



Università degli Studi di Modena e Reggio Emilia
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TEST DI AMMISSIONE

CORSI DI LAUREA MAGISTRALE

IN

***LINGUE PER LA COMUNICAZIONE NELL'IMPRESA E NELLE
ORGANIZZAZIONI INTERNAZIONALI***

LINGUE PER LA PROMOZIONE DI ATTIVITÀ CULTURALI

Lingua Inglese

MODENA – 6 SETTEMBRE 2010

Prima parte

I) Choose the word or phrase which best completes each sentence :

1. It looks as if our computer needs _____
 - a. to repair
 - b. repairing
 - c. repair
 - d. to be repairing

2. I'm afraid I've got to go and _____ Connie from school now.
 - a. fetch
 - b. take
 - c. bring
 - d. carry

3. I'm really looking forward _____ to my first Russian lesson.
 - a. to go
 - b. to be go
 - c. to going
 - d. going

4. Houses along the coast are _____ as they are in the north of the country.
 - a. twice the price
 - b. more than twice
 - c. more expensive
 - d. twice as expensive

5. Which _____ do you prefer: Maths or Geography?
 - a. matter
 - b. material
 - c. subject
 - d. argument

6. _____ do I get up before eight o' clock.
 - a. Usually
 - b. Occasionally
 - c. Sometimes
 - d. Hardly ever

7. _____ you don't play that trumpet again after midnight, you will find we are reasonable neighbours.
 - a. However
 - b. Unless
 - c. As far as
 - d. As long as

8. _____ the time she was 12 Cathy had learned 6 languages.
 - a. After
 - b. Before
 - c. By
 - d. Until

9. John _____ the exam but his friend failed.
- sat
 - succeeded
 - passed
 - promoted
10. When you _____ this chapter you can go on to the next.
- will finish
 - will have finished
 - finished
 - finish

II) For questions 11 – 20, choose the answer (A, B, C or D) which you think fits best according to the text.

(P1) THERE was a fire, an explosion and now a dark slick of oil disfigures the Gulf of Mexico like a bruise. The problems on the Deepwater Horizon oil rig, 41 miles off the Louisiana coast, began on Tuesday April 20th. The next morning officials reported that 11 of the 126 workers on the rig were missing. Two days later the rig sank and the Coast Guard called off the search for survivors.

(P2) By Monday more than 1,000 people were on the scene, from BP, from the Coast Guard, and from other state and federal agencies. They set to work skimming oily water and treating the slick with chemical dispersants.

(P3) The well is still gushing, however. BP's technicians have been unable to activate the blow-out preventer. To add to the difficulties bad weather has turned the water rough and further attempts must wait for calmer seas. If that fails, BP will drill another well nearby and thereby relieve pressure on the one that is leaking. But this could take a couple of months, so BP has plans to lower a massive dome over the leak site to suck oil from the seabed into vessels that can take it for safe disposal.

(P4) BP's shares have fallen by over 2% since the severity of incident became apparent. If the oil starts to come ashore on the beaches of the four states under threat it could get worse for the company. Tony Hayward, BP's boss, has been at pains to restore BP's standing in America since taking over three years ago. But the rig explosion has already overshadowed BP's announcement on Tuesday that it made unexpectedly strong profits of \$5.6 billion in the first quarter of 2010.

11. In the first paragraph we read that *a dark slick of oil disfigures the Gulf of Mexico like a bruise*. What does the word “disfigures” refer to?
- The shape of the oil slick
 - The spread of the oil slick
 - The consequences of the oil spill
 - The size of the oil spill
12. In the first paragraph, the verb *call off* means
- abandon.
 - order.
 - accelerate.
 - interrupt.
13. What point does the writer make about some of the actions taken and mentioned at the end of the second paragraph?

