

BGE NYVK	B2	Listening Comprehension	
English for Tourism and Catering		30 minutes	20 marks
Sample			

A feladatokat elsőként a feladatlapokon oldja meg. Megoldásait végül jelölje, illetve írja be a megoldólapra.

(A beszédértés részvizsgán mindkét szöveget kétszer hallgathatja meg. Mindkét szöveg első meghallgatása előtt 2–2 perc áll rendelkezésére az adott szöveghez tartozó feladatok áttekintésére. A szövegek mindkét meghallgatása közben folyamatosan, majd azok után 1–1 percig dolgozhat a feladatok megoldásán a feladatlapokon. A vizsgarész végén további 3 perc áll rendelkezésre, hogy a megoldólapra felvezesse megoldásait.)

Text 1

You will hear a text about the Indian food market and British investments into Indian firms.

I. According to what you hear, circle A), B) or C).

1. Nitin Jain is a at India's biggest onion market.
 - A) leader
 - B) truck driver
 - C) farmer
2. Mr Jain thinks the reason for the price rise of onions is...
 - A) that it's the favourite.
 - B) totally mysterious.
 - C) easily calculable.
3. The head of India's central bank thinks high food prices had effect on inflation.
 - A) no
 - B) little
 - C) huge
4. The retail price of vegetables rose by%.
 - A) 278
 - B) 146
 - C) 46
5. The Indian food supply chain...
 - A) needs updating.
 - B) can meet the demand.
 - C) consists mostly of small groceries.

II. According to what you hear about Walmart, Carrefour and Tesco, decide if the following statements are true (T) or false (F).

6. Walmart, Carrefour and Tesco would like to invest in logistics chains in India.
7. Walmart, Carrefour and Tesco would draw contracts with farmers rather than wholesalers.
8. There have been few changes because of individual Indian States.
9. In October Walmart established a joint venture with an Indian business group.
10. Further liberalisation of the investments was promised by India's finance minister.

Text 2

You will hear a radio programme in which the presenter and the representative of the UK Tea Council are drinking tea and discussing tea sales in the studio.

III. ¹¹⁻²⁰ Answer the following questions in not more than 3 words, according to what you hear.

11.	What is the tea like that they are drinking in the studio? <i>(Give 1 example!)</i>	
12.	Before the present rise what was the tendency of tea sales for years?	
13.	How does the presenter characterize the tea market?	
14.	In which segment of the tea market is there a 7% rise?	
15.	What is Bill Gorman's position at the UK Tea Council?	

According to Bill Gorman

16.	Which drink has never threatened the position of tea? <i>(Give 1 example!)</i>	
17.	What is tea advertising like today? <i>(Give 1 example!)</i>	
18.	How many papers are published on tea annually?	
19.	What lifestyle does tea fit?	
20.	What characterizes tea sales now?	

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KEY

Text 1	
1.	A
2.	B
3.	C
4.	C
5.	A
6.	T
7.	T
8.	T
9.	F
10.	F
Text 2	
11.	Pale/ honey colour/ darker/amber colour/ nice
12.	Decline/Decrease/falling/ sinking
13.	Expanding/increase/growing/developing/ rising
14.	Quality tea/Specialty /special Tea
15.	(Executive) chairman
16.	Coffee/ carbonated drinks
17.	(More) contemporary/ (far) (more) relevant
18.	1,000
19.	21 st century/ natural/ healthy
20.	(it's) positive/ development/ increased

Text 1

The journey of an Indian onion

NITIN JAIN is the big man in Lasalgaon, a dusty town a day's drive from Mumbai that boasts it has Asia's biggest onion market. With a trim moustache and a smartphone stuck to his ear he struts past a thousand-odd tractors and trucks laden with red onions. Farmers hurl armfuls at his feet to prove their quality. Asked why onion prices have risen so much, Mr Jain laughs. He says that the price of India's favourite vegetable is a mystery that no calculation can explain.

High food prices perturb some men and women even bigger than Mr Jain. Raghuram Rajan, the boss of India's central bank, is grappling with high inflation caused in large part by food prices: wholesale onion prices soared by 278% in the year to October and the retail price of all vegetables shot up by 46%. The food supply chain is decades out of date and cannot keep up with booming *demand*. Only 2-3% of *groceries* are bought in formal stores, with most people reliant on local markets.

Walmart, Carrefour and Tesco have been waiting for years to invest in India. They say they would revolutionise shopping. They would also modernise logistics chains, either by investing themselves, or indirectly, by stimulating food producers to spend on factories, warehouses and trucks, and establish direct contracts with farmers, eliminating layers of middlemen.

On the ground little has happened. Individual Indian states can opt out of the policy – which is unhelpful if you want to build a national supermarket chain. In October Walmart terminated its joint venture with Bharti, an Indian group. Tesco has cut expatriate staff.

The reaction from politicians has been indifference. 'We have liberalised to the extent that we can. People have to accept this and decide whether they want to invest,' said Palaniappan Chidambaram, India's finance minister. Despite the apparently obvious benefits of supermarkets and the experience of most other countries, few Indians seem to want change.

2'28"

Text 2

Tea sales

- So we have been trying a variety of your teas. Some of them are very pale, honey colour. This one is a much richer, darker, sort of amber colour that is coming out of the tea pot there. A nice cup of tea is what we are having in the programme today to celebrate the fact that at last tea sales are rising. After years of decline when tea was being written off as drink for wrinklies and coffee was all that was fashionable and of the moment. We are now drinking more. And not just mashed up leaves in little white bags but quality loose teas: Darjeelings and Asams, Jasmine and .. Kimon and Ulong. It's an expanding market that's been driven by a few zealots. There is now room in the market for these speciality teas. Well, 7 % growth in the quality tea market has been sparked by a small group of tea enthusiasts. First let me introduce Bill Gorman, executive chairman of the UK Tea Council and industry finance group whose members account for 99% of all the teas sold in the UK. Bill, why have tea sales suddenly taken a turn for the better? Is it we're all bored with expensive coffee bars selling mediocre coffee?
- I don't think coffee is or has ever been a threat to tea. Coffee is an honorable competitor just like carbonated drinks etcetera. But I think two things have actually helped the tea industry come back to the front of people's minds again. The first thing is that yes, the marketing and the advertising of tea have become more contemporary and far more relevant. You know the characters that were used by some tea companies for about 30 years, the message and the proposition really didn't change.
- The second thing that has made an incredibly positive difference to the tea industry was that again if we go back to 1990 for example, we would probably have had 4 pre-reviewed scientific papers on the health benefits of tea. Today we will have a minimum of a thousand papers a year, looking at every aspect of the nutritional value for tea. And all of a sudden we have woken up to the fact that this product that we have been consuming for 450 years on the British Isles actually fits the aspirations of our 21st century lifestyle. It is natural, it is healthy, actually it is terribly enjoyable as well. And I think that really the genesis of this, uhm, it's not an explosion yet but a very positive development of tea sales.

2'40"