

**Task 1: The Most Powerful Women in Fashion****Key**

0	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
D	E	A or E	A or E	C	A	B or E	D	C	B

**Justifications****0/D**

Test takers are asked to say who designs for young people. Text D says, "They may have worn Fendi and Versace to their sophomore prom, but in the twen and teen fashion lines they sell through about 2,900 Wal-Mart stores nationwide (and 5,300 stores globally), the hard-driving Olsen twins take it down a couple of notches."

Therefore the correct answer is **D (The Olsen Sisters)**.

**Q1/E**

Test takers are asked to say who is closely related to the boss of one of the most famous labels in the world. Text E says, "As the fashion-obsessed daughter of Bernard Arnault, chairman of the luxury-goods company LVMH Moet Hennessy Louis Vuitton, Delphine Arnault has long had a front-row seat at LVMH fashion shows."

Therefore the correct answer is **E (Delphine Arnault)**.

**Concerning Q2 and Q3: Please note that every answer (A or E) can only be given once.**

**Q2/A or E**

Test takers are asked to say who does not design anything at all. Text A says, "Designers succeed because she anoints them. [...] Wintour has taken it upon herself to act as something of a hen mother to fledgling designers and worthy causes." Text E says that Delphine Arnault "learned the business with John Galliano, working on product development and marketing for his label and then switching to Dior. Now Delphine heads Dior's women's shoe division, one of the company's fastest-growing sectors."

Therefore the correct answer is **A (Anna Wintour)** or **E (Delphine Arnault)**.

**Q3/A or E**

Test takers are asked to say who does not design anything at all. Text A says, "Designers succeed because she anoints them. [...] Wintour has taken it upon herself to act as something of a hen mother to fledgling designers and worthy causes." Text E says that Delphine Arnault "learned the business with John Galliano, working on product development and marketing for his label and then switching to Dior. Now Delphine heads Dior's women's shoe division, one of the company's fastest-growing sectors."

Therefore the correct answer is **A (Anna Wintour)** or **E (Delphine Arnault)**.

**Q4/C**

Test takers are asked to say who has become interested in an alternative lifestyle. Text C says that Donna Karen "had become sidetracked by her interest in yoga and spiritual pursuits, turning out fluttery clothes more appropriate for meditating in Bali than mediating in the boardroom."

Therefore the correct answer is **C (Donna Karan)**.

**Q5/A**

Test takers are asked to say who is described as making or breaking designers' careers. Text A says that Anna Wintour "wields considerable influence over American fashion. Runway shows don't start until she arrives. Designers succeed because she anoints them."

Therefore the correct answer is **A (Anna Wintour)**.

**Q6/B or E**

Test takers are asked to say who does not live in the USA. Text B says Miuccia Prada "lives in the Milan apartment she grew up in." Text E says, "After graduating from the London School of Economics, she worked for two years at McKinsey in Paris before joining LVMH in 2000. Now Delphine heads Dior's women's shoe division, one of the company's fastest-growing sectors."

Therefore the correct answer is **B (Miuccia Prada)** or **E (Delphine Arnault)**.

**Q7/D**

Test takers are asked to say whose fashions are sold at an affordable price. Text D says, "'It's not a high-end thing,' explains Robert Thorne, CEO of Dualstar Entertainment Group, parent company of all Mary-Kate and Ashley items. 'We want to be available to everyone, not just the beautiful people.'"

Therefore the correct answer is **D (The Olson Sisters)**.

**Q8/C**

Test takers are asked to say whose fashion style has changed in the course of her career. Text C says, "In the late 1990s, more than a few critics suggested that Donna Karan had lost her way. A dozen years after she launched her own label to great acclaim, winning the hearts of working women with her streamlined, sexy suits, there was a sense that the native of New York's Long Island had become sidetracked by her interest in yoga and spiritual pursuits, turning out fluttery clothes more appropriate for meditating in Bali than mediating in the boardroom."

