

JUNTA DE EXTREMADURA

Consejería de Educación

Dirección General de Formación Profesional y Aprendizaje Permanente.

PRUEBAS DE ACCESO A CICLOS FORMATIVOS DE GRADO SUPERIOR.

Orden de 24 de abril de 2006, (DOE. 9 de mayo)

Fecha: 15 de junio de 2006

DATOS DEL ASPIRANTE	CALIFICACIÓN
Apellidos: _____	APTO <input type="checkbox"/> NO APTO <input type="checkbox"/>
Nombre: _____ DNI: _____	
I.E.S. de inscripción: _____	
I.E.S. de realización: _____	

Instrucciones:

Mantenga su DNI en lugar visible durante la realización del ejercicio.

Lea detenidamente los enunciados de los ejercicios antes de comenzar su resolución.

Duración 2 horas 30 minutos (junto a Lengua Castellana y Literatura)

PRUEBA DE INGLÉS (GENERAL)

The power of brands

Have you ever thought about how important brand names are? These days it is very common to use brand names as part of everyday speech. We don't ask for a yogurt, but for a Danone; instead of having a soft drink, we have a Pepsi or a Coke; and before going to bed, you don't drink a hot chocolate but Cola cao.

How have we come to associate generic products with the most successful brands on the market? Well that is exactly what big companies want us to do, so that they sell more products. Through intense advertising and sponsorship we are made to instantly associate general products with certain brand names, trainers become Nike's and jeans become Levi's. We associate these brand names with certain "feeling" or "identities".

Wearing Nike trainers can make you as successful as famous sports stars. You can feel as glamorous as Kate Moss if you wear Rimmel and as cool as Raul if you drink Pepsi.

But we may not realize what lies beneath the brands we buy. Even though manufacturers can make billions of dollars a year, the working conditions of their employees in Third -World countries are deplorable. Similarly, in developed countries, big companies hire temporary staff who work for a low salary and receive few, if any, benefits like health care or paid holidays.

Therefore, as consumers, we should be aware of how our buying habits can affect other people. Should we stop buying brands produced by these powerful multinational companies until they offer fair work conditions to everyone, or is it more important to own a pair of Adidas trainers and an L'oreal lipstick?

QUESTIONS

I- Are the sentences true or false? Find information in the text to justify your answers.

- In modern society brands have become extremely popular.
- It is common to associate products with their brand names.
- Big companies use the millions of pounds that they make every year to give their employees lots of benefits.
- Big companies want us to associate brand names with bad working conditions.

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- e. We should consider not buying brand names until big companies treat their employees fairly.

2- Find words in the text that match the following definitions.

- when a company pays for an event as a way of advertising the company. (16 line)
- Fashionable and attractive. (23 line)
- Very bad. (32 line).
- something good that you get from your employer. (36 line)

3.

A- Change the verbs of these sentences into simple past

1- You can feel as glamorous as Kate Moss if you wear Rimmel and as Raul if you drink Pepsi.

2- Have you ever thought about how important brand names are?

B- Rewrite the sentences in the passive form

1- The Mayor opened the new shopping centre

2- We also associate these brands names with certain feelings

4- Write a for and against composition about the advantages and disadvantages of buying brand name products.

Criterios de calificación:

Preguntas 1,2 y 3. 2 puntos

Pregunta 4. 4 puntos