



CALIFICACIÓN	RECLAMACIÓN
Firma	Firma

ESPACIO
 RESERVADO
 PARA
 LA
 UNIVERSIDAD

PEGUE AQUÍ LA CABECERA ANTES DE ENTREGAR EL EXAMEN

OPCIÓN A

TRANSLATION. Read the text and translate into Spanish from the beginning [‘Our company ...’ to ‘televisions’] (Up to 7 points)

[Our company, ITV, started in 2014. We produce televisions and video-recorder devices for mobile phones. We do not manufacture all the components. In fact, we import some parts from Hong Kong. Our products sell all over the world but Europe is our biggest market. In 2015 we sold about half a million televisions and in 2016 our sales increased steadily. In 2017 we had a production problem and our sales fell by 10,000. In 2018 sales went down again by another 10,000 because there was a lot of competition. However, sales got better soon because we produced a new model and improved the design of our televisions.]

We also launched a marketing campaign. There was more publicity in the media. For example articles and advertisements in newspapers. Our sales then went up again as the company gained prestige. We also had a new sales team and therefore sales continued to improve. 2019 was our best year so far. There has been a steady increase in our sales according to last year’s annual report. Our biggest problem at present derives from the need for qualified personnel to meet new challenges.

QUESTIONS. Do not copy directly from the text. For questions 1 and 2 use the corresponding numbers, provide full answers and use your own words. Write your answers on the left-hand side page, below your translation. For question 3 circle the correct answer below. (Up to 3 points).

1. Does ITV depend on other companies for all the components? Explain your answer.
2. Which problems did ITV face between 2017 and 2018?
3. **Choose the right option:**
 - 3.1. Publicity in the media was quite useful for ITV
 - (a) True (b) False
 - 3.2. The company is now growing
 - (a) True (b) False
 - 3.3. The main problem at present has to do with lack of qualified workers
 - (a) True (b) False
 - 3.4. Basically, this company is not very successful
 - (a) True (b) False

TRANSLATION. Read the text and translate into Spanish from the beginning [‘On a small ... ’ to ‘moved to the US.’] (Up to 7 points)

[On a small island in New York harbour stands a giant statue of a robed woman. She looks out to sea, her right arm holding a torch in the air. She is the Statue of Liberty, one of the best –known monuments in the world. The Statue of Liberty was presented by the people of France to the US in 1886. For millions of immigrants the Statue of Liberty has been their first sight of America. The story of the American people is a story of immigrants. More than 75 % of all the people in history who have ever left their homelands to live in another country have moved to the US.]

Since 1607 more than fifty million people from other countries have made new homes there. Between 1840 and 1860 more immigrants than ever before arrived. Most came from Europe. Hunger and political unrest caused an estimated five million Europeans to leave their native country at this time. More of them went to the United States than to any other country. Until about 1880 most of them were Irish or German. Today more than thirteen million Americans have Irish ancestors and about one in three of all Americans have German ancestors.

QUESTIONS. Do not copy directly from the text. For questions 1 and 2 use the corresponding numbers, provide full answers and use your own words. Write your answers on the left-hand side page, below your translation. For question 3 circle the correct answer below. (Up to 3 points).

1. Why did so many Irish and German people move to the US between 1840 and 1860? Explain your answer.
2. Were those German and Irish Immigrants happy in the US? Explain your answer.
3. **Choose the right option:**
 - 3.1. The US paid a lot of money for the Statue of Liberty.
 - (a) True (b) False
 - 3.2. Most American people are descendents of Europeans who were forced to leave their lands of birth
 - (a) True (b) False
 - 3.3. During the 18th century more immigrants than ever arrived in the US
 - (a) True (b) False
 - 3.4. Most Irish immigrants returned to Ireland shortly after arriving in the US
 - (a) True (b) False