

Centro Universitario de Idiomas

CUI – ING C2

Modelo de Examen

NB/ The whole test is meant to be completed within 3 hours. Sections 1 through 3 correspond to the Listening parts, and take 25 minutes in total, which are part of the three hours allotted.

Please, [click here to access the MP3 file needed for SECTIONS 1, 2 and 3.](#)

SECTION 1

You will have 10 seconds to read each question and the corresponding options. Then listen to the recording. After the recording, you will have 10 seconds to choose the correct option.

Put a cross in next to the correct answer, as in the example

Example: What is the speaker doing?

A recommending an action

X B criticising a practice

C explaining a process

1. What did the company MJB do?

A It made a record annual profit.

B It won a lucrative new account.

C It changed its advertising company.

2. A particular brand may be memorable if it

A clearly depicts the product.

B is associated with a celebrity.

C appears in the tabloid press.

3. What point does the speaker make about advertising awards?

A Advertisers waste time discussing them at work.

B Clients have more respect for advertisers who win them.

C People are more interested in winning them than they pretend to be.

4. What does the woman say about ecotourism?

A It focuses on general rather than specific issues.

B It prioritises the environment ahead of profit.

C It draws attention to environmental concerns.

5. Who will be interviewed?

A a photographer

B a publisher

C a writer

6. What does the man say about travellers in Australia?

A It is difficult to generalise as they are diverse.

B They fairly soon grow tired of travelling.

C Most would rather have a good time than earn money.

7. What is on display at the Computer History Museum?

A the original computer that Babbage made

B a replica of the computer made by Babbage

C a computer constructed using Babbage's plans

8. How does the man intend to use his computer?

A to make music

B to watch films

C for his job

9. How does the woman feel?

A resigned

B annoyed

C surprised

10. What does the speaker say about the paparazzi?

A They look for clues that a famous person is coming.

B They go into parts of the airport where they are not allowed.

C They go to the airport when they learn that a famous person will be there

SECTION 2

You will hear a recording about ecotourism. Listen to the whole recording once. Then you will hear the recording again with pauses for you to write down what you hear. Make sure you spell the words correctly.



SECTION 3 - Part A

You will hear a radio interview. First, read the notes below then listen and complete the notes with information from the interview. You will hear the recording twice.

Example: Responsible travel appeals to people who are no longer interested in mass tourism

12. Responsible travellers prefer learning and discovering rather than completing a _____
13. While it is not the worst offender, air travel is responsible for an increasing quantity of _____
14. Using _____ is advisable in order to have a better understanding of different cultures and ways of life.
15. _____ is a quality that responsible travellers prize in their interactions with local culture.
16. Responsible travellers are aware when their presence might be _____

SECTION 3 – PART B

You will hear a lecture on aggressive marketing. First, read the notes below then listen and complete the notes with information from the lecture. You will hear the recording twice.

Example: A huge marketing budget is not required in aggressive marketing as it depends more on creativity and effort.

17. Marketing of this type is often aimed at potential buyers when they are in _____.
18. State-of-the-art communication technologies are employed to give the consumer a _____.
19. In aggressive marketing, _____ have an advantage because of their flexibility and their proximity to consumers.
20. It is used in hidden ways so that _____ is less likely.
21. In the end, it is essential for consumers to feel _____ when it comes to marketers.

This is the end of the listening section of the test.

Now go on to the other sections of the test.

SECTION 4

Read each text and put a cross (X) by the missing word or phrase, as in the example.

Example

Pre-existing conditions

Please note: you will not be covered for any pre-existing medical conditions that you may have. A condition will be considered pre-existing if it is a condition you have received treatment for, or one you knew about or in our reasonable opinion you _____.

A were not aware of

B need treatment for

C should have known about

22. Scientists have run pilot programs in schools for the past decade using computerized robots to teach English, science, maths and other subjects at different levels. While the robots to date have backed up human teachers _____.

A many claim they give welcome assistance

B eventually they will play a greater role

C students have responded surprisingly well

23. When flights are cancelled, you might be lucky enough to find yourself in one of the world's best airports. In this case, you're home free: these are virtual villages unto themselves. _____ you may face the horror of a bad airport. These monuments to drudgery and life-sapping bureaucracy may drive you to the brink – especially if you have children in tow.

A On the flip side

B Despite all this

C On the whole

24. A laptop thief with a conscience has posted a memory stick containing precious data to a professor, a week after stealing the device. The professor, who _____ when it came to backing up data, had left her bag hidden behind the stairwell of her apartment block. She soon realised her bag had vanished along with ten years of irreplaceable data.

A suspected she had been stalked

B claimed she was unaware

C admitted to being lax

25. Graduate Opportunity: Copywriter Required

- Break into the highly competitive advertising industry with our ever-growing, prestige company.
- Excellent opportunities for rapid career progression in the copywriting field.
- No experience necessary _____

Launch your graduate career within a leading, globally recognised multimedia company.

