

	BGE NYVK	B2	Reading Comprehension	
	English for Tourism and Catering			

WRITE ALL THE ANSWERS ON THE ANSWER SHEET.

Read the following texts and answer the questions.

Text 1

Using Transparency to Build Consumer Trust

Weary consumers have had enough of false promises and conflicting marketing claims and are simply seeking brands they can trust.

- A** ‘In most categories, products are essentially the same and offer the same rational benefits,’ says Jim Joseph, branding expert and author of *The Experience Effect for Small Business*. ‘It’s the emotional benefits that make you a brand and get you into people’s lives so they come back time and time again.’
- B** Jim Gregory, CEO of New York- and Los Angeles-based CoreBrand, a full-service brand consultancy that works with corporations, says, ‘Trust is a critical component of overall brand reputation today. People are more likely to do business with a company they trust, which means [trust] generates revenue and increases the enterprise value of the company.’
- C** A survey conducted by Concerto Marketing Group found that when people trust a brand, 83 percent will recommend it to others; 82 percent will use its products and services frequently; 78 percent will look to it first for the things they want; and 78 percent will give its other products and services a chance.
- D** How do you earn that trust? Start with a brand story containing a human element to which consumers can relate, says Mark Lawrence, co-founder and CEO of SpotHero, a Chicago-based online parking reservation provider. ‘A lot of people associate negative feelings with parking, and we started this company because we’ve had those same feelings and wanted to make them positive,’ he says. ‘We’re building a brand based on a personal problem of ours that others also identify with.’
- E** Once an emotional connection is made, it’s important to stay true to that brand promise to prolong the sense of trust. ‘Authenticity is coming back as an emotional connection that people want to make with their brands,’ Joseph says. ‘It’s about speaking truthfully; doing what you say, saying what you do and not exaggerating who you are.’
- F** For Lawrence, a big part of that delivery comes in the form of 24/7 customer support – which has paid dividends for SpotHero. ‘We want our customers to feel comfortable, so if they have questions, if they’re lost or if they want to get a hold of an actual human being, they can call us,’ he says. ‘We take that engagement very seriously, so parking is not scary or frustrating, and we’ve found that in doing so, our customers get so excited about their experience they tell their friends all about it.’

I. | **In which paragraph (A–F) can you read about the following ideas (1–5). Use one letter with one idea.**
1–5

1. The difficulty of making a difference.
2. The importance of emotions when you start brand building.
3. An example of how to gain consumer trust.
4. The measurable rewards of good brand management.
5. Advice on how to go on.

II. | **Decide if the following statements are true (T) or false (F) according to the text.**
6–10

6. Core-Brand is a consultancy that gives advice to companies.
7. The survey found that people like to share their disappointments.
8. Mark Lawrence thinks that parking is a frustrating experience.
9. SpotHero is a profitable enterprise with satisfied shareholders.
10. Online parking reservation lacks the human contact.

Text 2

Tablets invade the travel sphere

- A** When travellers go on safari in the Masai Mara, Kenyan tribesmen often meet them wielding an electronic tablet – not a spear. The out of place item is used by guides for sharing maps and photos with guests, sending updates of wildlife movements and even to identify interesting plants and birdsong.
- B** Around the world, tablet computers are revolutionising the travel industry. Board a flight to the Faroe Islands on Atlantic Airways and the captain is trialling iPads alongside written log books. Business class passengers on El Al Israel Airlines are given an iPad to watch movies or listen to music, and Swiss regional carrier Skywork uses them for its in-flight customer satisfaction survey.
- C** Every flight attendant at American Airlines wields a Samsung Galaxy tablet to access customer information. The on-ground Qatar Airways concierge crew in Doha is using tablets to identify VIPs or travellers in need of special meals. And it's not just airlines that are getting in on the act.
- D** Check in at the ITC Grand Chola hotel in Chennai, India and you are given a tablet on which you can view your bill, alter the air conditioning, switch on the lights, order room service and even see who's at your door via a camera.
- E** 'These devices are very intuitive and easy to use,' explained Arijit Bhattacharjee, a manager of information systems at ITC Hotels. '[Plus], we are now applying intelligence to these devices to track guest behaviour, and we will customise individual preferences so they can be offered every time the same guest checks in.'
- F** The concierge desk at the InterContinental Dubai Festival City has even had guests use translation programs on the tablet, which helps bridge communication gaps, said chief concierge, Nick Zilber.

- G** Tablets are being used in more unusual places as well. Take a seat at La Terrasse restaurant at the Bellevue Palace in Bern, Switzerland and the waiter will hand you an iPad to watch head chef Gregor Zimmermann at work – live – as he prepares your meal.
- H** A chat function is available on the tablet too, and messages can be sent directly to a large screen in the kitchen for the chefs to view. One of the top comments was ‘Please don’t lick your fingers clean!’

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III. | **Answer the questions in no more than 4 words from the text.**
11–20

- 11.** What belongs to the traditional picture of Masai people?
- 12.** How does the electronic tablet look in the hands of Masai people?
- 13.** Who can make good use of a tablet on a safari tour?
- 14.** How important are tablets to the travel industry?
- 15.** Who is testing tablets for use as log books?
- 16.** Who is equipped with a tablet at American Airlines?
- 17.** Where can tablets be used besides airlines?
- 18.** What features make the tablet popular with IT experts?
- 19.** What can be gained from tracking guest behaviour?
- 20.** What can chefs see on the large screen of the kitchen?

Text 1	
1.	A
2.	D
3.	F
4.	C
5.	E
6.	T
7.	F
8.	T
9.	T
10.	F
Text 2	
11.	a spear
12.	out of place/ strange/ weird/ unusual/ crazy
13.	guides (and guests/ travellers)
14.	revolutionising/-ary (it)/ very important
15.	the captain (on Atlantic Airways)
16.	(every) flight attendant
17.	hotels /and restaurants/ catering industry
18.	intuitive/ easy (to use)
19.	customise individual preferences
20.	messages (from guests)/ comments