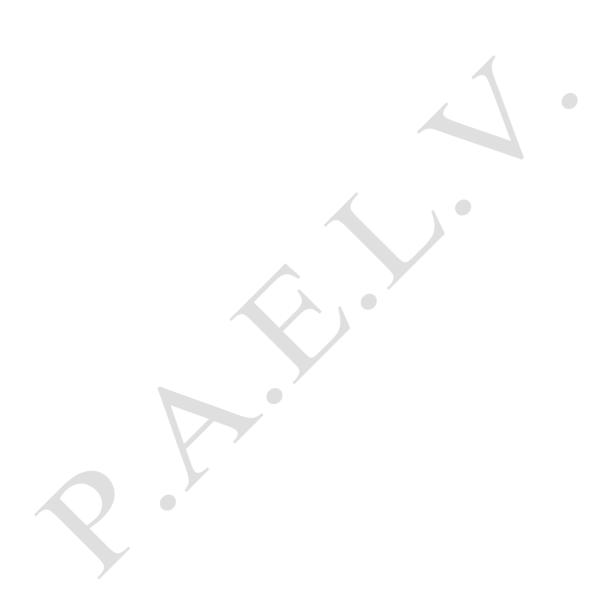
LEVEL A7 MPLETAR CON LETRA IMPRENTA	PA	PER 1 / 15	3
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	EX 1+2+3	EX 4+5	Total mark
···			
1. Read the text about the chief executive officer of Coca-Cola an	d answer the	questions	
hardest-working man he had ever met. Together the two changed to and capital structure to maximize shareholder value. Ivester is big on discipline, which to him means: be where you always returns phone calls promptly. His employees know they away from their office voice-mail, even on weekends. Still, when asks them to set "aspirations" (difficult objectives). Hierarchy is out - it slows everything down; he communicates levels. The 'conventional' desk job is also out. Ivester prefers themselves as knowledge workers -their office is the information them, supported by technology that allows them to work anywhen your business is as large as Coke's, which gets 80% of its production of the complex production of the	u're suppose should neven directing he freely with partial that employed they carry nere. This restituted from over the fit from over the decision-mayour problem of Latin Amenthe executi	ed to be. Her get too far get too far is troops, her people at all ees think or around with eally matter reseas. So among mation don't haking. With merica, 'Doug ve suite and too far and too get to be suite and too get too.	e r e ll f h s
			•
2. Why did he and Goizueta change the operations and capital structure	re?		
3. What does he think about hierarchy?			
4. Do they get together once a year to carry out business planning?			

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5. What used to be executives' motto in the past?
2. Read about the Coca-Cola bottleand fill in the blanks with a suitable connective
It is said that the Coca-Cola bottle is the most recognised object in the world. Hundreds of millions of people can recognise a Coke bottle by its shape, if they cannot see it! And the famous Coca-Cola logo is the most famous logo in the world. Unlike any other famous commercial logo, it has not changed in 100 years! the story of Coca-Cola is even older than that. It was in 1886 that John
Pemberton, a druggist in Atlanta, Georgia, invented a new type of syrup using coca leaves, sugar and cola nuts, from a few other secret ingredients! Pemberton sold it as medicine; and with its coca (the source of cocaine), it must have made people feel good! Pemberton's medicine was not very successful initially, he sold his
secret formula to another druggist, Asa Candler. Candler was interested he had another idea; he thought that Pemberton's "medicine" would be much better it was mixed with soda.
It can be said that Candler was the man who really invented the drink Coca-Cola. At he sold it in his drugstore; then he began selling the syrup to other drugstores, used it with their soda fountains. Candler also advertised his new drink, and soon people were going to drugstores just to get a drink of Coca-cola. long, other people became interested in the product, including a
couple of businessmen who wanted to sell it in bottles. Candler sold them a licence to bottle the drink, and very quickly the men became millionnaires. The famous bottle, with its very distinctive shape, was designed in 1916.
3. Fill in the blanks with only ONE word only
Tom Ivester is Douglas's brother. Last week he went to the airport to wait for his brother. When he got there he learnt that the plane from Cairo, on his brother was travelling, had delayed at Paris with engine trouble and was expected to be about an hour late. As a rule Tom can pass the time quite happily, watching the planes land an take off, but that evening he had a headache and he thought that the noise of the engines might it worse. He decided, therefore, to walk around for a while.
First of all he went back to the place he had left his car to sure that all the doors were locked. The walk in the fresh air did him
good. He made his way to the restaurant, ordered a cup of black coffee and sat there studying the faces of the people around him. Some passengers obviously anxious about the time, and kept looking at their watches; others checked to see that they had tickets, documents and money with them. Where there was a group of people, it was easy to tell was about to leave. That person was the object of everyone's attention
and looked very happy or very sad at the thought of departure. When Tom finished his coffee, he went along the newsagent's, where he bought a couple of magazines, of them about travel. Then he went into one of the waiting-rooms and made himself comfortable armchair. He had just opened one of his magazines someone came up and put his hand on Tom's shoulder. It was an old
friend, who was just about to leave on a business trip to South America.