A and you will work independently

B but work history in the field is a must

C as full training is provided

26. Assistance Card International Travel Insurance lets you enjoy your vacation with the peace of mind that if something goes amiss, we'll be here to help you 24/7, 365 days a year. With our Prestige International Travel Insurance Policy, you are dealing directly with the insurer. _____ there is no extra agent's commission.

A Just as well

B That means

C Besides this

SECTION 5

Read the passage and answer the questions below. Put a cross (X) in the box next to the correct answer, as in the example.

Hiding Behind the Screen

Human relations, and the self-image of the human being, have been profoundly affected by the Internet and by the ease with which images of other people can be summoned to the computer screen to become the objects of emotional attention. How should we conceptualize this change, and what is its effect on the psychic condition of those most given to constructing their world of interests and relationships through the screen? Is this change as damaging as many would have us believe, undermining our capacity for real relationships and placing a mere fantasy of relatedness in their stead?

First, we should make some distinctions. We all now use the computer to send messages to our friends and to others with whom we have dealings. This sort of communication is not different in any fundamental respect from the old practice of letter writing, except for its speed. Of course, we should not regard speed as a trivial feature. The rapidity of modern communications does not merely accelerate the process whereby relationships are formed and severed; it inevitably changes how those relationships are conducted and understood. Absence is less painful with the Internet and the telephone, but it also loses some of its poignancy; moreover, e-mails are seldom composed as carefully as letters, since the very slowness with which a letter makes its way to its destination prompts us to put more of our feelings into the words. Still, e-mail is reality, not virtual reality, and the changes it has brought about are changes in real communication between real people.

Nor does the existence of social networks, which are also for the most part real communication between real people, involve any attempt simply to substitute a virtual reality for the actual one. On the contrary, they are parasitic on the real relationships they foster, and which they alter in large part by encouraging people to put themselves on display, and in turn to become voyeurs of the displays of others. Some might claim that the existence of these networking sites provides a social and psychological benefit, helping those who shy away from presenting themselves directly to the world to gain a public place and identity.

Yet already something new is entering the world of human relations with these innocent-seeming sites. No more need for weekly meetings, or the circle of friends in the downtown restaurant or bar. All those effortful ways of making contact can be dispensed with: a touch of the keyboard and you are there, where you wanted to be, on the site that defines your friends. But can this be real friendship, when it is pursued and developed in such facile and costless ways?

Example.

According to the first sentence, what has internet communication influenced?

A the intensity of feelings people have for others

B the convenience of establishing contact

C the way people see themselves

27. What does the writer ask in the first paragraph?

A Is the general public's mindset altered by increased internet use?

B How are the minds of active internet users influenced by their habits?

C What can be done about the harmful effects of internet on the way people interact?

28. What does the writer believe about writing letters?

A It is the same as sending email in many ways.

B It is a dying tradition that should be preserved.

C It is a better way of conveying important information.

29. According to the writer, what change is electronic communication responsible for?

A Email does not feel authentic because it is not as tangible.

B People do not respond as intensely to emails as they do to letters.

C The physical distance between people is less of an issue than it once was.

30. What does the writer say about social networks?

A They allow people to forge relationships based on misrepresentations.

B They feed off actual relationships, changing them in the process.

C They try to take the place of actual relationships.

31. What does the writer imply about friendship in the final paragraph?

A True friendship requires a higher degree of effort than we devote to online relationships.

B It is fortunate that friendships can be maintained more easily than they once were.

C Previous methods of staying in touch are now largely redundant.

SECTION 6 – Part A

Read the web article below and answer the questions.

Mindset adjustments required in the ad industry

The staff turnover rate in the advertising industry is currently averaging 37% per annum. In a single year, around four out of every 10 people that work for an ad company will walk out the door. This means new staff have to be recruited and trained, which costs time, effort and money – only to have most of those people leave again the next year.

Our own cannibalistic attitude towards recruiting talent seems only to be eclipsed by our inability to demonstrate any loyalty to the companies which have fostered the skills we now use as currency. This is without a doubt the single biggest challenge facing our industry today and people are starting to realize it. "iWork/life balance" is a term we see thrown around a lot these days, with promises and programs now being put in place by some companies to help facilitate this. Nevertheless, in many firms when someone gets up out of their chair and heads for the door at the end of the day on time, they are looked upon poorly, whispered about and even openly mocked. Instead of trying to bring these people down, I suggest we reward those who work efficiently and begin the transformation of the prevailing attitude that needs to take place.

Example: What issue in the advertising industry is reflected in the statistics quoted? Staff turnover rate

32. Which two aspects of staffing does the writer mention as requiring company resources?
33. What quality does the writer claim that employees lack?
34. What ideal do some companies attempt to work towards?
35. According to the writer, what has to change in order to solve the problems?

SECTION 6 – Part B

Read the newspaper article below and answer the questions.

More Airline Embarrassment

Just days after the baggage-handlers returned to work after a strike over the length of their shifts, more chaos abounds at Plymouth airport. The national airline FlyBe faces a baggage nightmare after a stray rock-climbing rope jammed a vital conveyor in Plymouth yesterday. The airline is believed to have approximately 600 pieces of luggage awaiting delivery nationwide and airline spokesperson Carolina Triani has advised passengers to return to their final airport destination and search through the piles to find their bags. In what is shaping up to be a PR disaster for the airline, Triani has admitted to "bag issues" at Plymouth Airport but could not confirm the number of bags still missing.

