

**Voor dit examen zijn maximaal 50 punten te behalen; het examen bestaat uit 46 vragen. Voor elk vraagnummer is aangegeven hoeveel punten met een goed antwoord behaald kunnen worden.**

Geef niet meer antwoorden (zinnen, redenen, voorbeelden e.d.) dan er worden gevraagd. Als er bijvoorbeeld één zin wordt gevraagd en je antwoordt met meer dan één zin, dan wordt alleen de eerste zin in de beoordeling meegeteld.

*De vragen kunnen gesloten zijn (meerkeuzevragen) of open.  
Schrijf al je antwoorden op het examenpapier dat je van je school hebt gekregen.  
Noteer bij de meerkeuzevragen alleen de hoofdletter die hoort bij het goede antwoord.  
Beantwoord de open vragen uitsluitend in het Nederlands, tenzij anders is aangegeven.*

## Tekst 1 Beware, Mr Blair

- 1p **1** ■ What is the main point David Ackerman makes in his letter?
- A In general, young Britons are attracted to Mr Blair's views on the new Britain.
  - B Mr Blair should stop pretending to be younger than he actually is.
  - C Not all young Britons agree with Mr Blair's ideas about a modern Britain.
  - D Thomas Corrie is wrong in criticising Mr Blair's attempts to influence the young.
  - E Young Britain should not underestimate the value of the Royal Family.

## Tekst 2 Service with a smile

- 1p **2** □ Citeer de zin of het zinsgedeelte uit alinea 1 waarin de hoofdgedachte van deze alinea staat. Schrijf de eerste twee en de laatste twee woorden van deze zin of dit zinsgedeelte op.

'Sometimes technology helps.' (line 20)

- 1p **3** ■ What do paragraphs 2 and 3 make clear about the role of technology in customer service?
- A It can be useful but few companies apply it.
  - B It may have an important function in training employees.
  - C It will eventually take over most jobs done by people.

'In most cases ... managing people.' (regel 34–36)

- 2p **4** □ Welke *twee* methodes worden volgens alinea 3 toegepast om werknemers zo goed mogelijk te laten presteren?

'incentives for ... on their own' (lines 49–51)

- 1p **5** ■ Which of the following explanations for this is correct according to paragraph 4?
- A Apart from incentives, staff also need the right facilities for doing their job.
  - B It is impossible to make sure that incentives go to the people who deserve them.
  - C Satisfaction about service may well depend on staff who are not in direct contact with customers.
  - D The quality of a firm's products matters more to customers than the attitude of its personnel towards them.

'the success of Asia's luxury hotels' (lines 70–71)

- 1p **6** ■ What is the main factor explaining this success, according to the writer?
- A The efficiency with which their employees perform their tasks.
  - B The fact that their employees seldom get extra rewards.
  - C Their independence from technology.
  - D Their keenness to satisfy the customer.

'Two approaches predominate.' (regel 97–98)

- 2p **7** □ Welke *twee* benaderingen zijn momenteel het meest gangbaar volgens het boek *The Service Profit Chain* (alinea 7 en 8)?

The article *Service with a smile* can be roughly divided into four parts:

1 Introduction of the subject;

2 Examples of methods that most companies now use to ensure customer loyalty;

3 Comment on these methods;

4 A discussion of recent alternatives for reaching the desired goal.

- 1p **8** ■ In which paragraph does part 3 begin?
- A In paragraph 3.
  - B In paragraph 4.
  - C In paragraph 5.
  - D In paragraph 6.
  - E In paragraph 7.
- 1p **9** ■ How does the writer of this article present his subject-matter?
- A Ironically.
  - B Neutrally.
  - C Sceptically.

### Tekst 3 Spare the Rod? Maybe

*Kies bij iedere open plek het juiste antwoord uit de gegeven mogelijkheden.*

- 1p **10** ■
- A a good talking-to
  - B a slap on the bottom
  - C loving attention
  - D setting an example
- 1p **11** ■
- A highlight
  - B mask
  - C raise
  - D reduce
- 1p **12** ■
- A controversial
  - B outdated
  - C perfectly respectable
  - D strictly confidential
- 1p **13** ■
- A antisocial
  - B frightened
  - C indifferent
  - D well-behaved
- 1p **14** ■
- A Consequently
  - B However
  - C Moreover
- 1p **15** ■
- A adds a new argument to this
  - B confirms this
  - C disagrees with this
  - D puts this in perspective

- 1p **16** ■  
A approve of  
B are concerned about  
C avoid  
D underestimate
- 1p **17** ■  
A Many  
B No one  
C Parents  
D Trumbull
- 1p **18** ■  
A academic interest  
B a shocking rise  
C a steady decrease
- 1p **19** ■  
A Ms Mason's view  
B Straus' study  
C Trumbull's theory

## Tekst 4 Burden of homework

Geef bij vraag 20 tot en met 22 aan welk van de onderstaande uitspraken het beste de hoofdgedachte van elk van de ingezonden brieven weergeeft.