Therefore the correct answer is **C (Donna Karan)**.

**Q9/B**

Test takers are asked to say whose designs are not influenced by any trend. Text B says that Miuccia Prada "never follows anyone else's lead, just her own original energy. Her collections are completely an expression of herself."

Therefore the correct answer is **B (Miuccia Prada)**.

**Task 2: What's in a name?**

**Key**

0	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17
F	NG	F	T	T	NG	F	F	T

**Justifications**

**0/False**

It is not true to say that people in the business world are uninfluenced by names because the text refers to a study that suggests "that while first names such as James and Elizabeth are strongly associated with success, others tend to be frowned upon when business is under discussion."

Therefore the correct answer is **False**.

**Q10/Not Given**

There is no evidence in the text that the study recommends looking at a link between success and attractiveness.

Therefore the correct answer is **Not Given**.

**Q11/False**

It is not true to say that associations with a name are very diverse because according to the text "strong trends emerged" in this study.

Therefore the correct answer is **False**.

**Q12/True**

It is true to say that few connect the name George with a handsome man because according to the text, "Men called Thomas [...] along with those called George were least likely to be considered good-looking."

Therefore the correct answer is **True**.

**Q13/True**

It is true to say that there is a connection between success at school and a child's first name because according to the text, "Earlier studies have shown that such perceptions can become self-fulfilling prophecies, with teachers awarding higher marks to children with attractive names."

Therefore the correct answer is **True**.

**Q14/Not Given**

According to the text, there is a link between names and success but there is no evidence in the text that a person with a popular name will work harder.

Therefore the correct answer is **Not Given**.

**Q15/False**

The writer does not say that parents should give their children rare names. On the contrary, he suggests that children with unusual names are less likely to be successful. According to Professor Wiseman, quoted in the text, "Traditional names with royal associations are viewed as successful and intelligent, and so parents hoping for successful offspring might want to avoid more unusual names."

Therefore the correct answer is **False**.

**Q16/False**

It is not correct to say that both men and women are equally influenced by names. According to the text, "People are walking around - women more than men - with these stereotypes in their heads without realising it."

Therefore the correct answer is **False**.

**Q17/True**

It is true to say that first names are not really a problem for those who are already rich and famous. According to the text, "if looks, fame and wealth already set you apart, your name is unlikely to make much odds."

Therefore the correct answer is **True**.

**Task 3: Teach all schools to sing**

Note: For the test format *Note Form*, accepted answers need reflect only the student's understanding of the recording and not any additional linguistic skills such as spelling or grammatical accuracy. To ensure that the test results are of the same standard nationwide, and in the interest of fairness to students, it is essential that the answers accepted are also the same across all of Austria. Should students give answers that are not in the key and you are in doubt, please contact the *Hotline*.

**Key**

	<b>accepted</b>	<b>not accepted</b>
0	<i>a national campaign</i>	
Q18	collective experience of singing uniting experience of singing collective singing experience	better local collaboration 21 <sup>st</sup> century songbook a songbook, songbook for schools heart of music teaching the heart of music singing at school singing, singing in primary schools teacher with music-heart experience of singing
Q19	free/cut-price/cheaper instrument tuition greater opportunities cheap tuition affordable instrument tuition	21 <sup>st</sup> century songbook free or cut-prize instruments instrument tuition provision of singing for early years the manifesto postcode lottery learn instrument music-manifesto develop potential through music their creative potential
Q20	(place) where they live their home address it depends where you live the place they live the place of living the place of residence	greater opportunities a national singing campaign better local collaboration develop their creative potential quality of music education quality of music provision education system involve everyone in education well-known supporters singing early free or cut-prize instruments a significant singing element a manifesto the quality the provision of singing
Q21	(singing/it) knits together (singing/it) unites people (singing/it) unites communities (it/singing) knits communities together (it/singing) makes communities stronger (it/singing) knits people together to knit communities together	find the resources needed it knits communities the collective experience collective community spirit see development the communities are together development of the 21 <sup>st</sup> century songbook

		engage children in music children know some songs fun
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**Justifications**

**0**

The text says, "Singing should be put back at the heart of music teaching in every primary school, through a national campaign leading up to the 2012 Olympics, a government-backed report recommends today."

