of a start-up that wants to open an authentic British tearoom serving a variety of teas, sandwiches and cakes in Tübingen. You are responsible for the pricing strategy for your tearoom but unfortunately you cannot attend the next team meeting.

**Please write an essay outlining two possible pricing strategies and one which you consider inappropriate. Please justify each choice and give possible consequences.**

There is no limit to how much you should write, but please bear in mind the fact that your team is relying on your information in order to make a final decision on pricing.
### Wirtschaftsenglisch

**Hörverstehen**

**Dezember 2014**

Dauer: 30 Minuten

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MATRIKELNUMMER: ___________________________
Listen to the following two reports from CNN News and answer the following questions. You will be marked mostly on content and not on grammar and style. The numbers in brackets are the points available for the question.

Islamic Banking

1. What makes Dubai uniquely well-positioned in its efforts to capture a larger share of the Islamic economy? (2)

2. Give 3 reasons why Dubai can serve as the centre of Islamic banking, bearing in mind the large markets of Turkey and Iran? (3)

3. What can Dubai do to challenge Malaysia’s dominance? (1)

4. What are the views of ADIB’s CEO, on Dubai, expressed by ‘the more the merrier’? (3)
5. Why are Islamic banks an ideal institution? (1,5)

6. Why was the Islamic banking sector able to ride out the storm in the 2009/10 crisis? (1)

Samsonite

7. Name 3 examples of facts and figures regarding the assembly and testing of a suitcase? (3)

8. In addition to the time restrictions, what other pressures are the operators under? (1)

9. What is the key to Samsonite's quality control? (3)

10. Describe the challenge Samsonite faces in keeping its market leadership. (1,5)
11. Give 3 examples of changes in the case sector. (3)

12. What implications do these changes have for case production? (2)

13. Why are products with a long lifecycle not a problem for Samsonite’s CEO? (1)