



GOBIERNO DE LA CIUDAD DE BUENOS AIRES  
INSTITUTO DE ENSEÑANZA SUPERIOR EN LENGUAS VIVAS  
"JUAN RAMON FERNANDEZ"

Name:

**Examen de admisión a Tercer Año 2019**

**1- Read the following magazine article and answer the questions:**

**(20 points)**

**MAKING IT HAPPEN**

Women around the world setting up their own businesses may face similar kinds of barriers, despite the different contexts in which they live and work. But in spite of the problems they face, many have success stories to tell. We asked successful entrepreneurs for their tips for success.

**BRIDGING TWO CULTURES**

When Jiao Lee moved to Ireland from China, she saw the opportunity to start a business which could help to build bridges between the two countries she loved. She started China Tours as a small travel business, setting up tours between the two countries.

It was hard at first. She had to learn all about setting up a business in a foreign country and she struggled with language barriers. But it was all worth it. China Tours now employs more than forty people and has offices in Ireland and China. Jiao says: "It has been such an exciting ride setting up China Tours and I've enjoyed every minute. I wouldn't want to work for anyone else now."

*Successful tip: Always keep an eye open for an opportunity. And don't be put off when things seem hard in the beginning. Stick with your ideas, and soon you will find success.*

**SWEET SUCCESS**

When Carmen Spataro set up Sweet Dreams, a mobile cupcake business in her home city of Washington, she used social media to help spread the word about her new business. Travelling around the city in her pink van, selling her freshly-baked cupcakes, Carmen sends her followers updates on Facebook and Twitter, telling them where and when they can find the van. The idea has been a fantastic success, with customers sending each other messages about the new, delicious range of cakes on offer. "I'm in cupcake heaven" tweets one of her happy customers. "I wasn't very confident with the technology at first," says Carmen. "But I learned quickly and now I love it. Using social media has helped to add to the sense of fun which we wanted to establish"

*Successful tip: Keep up-to-date with technology and use it to promote your business*

**HATS OFF**

Melissa Faith had no idea that her designs for children's hats would lead her to success in business.

She started by making a few hats to sell at a market. The hats were so popular that they sold out almost immediately. "It was amazing. People were coming back for more and I couldn't keep up with the demand," she explains. Melissa set up a website to sell the hats online. Loopy Kids HatZone was an instant success and Melissa now exports hats all over the world. "One of the challenges I've faced," says Melissa, "is that I am dyslexic, so it's hard for me to keep up with the paperwork and emailing." However, she thinks that her dyslexia also helps her to be more creative and to have a fresh approach to problem-solving.

*Successful tip: Be prepared for the unexpected. Some of the best things happen when you do not plan for them.*

1- What difficulties did Jiao Lee experiment as she tried to set up her business and what was the result of her work?

---

---

2- How is social media helpful for Carmen and what was her opinion about it before she started her business?

---

---

3- Mention one of the challenges Melissa has faced and explain how it has affected her at work.

---

---

4- Which *success tip* do you prefer? Why?

---

---

5- Do you think they faced those barriers specifically because they are women? Justify your answer.

---

---

**2- Complete the following interview with Susan Boyle, winner of Britain's got talent 2009:**

**(20 points)**

**Reporter:** Hi Susan! It is a pleasure to talk to you tonight! Nine years ago you had the incredible chance of becoming famous. (1) How \_\_\_\_\_ since you won the show?

**Susan:** Well, my life has really changed ... I've achieved more in the past nine years since appearing on Britain's Got Talent than I did in the first 50 years of my life. I have been so busy but I can truly say I've enjoyed every minute.

**R:** (2) If you had to choose a significant moment, \_\_\_\_\_?

**S:** It's difficult to choose one great moment because there have been so many during my short career, like travelling to the USA, Japan, China and Australia. I could also think of the time when I performed for the Queen, the Pope or when I met and performed with my childhood hero Donny Osmond. However, one of the greatest moments in my career hasn't taken place yet.... touring America, a lifelong dream and it's now a reality!

**R:** Great! (3) \_\_\_\_\_ to America?

**S:** I am going to America next April and for this special occasion I have chosen some of my favourite songs and genres of music as well as some tracks from my new album *Hope*.

**R:** That sounds really interesting, Susan! I am sure your fans in America are looking forward to your show. Now, which would you say is the secret of your success?

**S:** Oh dear! That is really difficult to say. Nine years ago just after winning the show, I heard many music critics say that my talent was unquestionable but that if my appearance had been different, I (4) \_\_\_\_\_ famous much earlier. I do not completely agree with them. I think that the different events in my life have led me to where I am today. Please, do not think for a moment that it (5) \_\_\_\_\_ (past speculation) easy for me. Quite the contrary!! It was really hard to take the decision of participating in the show and then it was even harder to cope with the idea of being a celebrity!

