

Exercise A: Reading comprehension

Read the following text and choose the answer (a, b or c) that best completes each sentence (1-10). Write the answer in the right-hand column.

Has globalization had a positive or negative effect on the world?

Globalization is the growing interdependence of the world's people that involves the integration of economies, technologies, and cultures. It is described as the increased movement of people, knowledge and ideas, and goods and money across national borders that have led to the increased interconnectedness among the world. Globalization is often thought of in economic terms, but as we know there are other major components implicated with this idea including economics, politics, and cultures. Some associate globalization with modernization, whereas by others it is perceived that there is an alteration of traditional societies into Western industrial ones. This challenges us into a debate of whether or not globalization is positive or negative.

In the world's perspective some view globalization as being beneficial perceiving it as the key to our future and that our world's economic development is inevitable. It has the potential of making societies richer through trade, and conveys knowledge and understanding to people around the world. Although this is true, others view it with apprehension because they believe that globalization increases inequality within and between nations and jeopardizes living standards to prevent social progress. It is with this argument that there is no simplicity to the idea of globalization. Does globalization exploit poor countries to benefit the rich? I believe that the conditions of globalization will only progress our world and continue to integrate the different systems that will be an advantage to international modernization.

The world's economic system is just one factor in the age of globalization. Over the past two centuries, economic activity has become more and more globally oriented and, as a consequence, international trade has become a central factor around the world. Multi-national corporations that include manufacturing, agricultural, financial, and media are dependent upon this means of economic globalization. It is essential to all the multinational corporations that world trade is progressive so that the world may be more profitable.

The increase in the economic transactions across the globe raises both the world GDP and development of new industries in the economic liberation. This process has a positive impact upon the globalization leading the economies into a manifestation in our world. Some do consider this to be only beneficial to the industrial North because the rapid growth of economic integration is not being seen throughout the Southern economies. These people's concerns are that globalization negatively affects individuals along with the nation's society. How can the government help with the people's concern of globalization?

The economic interdependence that flows from globalization further undercuts the role of the national government. With globalization, powers of national government shrink and the governments become less important. Some political scientists argue that globalization is weakening nation-states and that global institutions gradually will take over the functions and power of nation-states. Others believe that while increased global inter-connectivity will result in dramatic changes in world politics, the nation-state will remain as the center of the international political activity.

The final component that is imperative in the process of globalization is culture. There is the prospect of local as well as individual change when dealing with culture. Many countries homogenize with the global consumers as well as adopting new liberal ideas. Children are also influenced with their cultures by new images and values, with also the impact of educational ideas. There is also an exchange and spread of ideas such as religion, music, food, and traditions within each culture. Globalization has increased the spread of popular culture easily and efficiently from the developed countries of the North throughout the world. Accordingly, many media markets in undeveloped countries are saturated with productions from the Northern developed countries. Many have resulted in trying to silence the cultural expression, but due to the potential global homogenization of our world the values and cultural taste are underway in the globalization process.

So, does globalization have more of a positive or negative effect on our world? In economic, political, and cultural terms, globalization helps to connect people all around the globe. It allows goods and services to be manufactured in not just one part of the world, but all over, making them more accessible to a more diverse amount of people. It increases the services of trade, technology growth, and the world markets. There are fewer barriers that improve communications between countries. More interaction between people of different countries leads to more tolerance allowing less conflict and more unity and political stability. Globalization allows us to find opportunities and freedoms. It exposes us to new influences of different cultures allowing us to grow individually and globally.

1. Globalization can be defined as an increase in _____. 1. _____
 - a. the power of traditional societies at the expense of Western countries
 - b. the exchange of goods, technology and culture between different countries
 - c. the interdependence of trade within national borders

2. There are _____ three factors which have an effect on globalization. 2. _____
 - a. only
 - b. at least
 - c. fewer than

3. According to the text, _____. 3. _____
 - a. people disagree on whether globalization has positive effects for everyone
 - b. everyone agrees that globalization has led to the exploitation of poor countries
 - c. globalization cannot lead to modernization

4. International trade _____. 4. _____
 - a. has been increasing since the 1800s
 - b. is not a central factor in today's economy
 - c. is dependent on the media

5. According to the text, some people are worried that _____. 5. _____
 - a. globalization has no effect on world GDP
 - b. globalization benefits only the industrial North
 - c. the government concerns people

6. Some analysts are worried that national governments are _____ they used to be. 6. _____
- a. more powerful than
 - b. not as powerful as
 - c. more dramatically interconnected in political activity than
7. Culture _____ globalization. 7. _____
- a. is not an essential component of
 - b. plays a fundamental role in
 - c. is an imperative future prospect caused by
8. Globalization _____ . 8. _____
- a. has had an effect on local cultures
 - b. has not influenced any children around the world
 - c. has hindered the spread of cultures
9. Having fewer barriers means that it is _____ for people in different countries to communicate with each other. 9. _____
- a. more difficult
 - b. easier
 - c. useless
10. In the writer's opinion globalization _____ . 10. _____
- a. has had too many negative effects
 - b. is neither positive nor negative
 - c. is positive because it has led to improvements around the world

Exercise B: Text cohesion

The following headings have been taken from current newspaper articles. Complete each sentence with a phrase from the box below. Write the letter that corresponds to the ending in the right-hand column.