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4. The plane finally landed. Fill in the blanks with the correct form of the verb. When you see + use a modal

Dougla	s, (look)	for his private driver when he spotted his brother among			
the cro	vd. He (be) more than pleased to see him there. They (not see)				
		each other for a long time because of his job and he was really happy.			
While t	they (get)	into the car, Douglas remembered that he (leave)			
		his Duty Free-shop buy at the counter so he (+ go)			
		back and get it. It was a sunny and warm day and there (be)			
		_ a lot of cars on the freeway heading for the beach. It (take)			
		them longer that usual to arrive at Doug's house. Although he was really			
tired D	ouglas invited h	is brother to lunch with his family. At Doug's house, Tom (give)			
		his favourite food, rice and chicken. That was the dish their mother (+			
prepar	e)	every Sunday when they were just boys. "You (+ eat)			
		all the food if you want to be strong enough to play with other children,"			
she		(+ always tell) them.			
After lu	unch Douglas (ca	all) by one of his assistants who reminded him of a			
		at 4 pm at the Wilton Hotel. He (completely, forget)			
		about it! Douglas was exhausted but he knew he (+ miss)			
		this extremely important meeting.			
		take) you there," Tom said. "After all, I don't think			
		long. Besides, if I hadn't come, I (not have)			
		my favourite meal."			
		u. If we finish early I (show)you my new office on			
		id Douglas. "You see, we (just, buy) a new office			
	•	m the hotel downtown."			
		t," Tom replied.			
That's	very convenien	t, Tom replica.			
5.	Now Douglas	vester is at the press conference. Complete the dialogue with the			
	reporters.				
REP.	So, Mr Ives	ster, from Cairo?			
Mr I.	I came bac	k a few hours ago. I should have arrived earlier but the plane was			
	delayed in	Paris.			
REP.		?			
Mr I.	There was	an engine problem but luckily it was promptly solved.			
REP.		there, in Cairo?			
Mr I.	I was there	e for almost two weeks.			
REP.		ofyour visit?			
Mr I.	First of all.	to supervise business in the area. You know I like being in close touch			
		around the world, especially Cairo which opened not so long ago.			
REP.	Tyti. Tops t	?			
MR I.	The mini fa	actory has been there for only four years and I must say they are doing			
	pretty wel				
REP.	precty wen	by local people?			
MR I.	It is at pro-				
	•	esent managed by local people but there was a coaching process.			
REP.		Tell us			
MR I.		e appeared ads in the local newspapers in Cairo offering coaching in the			
	USA for ex	ecutives of a prospective Coca Cola mini factory there.			
REP.		applications?			
MR I. Yes, we were really surprised at the number of applicants willing to run Co					
		ne selection was quite difficult but we are very pleased with the people			
	there.				
REP.		all the applicants had to know English,?			
MR I.	I'm afraid t	hat was condition number 1, since all our training programs are carried			

out in English, here in Atlanta.

LEV REP Mr REP	ı. Co	Vill Coca Cola be sponsoring the next Olympic Games in Athens? Doca Cola will sponsor the Games if	PAPER 1 / 15
	6. <u>Comp</u>	osition. Write about 180 words on ONE of the following:	
•	iss		
			•