**R:** No doubt! Well, thanks a lot for your time, Susan! It was really nice to talk to you!

**S:** My pleasure! Bye!!

**3- Complete the text about Vincent Van Gogh with ONE word in each gap.**

**(15 points)**

**VINCENT VAN GOGH. A LIFE MARRED BY TRAGEDY**

Born <sup>1</sup> \_\_\_\_\_ an upper middle class family, Van Gogh drew as a child and was quiet and thoughtful. <sup>2</sup> \_\_\_\_\_ a young man he worked as an art dealer and had a relatively productive life. <sup>3</sup> \_\_\_\_\_, he became depressed after he was transferred to London. He turned to religion and spent time as a protestant missionary in Belgium. He drifted in ill health before <sup>4</sup> \_\_\_\_\_ up painting in 1881. His younger brother Theo <sup>5</sup> \_\_\_\_\_ care of him and Vincent <sup>6</sup> \_\_\_\_\_ up a long correspondence with him by letter for many years. As his work developed, his paintings became more brilliant and more intense. He painted natural elements <sup>7</sup> \_\_\_\_\_ as olive trees, wheat fields and sunflowers.

<sup>8</sup> \_\_\_\_\_ to his psychotic episodes and delusions he often neglected his physical health, did not eat properly and drank heavily. Many critics believe that if he had not been ill, his paintings would <sup>9</sup> \_\_\_\_\_ been different.

<sup>10</sup> \_\_\_\_\_ his efforts to keep his mental stability, his depression continued and on 4<sup>th</sup> July 1890, Van Gogh shot himself in the chest.

**4) Put the verbs in brackets into the correct tense or form. (15 points)**

**LONDON LOOS**

In February 2013 in London's fancy Fitzrovia neighbourhood the coffee shop *The Attendant* opened in an underground Victorian public toilet. During the two-year restoration and cleaning process, business partners Pete Tomlinson and Ben Russell saved original fittings of the Foley Street Toilets, which (build) <sup>1</sup> \_\_\_\_\_ in the 1880s for traders at the former Great Titchfield Street Market, located above. A row of six urinals was covered with a wooden top (create) <sup>2</sup> \_\_\_\_\_ tables, and the tiles, brass piping and even hand dryers all remain in place. The irony? The converted lavatory is now too small to have its own loo. If it was bigger, they (install) <sup>3</sup> \_\_\_\_\_ one.

Also in an underground Victorian public toilet, the art gallery Artslav in Kennington, South London, held its first exhibitions in October last year. Local residents run the venue, which (already host) <sup>4</sup> \_\_\_\_\_ concerts, poetry readings and interactive art installations for the last five years; plays and cinema screenings are also on the agenda. "We (keep) <sup>5</sup> \_\_\_\_\_ the old marble urinals, which are really quite beautiful," said proud next-door neighbour Jon Davies. Meanwhile, another lavatory, located in the Crystal palace district, also had a facelift (do) <sup>6</sup> \_\_\_\_\_ -this one to make it suitable for living. One day, while architect Laura Clark (visit) <sup>7</sup> \_\_\_\_\_ London, she decided to turn a former public toilet into a cosy one-bedroom flat. Sitting in a roundabout that (build) <sup>8</sup> \_\_\_\_\_ around the toilet years before, it (redesign) <sup>9</sup> \_\_\_\_\_ in 1993 as a small shopping complex. The building (call) <sup>10</sup> \_\_\_\_\_ Turquoise Islands nowadays, due to its colour.

One person who has taken advantage of the loo craze over London is Sonia Erickson. Originally from California, Erickson (move) <sup>11</sup> \_\_\_\_\_ to London in 2011 to study theatre. Besides, she became a tour guide and launched Loo Tours -the only lavatory-themed tour in the world, as far as she knows- in January 2013.

"(experience) <sup>12</sup> \_\_\_\_\_ London as a tourist on a budget, I realized I had an obsession with free public bathrooms," she said. "At first, I thought of (do) <sup>13</sup> \_\_\_\_\_ a Shakespeare tour, but then I started researching and found there are a lot of things to know about London's loos. If I hadn't done that research, it (never occur) <sup>14</sup> \_\_\_\_\_ to me to do these tours" Twice a week, Erickson leads groups of up to 24 on 1.5-hour tours of London's public bathrooms. The tours cover a mix of unusual toilets in operation as well as historic, unused loos.

If this trend continues only God knows what kind of tours we (have) <sup>15</sup> \_\_\_\_\_ in the future.

**5) Write an OPINION ESSAY on ONE of the following topics. (30 points)**

- Is being famous always good?
- Is it better to have your own business or to be employed?

Write about 150 words and remember to include **four** paragraphs:

- 1- presentation of the topic
- 2- arguments for
- 3- arguments against
- 4- conclusion.

Use connectors such as: *On the other hand - On the one hand —Firstly – Secondly- However - Although - Despite – To sum up*, and others.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