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| 1. Japan has expressed concern about China's recent sharp | 1. _____ |
| 2. Consumer spending on credit cards across <u>Europe</u> rose in the first three months of the year, | 2. _____ |
| 3. Banking supervisors and central bankers from 27 countries will gather in Basel, Switzerland | 3. _____ |
| 4. In an effort to stop firms from being transferred overseas, unions in Britain are calling for | 4. _____ |
| 5. Regulators on Friday closed three affiliated banks in Florida and one in California, | 5. _____ |
| 6. All Nippon Airways has formed a partnership with a Hong Kong-based investment fund to launch | 6. _____ |
| 7. In the aftermath of riots that killed 13 people and injured over 400, the Mozambican government | 7. _____ |
| 8. Toyota is expected to settle with the US government following investigation into safety problems | 8. _____ |
| 9. Service firms routinely search for the "ideal client", but unless a firm is very small | 9. _____ |
| 10. Britain's high streets were the beneficiaries of World Cup fever last June as consumers | 10. _____ |

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| <p>A. according to figures from payments groups Visa and Mastercard.</p> <p>B. new rules to protect British industry from aggressive foreign takeovers.</p> <p>C. bringing the number of bank failures this year to 78.</p> <p>D. increase in purchases of Japanese government bonds.</p> <p>E. to adopt the most important regulatory reform package since the financial crisis.</p> <p>F. bought new TVs to watch the four-week football festival.</p> <p>G. a budget airline that could reshape Japan's costly air travel market by halving fares on some routes.</p> <p>H. and has a product that only appeals to a narrow niche, then thinking ideal is artificially limiting.</p> <p>I. that forced the recall of 8 million cars.</p> <p>J. announced that it would implement a price subsidy program to offset price increases on bread, water and energy.</p> |
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Exercise C: Language in context

Read the article below and choose the best option (a, b or c) to complete the sentences. Write the answer in the right-hand column.

FINANCIAL HELP FOR HONDURAN COMPANIES

A \$160 million project to make the 'Made in Honduras' label better known abroad has just been announced in Tegucigalpa. The 'Brandname Fund', as it is called, is a project backed up1..... the Honduran government to give local companies a larger2..... in world markets. It is the first ever government campaign of its kind.

A government spokesman announced that the fund would be3..... in the next few days, and would help Honduran companies to promote specific4.....

But business people are doubtful about the scheme's likely benefit. Critics say that not enough money has been put into the5..... to make it really effective. They say that the amount is too6..... to help the many small companies whose limited resources prevent7..... from making a serious impact on the international markets.

The Honduran economy was once8..... closed to foreign investment, but it opened up to foreign companies around five years ago under sweeping reforms9..... by the new government. The moves have so far attracted10..... than \$20 billion worth of foreign investment.

But although certain Honduran11....., such as clothing and textiles, bananas and coffee, do quite well, no single Honduran brand has yet reached the top rank. The fund is a serious attempt to12..... this. The government13....., however, that brands selected for promotion14..... should be of international quality and capable of making a real impact in the15..... market.

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|--------------------|---------------|---------------|-----------|
| 1. A) by | B) for | C) with | 1. _____ |
| 2. A) stock | B) market | C) share | 2. _____ |
| 3. A) launched | B) fired | C) engaged | 3. _____ |
| 4. A) manufactures | B) brands | C) makes | 4. _____ |
| 5. A) founder | B) foundation | C) fund | 5. _____ |
| 6. A) little | B) few | C) many | 6. _____ |
| 7. A) they | B) them | C) their | 7. _____ |
| 8. A) completely | B) all | C) | 8. _____ |
| 9. A) performed | B) discovered | C) introduced | 9. _____ |
| 10. A) more | B) most | C) least | 10. _____ |
| 11. A) producers | B) products | C) produces | 11. _____ |
| 12. A) changes | B) change | C) changed | 12. _____ |
| 13. A) insists | B) defines | C) reserves | 13. _____ |
| 14. A) foreign | B) abroad | C) oversee | 14. _____ |
| 15. A) capable | B) entirely | C) global | 15. _____ |

Exercise D: Vocabulary in use

Make collocations using one item from each box and write them in the ‘collocations’ column. Then use these collocations to complete the sentences below.

N.	A	B	Collocations
1.	Marketing	awareness	
2.	Red	rate	
3.	Distribution	pricing	
4.	Brand	tape	
5.	Core	goods	
6.	Prestige	channel	
7.	Trade	share	
8.	Interest	mix	
9.	Non-durable	competencies	
10.	Market	surplus	

A. We often refer to the four main fields of the _____ as the four Ps. These include Product, Price, Place and Promotion.

B. When companies launch a new product, they invest large sums of money in _____ to make customers recognize the product.

C. Nokia is selling its products at a lower price in order to attract more customers and increase its _____, which has recently fallen to 33% .

D. It is not a good time to borrow money from banks because the _____ on loans has risen to 15%.

E. A country has a _____ if its exports exceed its imports.

F. Companies must often deal with a lot of _____ or excessive bureaucratic regulation when they want to hire foreign employees.

G. Lacoste keeps the price of its products high in order to maintain a reputation of exceptional quality. This is known as _____.

H. Products such as office supplies, fuel, food, clothing and cosmetics are known as _____. They are used up when used once, or have a lifespan of less than 3 years.

I. The company’s main _____ is the internet. In fact last year’s sales online accounted for 80% of total sales.

J. Mediolanum’s _____ include employing financial experts who provide door-to-door service to help clients with their investments.