

Test 2

Part 1. READING (30 points)

Time: 30 minutes

Read the passage below and answer questions 1-15.

- I.** Retail food is all food, other than restaurant food, that is purchased by consumers and consumed off-premise. Retail food comes in all shapes and sizes and is protected by numerous government agencies. Retail food is one of man's most important expenditures because people need to eat to live healthy lives. Most people purchase retail food items every week, including meat, vegetables, fruit, milk, bread, eggs, snacks and many other items. Retail foods can be packaged in boxes, cans, cellophane wrapping or cylindrical cardboard containers. Some retail foods like fresh vegetables are not individually packaged at all.
- II.** Retail food can come from grocery stores, mass merchandisers and even drug stores. Convenient stores even carry foods that are purchased frequently, but they normally charge a higher price for them. Retail food can also be sold in specialty stores like health food stores, by mail order or over the Internet. Retail food is normally sold by sales representatives who take the initial order and send it to their manufacturer or wholesaler. The order is then processed and the food is, in turn, shipped out by a variety of trucks. Most retail food stores receive at least several shipments of retail food per week because of the heavy volume of purchases.
- III.** Retail food can either be perishable or non-perishable, which is important for determining the proper storage procedures and inventory methods for various retail foods. Products like milk and eggs are perishable and only have a limited shelf life. They must be refrigerated at all times. Expiration dates are clearly marked on these items. Boxed and canned foods also have expiration dates but typically have extensive shelf lives. Because of the nature of retail food, the FIFO (first in first out) inventory method is used when stocking shelves. Thus, older items are always pushed toward the front on shelves.
- IV.** Food and grocery is the second-largest segment of the retail industry in India and the potential for new entrants in this segment is enormous, particularly in untapped markets like rural and semi-rural areas. Due to large disposable incomes, the retail sector is witnessing a remarkable change in consumption patterns, especially in terms of food. Food retailing has come of age from a period when food items were sold in small road side grocer shops and bazaars by vendors to a stage when food products (processed and groceries) are retailed through supermarket stores where

consumers can inspect, select and pick up the products they like in a comfortable ambience and still pay a fair price. Shopping for groceries is no longer a strenuous and uncomfortable affair.

- V.** The first visible sign of the change in food retailing was seen in the mid-eighties. Around that time a few new food stores were set up in all metro cities in India.

Until the late 1990s, food retailing in the form of hypermarkets, supermarkets and neighbourhood stores was concentrated in the south of the country. The reason being that most entrepreneurs who started organised retail came from southern India and the cost of real estate in the southern region was less than other regions. Since then, however, organised food retailing has emerged across the country, inspired by the presence of high potential markets in the north, west and east as well as the success of some non-food retailers and food services companies in these regions.

- VI.** There are various causes of the massive growth of food retailing in India:

- Changing lifestyles and tastes
- Growing need for convenience
- Increasing disposable income
- Increasing numbers of working women
- Change in consumption patterns
- Higher aspirations among youth
- Impact of western lifestyle
- Plastic Revolution increased use of credit cards and debit cards

With changing food consumption patterns, consumers' need for convenience, choice and value for money, the set-up of the retail format is changing. Indian consumers have always visited about eight to ten outlets to purchase various food products. These outlets include neighbourhood stores, bakeries, fruit and vegetable outlets, dairy booths and even small flour mills, which is a very time-consuming and unproductive way of shopping for food.

- VII.** With changing lifestyles, there is a scarcity of time. So, convenience in food shopping is emerging as an important driver of growth for one-stop retail formats that can offer the consumer 'value for time' in addition to 'value for money'. In every retail format, the food trade is growing. A huge increase is expected from the corporate players, which will help grow the entire food retail sector. Retailers are offering a package of convenience and freshness, and have an edge over manufacturers that focus mainly on packaged conveniences.

VIII. The past 4-5 years have seen increasing activity in food retailing. Various business houses have already planned for investments in the coming 2-3 years. Though the retailers will have to face increasingly demanding customers and intensely competitive rivals, more investments will keep flowing in and the share of the organised food sector will grow rapidly.

Questions 1-3

Match the paragraphs (**I-III**) with the headings below (**A- F**). There are three extra headings you do not need to use.

- 1** Paragraph I
- 2** Paragraph II
- 3** Paragraph III

List of headings

- A.** Where and how retail food is ordered and sold
- B.** Principles of government agencies
- C.** Heavy volume of purchases
- D.** Principles of stocking shelves
- E.** First come first served
- F.** In all shapes and sizes

Questions 4-8

Match the paragraphs (**IV-VIII**) with the statements below (**A-G**). There are two extra statements you do not need to use.