- a. People started to remove the floating oil and treating the waters with chemical dispersants.
 - b. People made plans to remove oil from water.
 - c. People continued extracting oil from the plant.
 - d. People agreed to skim waters and treat the slick with chemical dispersants.
14. How does the writer evaluate the efficacy of the course of action mentioned in the second paragraph?
- a. The effectiveness of the measures taken is not evaluated.
 - b. The course of action taken appears to be highly effective.
 - c. The course of action taken is not effective enough; some more elaborate measures are needed.
 - d. The measures taken turn out to be totally ineffective and damaging.
15. In the third paragraph, the writer notes that
- a. BP is confident that the current oil spill will be stopped promptly.
 - b. bad weather is the only obstacle which BP has had to overcome to solve the problem.
 - c. the dome is the only measure to be taken to stop the oil spill.
 - d. different measures are likely to be taken to stop the current oil spill.
16. In the third paragraph, *thereby* is used to
- a. give the reason for what the writer has just said.
 - b. say what the result of something is.
 - c. add a piece of information to what was said before.
 - d. introduce the last one in a list of possibilities and choices.
17. According to the fourth paragraph, BP's shares have
- a. slipped since the rig explosion.
 - b. soared since the seriousness of the situation became evident.
 - c. fallen since the rig explosion.
 - d. gone down after the seriousness of the situation became evident.
18. In the fourth paragraph, the writer points out that
- a. BP's standing will remain unchanged.
 - b. the rig explosion has seriously hit BP's standing.
 - c. no attempt has been made to restore BP's standing.
 - d. BP's good performance will drop slightly.
19. What point does the writer make about Tony Hayward's involvement in the restoration of BP's standing?
- a. He achieved the desired result with a little effort.
 - b. He has not achieved any good result yet.
 - c. He has contributed marginally to the achievement of the result.

d. He has made a lot of effort to achieve the desired result.

20. What would be the best title for the article?

- a. A disaster for American sea animals
- b. BP's irresponsible behaviour
- c. A slick off America's coast
- d. The worst ecological disaster in the world

III) Choose the answer (A, B, C or D) which best fits each gap.

Marketing is the business function that identifies unfulfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, decides on appropriate products and services. From a societal point of view, marketing is the (21) between a society's material requirements and its economic patterns (22) response. Yet, to many, marketing is seen narrowly (23) the art of finding clever ways to dispose (24) the company's products. Many people confuse marketing with (25) such as advertising and selling. But authentic marketing is (26) the art of selling what you make so (27) as knowing what to make! It is the (28) of identifying and understanding customer needs and coming (29) with solutions that satisfy the customers. Market leadership is (30) by creating customer satisfaction through product innovation, product quality, and customer service.

21.

- a. relation
- b. link
- c. combination
- d. mixture

22.

- a. in
- b. at
- c. of
- d. to

23.

- a. as
- b. like
- c. of
- d. such

24.

- a. from
- b. of
- c. out
- d. to

25.

- a. subsections
- b. subclasses
- c. subfunctions
- d. subgroups

26.
a. simply
b. wrongly
c. precisely
d. not

27.
a. much
b. far
c. that
d. long

28.
a. attitude
b. matter
c. key
d. art

29.
a. about
b. up
c. out
d. through

30.
a. fulfilled
b. purchased
c. gained
d. realized

Seconda parte

I) Choose the word or phrase which best completes each sentence:

31. He spoke with such a broad Scottish accent that the students found it really difficult to _____ what he was saying.

- a. make out
- b. put out
- c. set out
- d. give away

32. You should always _____ important files on your computer, preferably every day.

- a. pick up
- b. back up
- c. hold up
- d. give up

33. Prolonged smoking _____ kill around one million British teenagers and children in middle age, if current patterns continue.

- a. shall
- b. will
- c. can

- d. must
34. The young man _____ out to be a gifted story-teller.
a. came
b. turned
c. made
d. proved
35. The holiday was a total disaster. I just wish we _____ somewhere else.
a. had gone
b. went
c. would go
d. have gone
36. Most of the _____ members aboard the new luxury liner were from Pakistan.
a. team
b. gang
c. staff
d. crew
37. The Queen has no real power. She's just a _____
a. figurehead
b. mascot
c. puppet
d. sleeping partner
38. I'd rather _____ yet.
a. not leave
b. leave
c. to leave
d. leaving
39. _____ is the Dutch Elm disease so called?
a. After what
b. How
c. When
d. After whom
40. _____ section of the orchestra does the 'tube' belong?
a. In which
b. In what
c. Which
d. To which

II) For questions 41 – 50, choose the answer (A, B, C or D) which you think fits best according to the text.

(P1) COMPARISONS between California and the land of Socrates have become frequent recently. They are different, of course. California is nowhere near defaulting on its debt (though rating agencies

consider that risk greater in California than in the other 49 states). But California has become America's symbol of fiscal mismanagement as Greece is now Europe's.

(P2) Arnold Schwarzenegger, California's lame-duck governor, conceded as much on May 14th, when he updated his budget proposal to the legislature. After several rounds of painful spending cuts, California is now contemplating a budget that is, when adjusted for inflation and population growth, smaller than it was a decade ago. And yet the state still confronts a budget hole estimated at \$17.9 billion in the current and coming fiscal years. Mr Schwarzenegger, a Republican in a high-tax state, wants to plug that hole without raising taxes, with more cuts and some federal aid.