Therefore the correct answer is **a national campaign**.

**Q18**

The text says, "Music experts advising ministers are calling for a '21st century songbook' to be introduced into schools, to help revive the 'collective experience' of singing."

Therefore the correct answer is **collective experience of singing**.

**Q19**

The text says, "The manifesto aims to provide greater opportunities for children to develop their creative potential through music, including giving all young people free or cut-price instrument tuition."

Therefore the correct answer is **free/cut-price instrument tuition**.

**Q20**

The text says, "We are rightly proud of our music education system, but unfortunately the quality of music education on offer depends far too much on where you live."

Therefore the correct answer is **(place) where they live or their home address**.

**Q21**

The text says, "At one time we all sang, in pubs, places of worship and homes as well as schools. We have lost that collective experience, which I think helped to knit our communities together."

Therefore the correct answer is **it knits together or unites people**.

**Task 4: TV film claims Tesco and Sainsbury's stores flout hygiene rules**

**Key**

0	Q22	Q23	Q24	Q25
C	B	C	D	A

**Justifications**

**0/C**

According to the text, the two supermarket chains are accused of "putting public health at risk after secret filming revealed members of staff deliberately extending sell-by and use-by dates on fresh food - and of selling food unfit for human consumption to unsuspecting customers."

Therefore the correct answer is **C (endangering the health of their customers)**.

A is incorrect because the text does not say that Tesco and Sainsbury filmed their staff.

B is incorrect because animal food is not mentioned.

D is incorrect because the labels were changed on fresh food.

**Q22/B**

According to the text, a BBC programme shows the staff as they "falsify food temperature records and flout basic rules of food hygiene such as using different knives for fish, raw meat and cooked meat to prevent cross-contamination of bacteria."

Therefore the correct answer is **B (ignoring food hygiene regulations)**.

A is incorrect because the text says that the staff falsified food temperature records.

C is incorrect because the staff did not use different knives for fish and raw meat.

D is incorrect because the text does not say that foodstuffs were manipulated.

**Q23/C**

According to the text, the film showed "the factory floor of a major supplier of ready meals to Tesco cross-contaminated with urine and faecal matter from employees' boots, and a farm which supplies

chickens to Sainsbury's where a bin of dead birds crawling with hundreds of maggots is alongside the area for live birds being reared for sale."

Therefore the correct answer is **C (body waste)**.

A is incorrect because the dead animals were found on a farm.

B is incorrect because the maggots were crawling over the dead birds on the farm.

D is incorrect because the dirty boots are those of the employees, not of visitors.

**Q24/D**

According to the text, an undercover investigation was carried out "by two BBC reporters who got jobs with Sainsbury's and Tesco and secretly filmed their daily working lives over several months."

Therefore the correct answer is **D (undercover media people)**.

A is incorrect because the former employee alerted the BBC.

B is incorrect because the text does not mention ordinary employees doing the filming.

C is incorrect because the text says that customers were misled, but not that they were involved in the investigation.

**Q25/A**

According to the text, Sainsbury's issued a statement saying that "Sainsbury's takes any matter relating to food safety extremely seriously. On receipt of the limited information provided by the BBC, we launched an immediate investigation at our store. As a result, we have identified some instances where our procedures had not been followed correctly at that store and have taken the necessary action to ensure these matters are addressed."

Therefore the correct answer is **A (they have taken action to solve the problem)**.

B is incorrect because the text only refers to the information that the BBC gave to Sainsbury's, not to its viewers.

C is incorrect because the text says that Sainsbury's immediately reacted to the limited information they were given by the BBC but it does mention no details.

D is incorrect because the text mentions some instances where the procedures were not followed correctly.