



Gobierno del Principado de Asturias

Consejería de Educación, Cultura y Deporte

ESCUELAS OFICIALES DE IDIOMAS DEL PRINCIPADO DE ASTURIAS

PRUEBA ESPECÍFICA DE CERTIFICACIÓN DE
NIVEL AVANZADO
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COMPRENSIÓN
ORAL

MODELO DE
CORRECCIÓN

HOJA DE RESPUESTAS

EJERCICIO 1: MEDICAL NEGLIGENCE?

1. concerns
2. exposed
3. involvement
4. tune
5. pressure
6. shocking
7. parties

EJERCICIO 2: GOLD STANDARD IN CUSTOMER SERVICE

Lesson 1	A	B	C	D	E	F	G	H	I
Lesson 2	A	B	C	D	E	F	G	H	I
Lesson 3	A	B	C	D	E	F	G	H	I
Lesson 4	A	B	C	D	E	F	G	H	I
Lesson 5	A	B	C	D	E	F	G	H	I
Lesson 6	A	B	C	D	E	F	G	H	I
Lesson 7	A	B	C	D	E	F	G	H	I

EJERCICIO 3: IN FACT

1. A B **C**
2. A **B** C
3. **A** B C
4. A B **C**
5. A B **C**
6. A B **C**

EJERCICIO 1

MEDICAL NEGLIGENCE?

Adapted from BBC News

You will hear an extract from an English newscast on the death of Joshua Titcombe, a 9-day-old baby. Look at gaps numbered 1-7 and complete them by writing **ONE WORD** for those spaces. **DON'T FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET.**

Joshua's death could have been prevented if _____1_____ about poor care at the hospital had been investigated.

The letter sent to the former Health Secretary warned that hospital regulators hadn't _____2_____ problems.

There should be a forensic examination of possibly the Department of Health's _____3_____ .

People who worked for the CQC think that the organization was dancing to the _____4_____ of the Department of Health.

The question remains whether Andy Burnham put some kind of _____5_____ on the CQC to silence its criticism of hospitals.

Labour insists this is a _____6_____ cover-up that happened on the watch of the current government.

There is the danger that this could become a political row with _____7_____ trying to pass the buck.

EJERCICIO 2

GOLD STANDARD IN CUSTOMER SERVICE

Adapted from Carmine Gallo's interview with Richard Branson

You will hear an extract from a TV feature on Virgin America Airline. Listen and match the number of the lessons the TV reporter learnt, with the statements which best summarize each lesson. Bear in mind there are more letters than lessons. You have to choose only seven letters, one for each lesson. **DON'T FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET.**

- | | |
|----------|---|
| Lesson 1 | A. Select staff who show the right attitude |
| Lesson 2 | B. Provide your employees with a high standard of training |
| Lesson 3 | C. Interaction between employees and customers is essential |
| Lesson 4 | D. Offer your own views on social networks |
| Lesson 5 | E. Act spontaneously with your employees |
| Lesson 6 | F. Set up major promotional campaigns |
| Lesson 7 | G. Be perceivable and accessible to your employees |
| | H. Modern amenities make your customers try your product again |
| | I. Be genuinely committed to customer service |

EJERCICIO 3

IN FACT

Adapted from Internet video blog 'In Fact'

You will hear an episode from an Internet blog called 'In Fact', which deals with fast food in the USA. Listen and choose the best option (A, B or C) to complete sentences 1-6. DON'T FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET.

- 1. The basic ingredients used in fast food chains ...**
 - A** do not provide a well-balanced meal
 - B** are worse than those used by other food retailers
 - C** are the same you can get in regular restaurants and supermarkets

- 2. The things that can damage your health at fast food restaurants are ...**
 - A** most of the things you eat there
 - B** soft drinks, shakes, and French fries
 - C** Big Macs, if you eat three, or more a day

- 3. Sit-down restaurants ...**
 - A** serve much bigger portions than fast food ones
 - B** use a different kind of oil to cook their French fries
 - C** eclipse fast food ones regarding the quality of the food they provide

- 4. According to Brian Dunning, Starbucks ...**
 - A** is much more than a popular café
 - B** is a popular option for health-conscious customers
 - C** provides the same or more calories than fast food places

- 5. Fruit smoothies ...**
 - A** are all detoxifying
 - B** are not fattening if they are organic
 - C** may be healthy, but they have a lot of calories

- 6. Brian Dunning believes ...**
 - A** blaming other people is something justified
 - B** all kinds of American restaurants are to blame
 - C** Americans are responsible for their own overweight problem

Transcripciones

EJERCICIO 1: MEDICAL NEGLIGENCE?

Reporter: Joshua Titcombe spent his short life fighting an infection. Nine days after he was born, he passed away. His grieving parents always believed his death could have been prevented, if concerns about poor care at the hospital had been properly investigated. They felt so strongly they wrote to Andrew Lansley, shortly after he became Health Secretary in June 2010. The letter included a warning that hospital regulators, including the Care Quality Commission, hadn't exposed problems at the hospital. It read, 'despite all these regulatory bodies, Joshua's death was preceded by the preventable deaths of other babies. Yet, no action was taken in time to make a difference to our son.'

Joshua's father: What's essential now is that there's really forensic examination of possibly the Department of Health's involvement, what Ministers knew at the time, you know, what David Nicholson knew at the time, these are really important questions, and there is a lot of evidence out there, already evidence given in the mid-staff inquiry where, for example, the opinion of people that worked in the CQC at the time was that the organization was dancing to the tune of the Department of Health.