(P3) The governor admits that California has already plucked the "low hanging fruits", and the medium and high-hanging ones as well, and must now "shake the whole tree". So he proposes not just trimming but eliminating state programmes wholesale. As Mr Schwarzenegger and the Democrat-controlled legislature began their haggling he made it clear that he wants, in his final year in office, to make one more attempt at fundamental reform. California has a volatile and outdated tax system that relies heavily on taxing income, especially capital gains. So Mr Schwarzenegger wants legislators to dust off an alternative system proposed by a bipartisan commission last year. It would introduce a new form of value-added tax while dramatically simplifying income taxes and scrapping corporate and sales taxes.

(P4) He inveighs with even more passion against the over-generous pensions of state employees, costing them at more than \$6 billion this year, about the same as the programmes he is being forced to eliminate. The state's largest pension fund immediately contested those numbers. But Californians are increasingly rebelling against the largesse distributed by Mr Schwarzenegger's predecessor, Gray Davis, a Democrat, who wooed unions 11 years ago with juicy benefits.

41. In the first paragraph we read that California
 - a. is not going to pay off its debt.
 - b. is having trouble with fiscal management.
 - c. will certainly be able to repay its debt.
 - d. must not repay its debt.

42. Greece and California
 - a. are often compared because they are both good at spending and bad at taxing.
 - b. have strong welfare-to-work programmes.
 - c. are going to introduce state-subsidised child care programmes.
 - d. are updating their budget proposals to the legislature.

43. In the second paragraph, *lame-duck governor* means that the governor
 - a. is unable to walk properly.
 - b. does not sound very convincing in his public speeches.
 - c. is experiencing difficulties when following a linear progression in walking.
 - d. will soon end his period in office.

44. In the second paragraph, *conceded as much*, means that the governor
 - a. admitted that he was not going to win his battle against the legislature.
 - b. admitted that California's budget is now smaller than it used to be.
 - c. denied that California's budget is now smaller than it used to be.
 - d. admitted that California's fiscal management has not been very successful.

45. California's next budget mentioned in the second paragraph
 - a. will be larger than two years ago.
 - b. only includes adjustments for population growth.
 - c. has undergone many cuts.
 - d. has been estimated at \$17.9 billion.

46. In the third paragraph *the low-hanging fruits and the medium and high-hanging ones* refer to
- the production of California's farmers.
 - funds produced outside California.
 - available funds which have been collected.
 - available funds which have not been collected.
47. The main point of paragraph 3 is about Mr Schwarzenegger's intention to
- raise taxes.
 - get rid of state programmes.
 - tax capital gains.
 - introduce new sales taxes.
48. In the third paragraph we learn that Mr Schwarzenegger
- is in his final year in office.
 - has been praised by the legislature.
 - wants to introduce new taxes.
 - is planning to reform California's tax system.
49. Gray Davis
- belongs to Mr Schwarzenegger's party.
 - argued with the unions over salaries.
 - granted state employees over generous pension deals.
 - introduced a fundamental reform of California's volatile tax system.
50. What would be the best title for the article?
- The largest state is in the largest hole
 - America's symbol of efficient fiscal management
 - California's new tax-policy
 - California's new form of value-added tax

III) Choose the answer (A, B, C or D) which best fits each gap.

Literary Fiction and the Book Trade

Most scholarship on British fiction focuses on the form and content and social meanings of literary works rather than on the business of their acquisition, publication, marketing, and sales. Literary-critical methods have (51) considerable innovation since the discipline of English (52) emerged in its modern form after World I, but even (53) the rise in recent decades of a new (54) of critical theories and methods, the discipline has (55) afforded much space to the nuts and bolts of literary (56). The one great exception to this disciplinary rule (57) been the work of John Sutherland who, (58) the publication of his *Fiction and the Fiction Industry* in 1978, has virtually (59) the subject his own, producing a very substantial (60) of books, articles, and occasional pieces devoted to the British book trade and its commercial aspects.

51.

- undergone
- overcome
- subjected
- overtaken

52.

- studies
- scholars

- c. scholarships
- d. sciences

53.

- a. before
- b. with
- c. along
- d. beside

54.

- a. range
- b. studies
- c. groups
- d. distinction

55.

- a. never
- b. ever
- c. not ever
- d. usually

56.

- a. writing
- b. acquisition
- c. selling
- d. commerce

57.

- a. have
- b. did
- c. has
- d. may

58.

- a. for
- b. since
- c. until
- d. as long as

59.

- a. created
- b. done
- c. made
- d. taken

60.

- a. group
- b. array
- c. body
- d. spread