- 1 A child's success at learning should not depend too much on conditions at home.
- 2 An overload of homework leaves no room to explore other interests.
- 3 Children from the lower classes benefit from the present education system.
- 4 Children should be allowed to enjoy their freedom while it lasts.
- 5 Not all homework has relevance to things that really matter in life.
- 6 Time without homework is an essential part of the process of learning.

- 1p **20**  Welke uitspraak geeft het beste de hoofdgedachte van de brief van R. Whittle weer?  
Noem het nummer van de betreffende uitspraak.
- 1p **21**  Welke uitspraak geeft het beste de hoofdgedachte van de brief van Dan McKee weer?  
Noem het nummer van de betreffende uitspraak.
- 1p **22**  Welke uitspraak geeft het beste de hoofdgedachte van de brief van Melissa Hawker weer?  
Noem het nummer van de betreffende uitspraak.

## Tekst 5 March of the superbugs

- 1p **23**  Leg uit welke mogelijke ramp wordt bedoeld met 'this potential disaster' (regel 16–17).  
  
'What is remarkable about this potential disaster is the casual way we walked into it.'  
(regel 16–17)
- 2p **24**  Welke van de alinea's 3 tot en met 8 lichten 'the casual way' nader toe?  
Schrijf de nummers van deze alinea's op.

- 1p **25** ■ Which of the following statements about farmers is/are true according to paragraph 3?  
1 Farmers are prepared to control the use of antibiotics and other medicines on their farms.  
2 Farmers do not succeed in keeping their farms clean and hygienic.
- A** Only 1.  
**B** Only 2.  
**C** Both 1 and 2.  
**D** Neither 1 nor 2.

‘It is not their fault.’ (regel 24)

- 1p **26** □ Waarom kun je boeren hun praktijken niet kwalijk nemen?

- 1p **27** ■ What is the ‘prisoner’s dilemma’ (line 35)?  
The choice between
- A** giving children antibiotics to ensure speedy recovery or not giving these drugs because of the long-term harm they might cause.  
**B** keeping a child at home and being unable to go out and work or giving the child antibiotics to be able to send it to a nursery.  
**C** sending a child to a nursery to be able to go out and work or not sending it there because these centres are sources of contagious diseases.

- 1p **28** ■ Which of the following is true according to paragraph 5?
- A** American children are ill more often than European children.  
**B** American doctors tend to take children less seriously than parents.  
**C** Day-care centres in the US have to meet with ever-stricter requirements of hygiene.  
**D** More and more children in the US are treated with antibiotics.

‘The only way to cut through this is, again, by regulation.’ (regel 64–65)

Het woord ‘again’ duidt aan dat de schrijver al eerder een soortgelijk voorstel heeft gedaan.

- 1p **29** □ Welke zin uit alinea 1 tot en met 5 bevat dit voorstel?  
Citeer de eerste twee en de laatste twee woorden van deze zin.

- 1p **30** ■ How does the writer view the use of anti-bacterials in ‘domestic articles’ (line 75)?
- A** As acceptable although it will undoubtedly change our daily lives more than we can predict at this moment.  
**B** As acceptable because it is the only way to avoid the danger of germs dominating our lives.  
**C** As undesirable although he is convinced it is just one of those trends that cannot be stopped.  
**D** As undesirable because it could result in an increase in the number of bugs resistant to antibiotics.

- 1p **31** ■ What is the main aim of this article?
- A** To condemn the medical profession.  
**B** To criticise politicians.  
**C** To discuss the opinions of experts.  
**D** To make readers aware of a problem.

## Tekst 6 Death and the American

- 1p **32** ■ What can be concluded about Europeans and Americans from paragraph 1?  
They differ in
- A** the degree of punishment they think offenders deserve.  
**B** the extent to which they accept responsibility for their actions.  
**C** the openness with which they show their religious enthusiasm.  
**D** the solidarity that people feel for one another.