Reporter: It's raised questions for Andy Burnham, the Health Secretary until Labour lost the general election in 2010. Local Conservative MP David Morris has written to Mr. Burnham saying, 'there remains serious questions for Labour to answer, in particular there are questions about your time as Labour Secretary of State for Health. How much pressure did you put on the CQC to tone down its criticism of hospitals?'

David Morris: It wouldn't be a total surprise if there were to have been pressure brought to bear. Whether that's direct pressure or more subtle kind of pressure, the build-up of the ideology, the political intent and desire to see foundation trusts, to see the government of the day's reforms working and avoiding scandals.

Reporter: Labour insists this is a shocking cover-up that happened on the watch of the current government. The Department of Health insists it did eventually act on concerns expressed about the Care Quality Commission. There is a danger this could become a political row with parties trying to pass the buck, when all the families of the victims want to know is who exactly knew what when, because they believe without the cover-up these babies could have lived.

EJERCICIO 2: GOLD STANDARD IN CUSTOMER SERVICE

Happy, engaged and empowered employees go above and beyond to satisfy the customer. That's one lesson I learned from spending a day with a very famous CEO who has built a brand many consider the gold standard in customer service, Virgin Group founder Sir Richard Branson. I accompanied Richard Branson on Virgin America's first flight from Los Angeles to Las Vegas. It's a new route for the airline. Virgin America had just been named the top domestic US airline in the United States based on quality.

So I looked at this as an opportunity with Richard Branson, Virgin America's CEO David Cush and his employees to understand the secrets behind their exceptional customer service experience. I learned seven lessons that all leaders can and should adopt if they hope to build successful companies.

Lesson number 1: Be visible. Richard Branson says, 'a good leader doesn't get stuck behind a desk.' Branson is always on the move, meeting employees, talking to cabin crews, and soliciting feedback from passengers. He's constantly asking for their opinions and he keeps a notebook of the ideas and the feedback he's received.

Lesson number 2: Express a passionate commitment to serving the customer. Customer service starts at the top and it certainly does in the case of Virgin America. Both Branson and Virgin America's CEO David Cush believe that a superior customer experience is the key ingredient to success in a competitive global economy, regardless of the type of business you're in. The details, according to Branson, are Virgin America's features and amenities such as new planes, mood lighting, leather seats and in-flight entertainment.

Which leads us to lesson 3: Your company's employees are its greatest asset. According to Branson, features and amenities might entice customers to try your product once, but it's the quality of the interaction they have with your people that encourages them to return.

Lesson number 4: Hire people who have the Virgin attitude. Virgin America's very selective hiring only about one out of one hundred people who apply. Those who make it are competent, friendly and committed to providing customers with a superior level of service.

Lesson number five: Empower your employees to make every experience great. Once you hire the right employees, give them the best training. Then let them use their imagination and creativity to solve problems.

Lesson number 6: Engage in social media with a genuine voice. Branson sends out his own tweets. He doesn't delegate his Twitter account. Branson believes in having an authentic voice on social media. Virgin America itself has a full-time team of three people who respond to every customer comment and question on Twitter.

Lesson number 7: Whether you're on Twitter or in person, have fun. Don't take yourself too seriously. Let your hair down every once in a while. As part of its recruiting process, Virgin America looks for people who are smart, capable, enthusiastic and who have a sense of humour. Their boss shares all those qualities, especially the sense of humour. Branson is up for anything and his employees love to see it. He has fun and so do they. If you're not having fun, neither will your employees and your customers will notice. The customer experience is everything and it begins with you.

EJERCICIO 3: IN FACT

We've all heard that fast food is terribly unhealthy. But have you ever looked into where calories and fat really come from? I'm Brian Dunning and you're watching 'In Fact.'

Welcome to the show that gives you the real facts behind popular myths. Bashing fast food has been a fashionable trend in Hollywood for ten years, but are those horrible McDonald's ingredients really responsible for America's weight problem? Fast food chains buy their basic ingredients – ketchup, bread, potatoes, frying oil – from the same wholesalers that supply all food retailers. Mustard at McDonald's is not magically worse than mustard at the supermarket. At 540 calories, a Big Mac by itself is actually an excellent balanced meal. You can eat three a day and get plenty of nutrition from only 1,620 calories. It's simply not as bad as people think.

There are really only two things to avoid at fast food. Saturated fat in the canola oil used to fry the fries and gobs of sugar in the soft drinks and shakes. If you're concerned about quantity, look instead at sit-down restaurants, where you're served much more food. At a fast-food place I get a burger and a drink. If you order the same thing in a restaurant, you get a burger that's twice the size, drink refills plus a pile of giant French fries way more than you get in a little paper fast food envelope and fried in the same canola oil, plus a scoop of mayonnaise heavy coleslaw, not to mention the bread and chips you eat for half an hour waiting for your order. Even if you go to an Italian or a Mexican restaurant or whatever, the total quantity almost always eclipses a fast food order.

If you want to see where most supposedly health-conscious people get their calories, you have to look at a modern 21st-century fast food restaurant disguised as a trendy coffeehouse, Starbucks, and any of the similar chains. Starbucks' own online nutrition information shows pages of drinks over 600 calories and some over 700 calories. Why don't any of these documentary filmmakers ever mention Starbucks? Probably because they wrote their screenplay sitting in one, slurping a white chocolate mocha every day. Just as bad are fruit smoothies. No matter how organic or detoxifying they claim it is, a fruit smoothie is basically a giant cup of sugar calories. Healthy? Sure, if you want to be healthy and fat.

If Americans are too fat, and we are, pointing your finger at someone else doesn't help. Don't blame one type of restaurant. Blame what you eat. I'm Brian Dunning and this has been 'In Fact.' 'In Fact' is made possible by financial support from viewers like you. Please visit infactvideo.com