- A.** New competitors will introduce western lifestyles more actively than the retailers who started their businesses earlier.
- B.** Buying food has become a much more pleasant process.
- C.** The growing number of working women has contributed to the change of consumers' shopping behaviour.

- D. Increasing customer demands and growing competition for the market will not stop investments into the organised food sector.
- E. Manufacturers have less choice to offer to consumers than retailers do.
- F. Indian food retailing started changing as early as the mid-1980s.
- G. Plastic revolution led to cheaper packaging of food products.

Questions 9-15

Read paragraphs **IV-VIII** again. Mark the statements **9-15** as **true (A)**, **false (B)** or **not given (C)**.

- 9. Food is the largest sector of the retail industry in India.
- 10. People don't shop in roadside shops anymore.
- 11. Food retail expanded throughout the country in the mid-1990s.
- 12. Property in the south of India was cheaper than in other regions.
- 13. Changes in the way people live their lives are affecting the food retail industry.
- 14. People have less time and more money and this has changed their shopping habits.
- 15. Big companies are expected to make a small investment in the food retail market in the near future.

Part 2. Use of English

Time: 30 minutes

Task 1. Items 1–10 (10 points)

For Questions 1–10, read the text below and look carefully at each line. Some of the lines are correct, and some have a word which should not be there. If a line is correct put a tick. If a line has a word which should **not** be there, write the word on your answer sheet. There are two examples at the beginning (**0** and **00**).

Example:

0	<i>V</i>
00	<i>being</i>

Parenting a teen takes strength

0	If men are from Mars, and women are from Venus, teens must be from another solar system.
00	The first thing for parents to do is realize that their teens are being acting normally when they appear highly abnormal.
1	Similar to movie aliens, these adolescent aliens are rather simple to identify, in their fast-paced world, teens often resemble like fast food.
2	Typical teens are like colossal onion rings – greasy on the outside with a hole in the middle. Just being near them makes you to cry.
3	What's up missing at the center of teens is confidence and logic.
4	Teens want to be fiercely independent, so they surround themselves with alike peers. They want to be unique, so they try desperately to fit in.
5	Parents must recognize that teens are trying to assert their independence from parental control, but they are often too immature to realize that they are not ready to go out on their own.
6	When kids become teens, your job description as a parent is changes dramatically.
7	Many of the families that seek counseling for teen conflict often have problems elsewhere, whether with their marriage, finances or other areas.
8	Those problems project themselves onto the teen, and the teen becomes the brunt of family arguments.
9	What parents need to do is "keep cool and work hard at staying in touch with these rapidly changing creatures," says Thomas W. Phelan, a clinical psychologist and author. "Among other things, having staying in touch includes being a good listener".
10	Apart from strength, being parenting a teen takes wisdom and maturity. It always requires patience, flexibility and an occasional dose of aspirin.

Task 2. Items 11–20 (10 points)

For items 11–20, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. **Do not change the word given.** Use **from three to five** words. Please mind both grammar and spelling. There is an example at the beginning (0).

Example: 0. The pool isn't deep enough to swim in.

too

The pool swim in.

0

is too shallow to

11. It would have been a super weekend if the weather had been fine.

BUT

..... , it would have been a super weekend.

12. Despite usually feeling comfortable when he spoke in public, John felt quite nervous this time.

USED

Though he was in public, John felt quite nervous this time.

13. Jill wished she had a better relationship with her father.

GET

Jill regretted with her father.

14. I am absolutely sure that they played football yesterday because the weather was fine.

MUST

They football yesterday because the weather was fine.

15. The team are determined to finish the race however tough it is.

MATTER

The team are determined to finish the race might be.

16. Jack was not in the mood to go to the party.

FEEL

Jack to the party.

17. Paula and I have been friends since 1998.

DATES

My friendship to 1998.

18. It looks like you did not sleep well last night.

IF

You look not get much sleep last night.

19. Jane's lawyer advised her to pay no attention to all the reporters.

SUGGESTED

Jane's lawyer ignore all the reporters.

20. If we can solve the problem soon, it will be better for all concerned.

SOONER

..... the problem, the better it will be for all concerned.

Part 3. Writing (30 points)

Time: 30 minutes

Express your opinion on the following quotation.

A poet's autobiography is his poetry. Anything else is just a footnote.

Yevgeny Yevtushenko

- *Write an introduction.*
- *Express your opinion, give argument(s)/ example(s).*
- *Make a conclusion.*

Write 100-140 words.

Test 2

Part 4. Speaking (20 points)

Preparation time: 15 minutes/ Presentation time: 3-5 minutes

Talk about **different ways of learning English vocabulary**.

- What is your usual way of learning new words in English?
- Describe different ways of learning vocabulary (3 PICTURES). Say which way of learning vocabulary you'd prefer and explain why.