Passengers claim that on arrival, their luggage was nowhere to be seen. Manchester-bound passengers were told they could walk out on to the tarmac to search through trolleys of missing bags if they were willing to sign a form and don a yellow vest. Alternatively, they could fill out a lost luggage form and wait for a call.

Passenger John Farry said his flight experienced delays thanks to the baggage drama and, on landing, he saw passengers and crew from earlier flights still waiting for their luggage. Alas, his own bags remain at large.

Example: What were airport employees dissatisfied about? (the length of their) shifts

36. What piece of airport equipment was damaged?

37. What information is the spokesperson unable to give?

38. What did passengers in Manchester have to do before being allowed to look for their bags on the tarmac?

39. What did John Farry find when he arrived at his destination?

SECTION 7

Read the web article and complete the notes. Write no more than three words in each gap from the article.

The Influence of Food Advertising on Children

Almost all of the studies on the impact of television advertising on children's food preferences and behaviors were conducted in the mid 1970s and the 1980s. These studies focused on the relationship between children's exposure to television advertising and their food preferences, food intake or purchase requests. A recent review on the effects of television food advertising on preschool and school-age children's food behavior concluded that: 1) studies of food preferences using experimental designs have consistently shown that children exposed to advertising will choose advertised food products at significantly higher rates than children who were not exposed; 2) findings from food purchase request studies based on surveys, diaries, experimental trials, and direct observation of mother-child pairs shopping have consistently shown that children's exposure to food television advertising increases the number of attempts children make to influence food purchases their parents buy; 3) purchase requests for specific brands or categories of food products also reflect product advertising frequencies; and 4) fewer studies have been conducted on food advertising effects on actual food intake, in part due to difficulty in managing children's exposure to advertising or to foods outside experimental settings.

However, considering all the evidence to date, the weight of the scientific studies suggests that television food advertising is associated with more favorable attitudes and behaviors towards the advertised product. The research evidence is strong showing that preschoolers and grade school children's food preferences and food purchase requests for high sugar and high fat foods are influenced by television exposure to food advertising.

Advertising and marketing aimed at children is rapidly becoming a pervasive presence on the Internet, with new techniques constantly being developed, yet advertising on the Web is virtually unrestricted. Advertising and content for children are often seamlessly interwoven in online "infomercials," interactive forms of product placement, and branded environments on food company websites.

In the mid 1990s, children's media advocacy groups documented a number of exploitative data collection marketing practices on children's websites used to gather personal information from children. These included interactive surveys with animated characters or spokespersons, guest books, registrations, incentives, contests, and prizes for filling out surveys. This information permitted companies to conduct market research which then could be used to create personalized marketing to children.

It is evident that food advertising targeting children is well-funded and saturates their environment from multiple channels. Furthermore, much of the non-television advertising, such as the food companies' web sites, toys and in-school marketing, is indirect and subtle (e.g., is it a toy or an ad?). Finally, available evidence suggests that food ads on television have an influence on children's food choices. As children have become an increasingly important target market for the food industry, consumer and child advocate organizations have become increasingly concerned that adequate safeguards do not exist to protect children from exploitative commercial gain.

Example. Most research into the way in which television advertising influences what children like to eat was done several decades ago.

40. In the mid-1970s and 1980s, researchers studied the connection between how much advertising children saw and what they wanted to eat, what they ate and their _____.
41. Because of problems in controlling the subjects' environment, little research exists on how advertising influences children's _____.
42. Overall, the research indicates that food advertising on TV is linked to positive _____ in relation to what is being advertised.
43. Food company websites frequently blend advertisements and _____ in such a way that children cannot distinguish between the two.
44. In the 1990s several instances were found where companies used unfair means to get children to give them _____.
45. Using knowledge gained by suspect means, companies were able to make _____ aimed at children.
46. Lobby groups would like to see _____ in place for children.

SECTION 8

Use the information in **Section 7** to help you write your answer.

47. You have read an article on advertising and children's eating habits. Now write a letter to the editor of the magazine in which you found the article. Write 150 to 200 words and include the following information:

- the extent to which you believe advertising influences children's eating habits
- other factors that affect what children eat
- what can be done to promote healthy eating habits among children

Use your own words.

Write your answer here.

SECTION 9

Choose one of the topics below and write your answer in 250 – 300 words.

48. A)

You see this comment on an online magazine. Write an article explaining why you agree or disagree with the comment:

The only means of reducing the amount of traffic in cities is to minimise the need for people to travel to work, educational institutions and shops. This is what policy makers should be working towards.

- OR -

48. B)

Write an article for the magazine, describing how you use computers in your daily life and how your life would be different without them.

An international student magazine is asking readers to contribute articles on what their lives would be like without computers. In your writing include how the Covid19 pandemic changed the way you relate to computers and remote work.