

Key answers First Exam for first Year Master Students (Business English Skills)

Reading Comprehension: Exercise One: Decide whether the following sentences are true or false: (4pts)

1. Culture shapes our methods of interaction and distorts our presentation of our work (F)
2. The culture of a business characterizes the atmosphere of that business. (T)
3. It is a priority to consider the type of culture that suits your company (T)
4. A strong positive culture is not crucial for employees morale (F)

Exercise Two: Match the definitions below with the words in bold type in the text (5pts)

| Definitions | Words |
|---|-------------------|
| The forces or prosperities which stimulate growth within a system | Dynamics |
| An arrangement to do something or go somewhere at a fixed time | engagement |
| Very harmful or unpleasant | Toxic |
| A person's way of thinking and their opinions | Mindset |
| To control the direction of something or someone | Drive |

Exercise 3: Correct the mistakes in the sentences below: (5pts)

- A. A brand's **intangible** attributes refer to how the consumer feels about a brand.
- B. Brand **preference** concerns when consumers like one brand more than another
- C. The difference of time and space concepts **influences** international business management.
- D. Cybercrimes are crimes committed **throughout the internet**.
- E. Accessing insecure sites increases the risk of cybercrimes.

Exercise 4: Answer the following sentences using your own words: (6pts)

1. What is meant by hacking? Gaining unauthorised access to personal data using a computer.
2. Give two examples of e-crimes. **Phishing/Website spoofing**
3. What is meant by (CSR) in the domain of business ethics? **Corporate Social Responsibility**
4. Which one of the following is protected by **patents** and which one is protected by **copyright**?
Books and films. (**Copyright**) /inventions and vaccines. (**Patents**)