- 1p **33** ■ What suggestion are the examples in paragraph 2 meant to support?  
**A** American politicians tend to approve of capital punishment because it suits them politically.  
**B** Americans are not alone in defending capital punishment, but they are more frank about it than others.  
**C** Mr Clinton's views on capital punishment have always been determined by the spirit of the age.  
**D** Older American politicians are inclined to agree with capital punishment.
- 1p **34** ■ Which of the following quotations from paragraph 2 is cynical?  
**A** 'After all ... punishment.' (lines 12–14).  
**B** 'Bill Clinton ... death penalty' (lines 15–17).  
**C** 'In his ... for office' (lines 21–23).  
**D** 'why waste ... murderer' (lines 23–25).
- 1p **35** ■ What does the Reverend Jackson's term 'legal lynching' (line 42) refer to?  
 To the fact that  
**A** capital punishment is not in accordance with his religious beliefs.  
**B** so many African-Americans are sentenced to death compared to other Americans.  
**C** there was not enough evidence to convict Mr McVeigh for the Oklahoma bombing.
- 1p **36** □ Geef voor elk van de onderstaande uitspraken aan of deze juist of onjuist is volgens alinea 4 of 5.  
 1 African-Americans agreed with McVeigh's sentence more than other Americans.  
 2 A great majority of present-day Americans appear to approve of capital punishment.  
 3 The rate of serious crime in the U.S. has been stable since the 1930s.
- 1p **37** ■ What conclusion does the writer of the article reach in paragraph 6?  
**A** Capital punishment hardly lowers the rate of serious crime in the U.S.  
**B** Capital punishment is carried out comparatively often in the U.S.  
**C** The U.S. has an exceptionally high crime level.  
**D** The U.S. pursues a very strict anti-crime policy.
- 1p **38** ■ Which of the following notions from paragraph 7 is central in the Americans' attitude towards capital punishment?  
**A** 'prevention' (line 69).  
**B** 'zero tolerance' (line 70).  
**C** 'retribution' (line 72).
- 1p **39** ■ How does paragraph 8 relate to paragraph 7?  
 In paragraph 8 the writer  
**A** contradicts the idea put forward in paragraph 7.  
**B** expresses agreement with the idea put forward in paragraph 7.  
**C** further elaborates the idea put forward in paragraph 7.  
**D** mentions the consequences of the idea put forward in paragraph 7.
- 1p **40** ■ What is the main reason for the fact that capital punishment does not exist in many countries other than the U.S., according to paragraph 9?  
**A** The belief that it is less effective than long prison sentences.  
**B** The inhumanity of convicts' awaiting their execution for years.  
**C** The ridiculous delaying tactics used by lawyers.  
**D** The risk of innocent people being put to death.
- 2p **41** □ Geef voor elk van de onderstaande aanhalingen aan of deze als argument *voor* of *tegen* de doodstraf wordt gepresenteerd in de tekst.  
 1 'the state ... taken'" (lines 33–36).  
 2 'blacks ... executed.' (lines 38–41).  
 3 'and ... should be.' (lines 86–89).  
 4 'everyone ... it?' (lines 105–107).

Lees bij de volgende vragen steeds eerst de opgave voordat je de bijbehorende tekst raadpleegt.

## Tekst 7 Time Capsules

Tekst 7 bestaat uit een advertentie en uit een brochure van de British Library.

Je wilt een tijdcapsule maken volgens de aanwijzingen die in de brochure worden gegeven.

- 1p **42**  Kun je een houten voorwerp in de capsule plaatsen? Zo ja, waarop moet je dan letten?
- 1p **43**  Zijn de tijdcapsules die je bij John Mallory kunt bestellen, volgens de brochure gemaakt van het ideale materiaal? Zo ja, waarom; zo nee, waarom niet?

## Tekst 8 Visits to both Houses of Parliament

Veertien leerlingen uit je klas willen in november een week naar Londen. Je wilt weten wat de mogelijkheden zijn om dan als groep een bezoek aan de Houses of Parliament te brengen.

- 1p **44**  Op welke dag/dagen en hoe laat is zo'n bezoek mogelijk?
- 1p **45**  Kun je per e-mail een reservering maken? Zo ja, wat is het e-mailadres?

## Tekst 9 Safety Code of the American Whitewater Affiliation

Je bent op vakantie in Amerika en je wilt met je vrienden gaan wildwatervaren. Je kunt het nog niet zo goed, want het is pas de tweede keer dat je meegaat.

Er zijn elf kajaks. Je vraagt je af of je in een groep van elf kajaks het beste vooraan, middenin of achteraan kunt meevaren.

- 1p **46**  Bevat deze bladzijde uit de *Safety Code of the American Whitewater Affiliation* hier informatie over? Zo ja, citeer de eerste twee en de laatste twee woorden van de zin waarin deze informatie staat.

Einde