



INGLÉS II

Después de leer atentamente el examen, combine las preguntas de la siguiente forma:

- elija uno de los textos y responda EN INGLÉS a las preguntas 1, 2, 3, 4 y 5 del texto elegido.
- responda EN INGLÉS una pregunta a elegir entre las preguntas 6.A y 6.B
- responda EN INGLÉS una pregunta a elegir entre las preguntas 7.A y 7.B

TIEMPO Y CALIFICACIÓN: 90 minutos. Las preguntas 1ª, 2ª, 3ª, 4ª, 5ª y 6ª se calificarán con un máximo de 1 punto. La pregunta 7ª se calificará con un máximo de 4 puntos.

El estudiante deberá indicar la agrupación de preguntas que responderá. La selección de preguntas deberá realizarse conforme a las instrucciones planteadas, no siendo válido seleccionar preguntas que sumen más de 10 puntos, ni agrupaciones de preguntas que no coincidan con las indicadas, lo que puede conllevar la anulación de alguna pregunta que se salga de las instrucciones.

[TEXTO A: Autumn

After the long summer months – the time of the year in which tradition dictates you take a long vacation – autumn does not seem the most obvious season to go on holiday. The cold, the cloudy sky, the grey and brown shades... and of course, the swimsuit long abandoned in the closet. But, it can be argued, this is actually the best time of the year to go on a journey, and here are some reasons why. Gastronomy: salads are tasty and delicious, and nothing is more refreshing than a bowl of cold soup. But after eating that all summer, don't you wish for a winter dish? Stews with meat and beans in traditional style are among the best-known dishes of this season and a perfect way to stay warm. The star autumn ingredient is without doubt mushrooms, owing to their wide variety of flavours and aromas. Weather: the weather is good during autumn. Temperatures are mild, there is little or no rain but perhaps a little snow later in the season. Nights are cold but days are not as hot as in summer, thus you have more energy for daytime activities. And even as the days get shorter, you don't need to wake up early to enjoy a beautiful sunrise!... And the trees: there they are. We are surrounded by them and they are another reason to travel. On their own, in gardens, parks, forests: trees are some of autumn's biggest attractions, and the oak forests' dramatic grey and brown shades, or the chestnut trees' copper tones are some of this season's most stunning sights. When seen together, the result is simply astonishing: sometimes, colours are clearly defined, at other times, they blend together. Any autumn landscape – urban or rural – is a feast to the eyes. Autumn is the season for travellers; for going on a journey, for casual destinations, for taking a weekend trip, for visiting that restaurant someone told you about. These are the days for wearing your boots and woollen jumper, and finally making that journey – even if it is just for a couple of days.

QUESTIONS. Do not copy literally from the text.

1. The text mentions at least three things that are typical of summertime that you rarely do in the autumn season. Which are these?
2. Describe the characteristic features of food in autumn.
3. What are the advantages of the weather in autumn?
4. Why are trees one of autumn's biggest attractions?

5. Fill in the gaps with the correct, most appropriate word in each case.

If you are still wondering (A) _____ to go on an autumn holiday (B) _____ not, you may not have realized it is off-season already! Some years ago, off-season (C) _____ a big price reduction. Today, (D) _____ though the price difference is less, there is a good chance your destination will be less crowded.

6.A. Rephrase the following sentences so that their meaning is as similar to the original as possible.

- a) 'What time did the show begin?' asked Kathy. // Kathy wanted to know what...
- b) We ought to try to save a bit more. // It's time...



- c) I'm pretty sure Jake returned the books on time! // Jake must...
- d) They believe the new boss earns £70,000 per year. // The new boss...

7.A. Write a composition about the following topic (100-120 words): Describe a trip you had in autumn.

TEXTO B: Internet shopping

Electronic commerce is becoming increasingly important as a result of the dramatic development of technology and the emergence of a global economy. The expansion of the usage of the internet by organizations and people is one of the main contributors to the development of e-commerce in terms of e-shopping, electronic business and internet commerce. The essential ingredient of marketing and business generally is the satisfaction of customer's needs, so a full understanding of consumer behaviour in terms of internet shopping is a critical success factor for any company making use of it as a form of doing business. Consumer behaviour is complex. Due to the new characteristics of the global economy it has been argued that customers value immediate responses to their demands in terms of goods and information. A demand which technology-based e-commerce is easily able to meet. Research has revealed that consumer acceptance of e-shopping in the UK is much higher than in many other European countries. Surveys also suggest that young educated people, especially university students, constitute the principal demographic of online shoppers. Due to the nature of internet there are critical problems related to shopping online, the major ones suggested being security and privacy problems. Even so, online shopping has grown exponentially, therefore an interesting interaction must be occurring between consumer behaviour and these two unfavourable factors. Research suggests that online sellers have made positive efforts to increase customer's confidence and usage of shopping online through the improvement of security performance and privacy protection. Companies like eBay and Amazon.com are good examples of e-shopping which benefit from a successful brand building strategy that increases customer loyalty. As a result, online shopping has become and will continue to become a full and effective business model. However, this depends to a large extent on the development of technology as well as effective marketing. These companies examine consumers' perceptions of business innovations and the nature of business innovations in terms of technology and marketing to adapt to their clients' needs and demands in a more personalized way.

QUESTIONS. Do not copy literally from the text.

1. Give reasons why electronic commerce is becoming so important nowadays.
2. What is the key factor when you make business (either standard or electronic)?
3. In what way is e-shopping a popular activity in the UK? Who is the typical UK e-shopper?
4. Name the two main problems internet shopping has to face, and what is being done to remedy them.
5. Fill in the gaps with the correct, most appropriate word in each case.

There are several things you can do to (A) _____ yourself safe online. (B) _____ sure your software and anti-virus protection is up-to-date. Updates often contain changes (C) _____ help protect you and your devices (D) _____ online criminals. Always choose strong passwords; using a phrase or sentence is good practice.

6.B. Rephrase the following sentences so that their meaning is as similar to the original as possible.

- a) I came to study business administration in London two years ago. // I have been...
- b) This is as far as we can go along this road. // We can't go...
- c) I would like to be lying on a white sandy beach under a palm tree. // I wish I...
- d) 'What destination did you choose for your honeymoon last summer?' Tom asked us. // Tom wanted to know...

7.B. Write a composition about the following topic (100-120 words): Describe your own experience buying something online.