

JUNTA DE EXTREMADURA

Consejería de Educación

Dirección General de Formación Profesional y Aprendizaje Permanente.

Grado Superior. Junio: INGLÉS

PRUEBAS DE ACCESO A CICLOS FORMATIVOS DE GRADO SUPERIOR.

Orden de 26 de abril de 2011, (DOE. 5 de mayo) Fecha: 7 de junio de 2011

DATOS DEL ASPIRANTE	CALIFICACIÓN
Apellidos: _____ Nombre: _____ DNI: _____ I.E.S. de inscripción: _____ I.E.S. de realización: _____	Dos decimales

Instrucciones: Mantenga su DNI en lugar visible durante la realización del ejercicio. Grabe todas las hojas de respuestas que correspondan a esta prueba junto a esta hoja u hojas de examen. Lea detenidamente los enunciados de los ejercicios antes de comenzar su resolución. Duración 85 minutos.

PRUEBA DE INGLÉS (ESPECÍFICA)

Apple Now World's Most Valuable Brand

Apple has overtaken Google to become the most valuable brand in the world. This is according to the analysts Brandz, who compile their annual Top 100 ranking of the world's most valuable brands. Apple's brand is estimated to be worth more than \$153 billion. The tech company knocked Google off the number one position. Google had occupied the top spot for the previous four years. Apple's new ranking consolidates its position as the top-valued technology company on the stock market. Apple's success is due to the popularity of its pioneering and market-leading products. It released its iPad in 2008 and the tablet has become one of the most popular gadgets on the planet.

The Brandz ranking covers companies across the world, making everything from baby food to power plants, as well as financial services and telecommunications. It calculates its brand value by analyzing several factors, including the value of a company's balance sheet, the loyalty of customers, and prospects for future growth. Apple has grown remarkably in the past decade with a series of hugely iconic and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the desirability of its products. He said Apple had succeeded in becoming a luxury goods brand, making its products more desirable by increasing quality, reliability and price.

QUESTIONS

1. ANSWER THE FOLLOWING QUESTIONS FROM THE TEXT

1. Are you surprised Apple is the number one brand?
2. Why are Apple's products so desirable?

2. SAY IF THESE STATEMENTS ARE TRUE OR FALSE. PROVIDE SOME EVIDENCE FROM THE TEXT.

1. Google was the number one brand until Apple overtook it.
2. Brandz said Apple had become desirable due to lowering its price.

3. FIND WORDS OR PHRASES IN THE TEXT THAT MEAN:

1. listing
2. experts
3. potential

4.1. - CHANGE INTO THE PASSIVE VOICE: “Google had occupied the top spot for the previous four years”

4.2. - WRITE THE QUESTION FOR THE UNDERLINED PART OF THIS ANSWER:

“It calculates its brand value by analyzing several factors”

4.3. - WRITE THE FOLLOWING SENTENCE INTO THE REPORTED SPEECH:

“Google has occupied the top spot for the previous four years”

5. – WRITE A COMPOSITION (60-80) WORDS. CHOOSE ONE OF THE FOLLOWING OPTIONS.

- a) What do you think of the Apple brand?
- b) How is Apple better or worse than its competitors?

Criterios de calificación:

El alumno debe responder en INGLÉS a las cinco cuestiones que se plantean.

Cuestión 1: 3 puntos

Cuestión 2: 1 punto

Cuestiones 3 y 4: 1'5 puntos

Cuestión 5: 3 puntos