



INSTITUTE FOR TOURISM STUDIES
ADMISSION EXAMINATION 2008/09
Sunday, 31st March 2008

ENGLISH

Time allowed: 3 hours

Instructions:

- Follow instructions to every question carefully.
- Do not use a dictionary.
- Put all written answers in the **Answer Booklet**.
- All multiple choice questions must be answered using PENCIL on the **Computer Scan** sheet.
- Do not write in this exam booklet.

Applicant Number:

AP08-

This paper contains 9 pages including this one.

Part A: Multiple Choice (25 marks)

Choose the best answer to complete the following blanks. Put your answers on the computer scan sheet provided.

1. "I usually _____ abroad three or four times a month."
A) to
B) go
C) by
D) have
2. In Britain, black cats are considered _____.
A) baggy
B) openly
C) lucky
D) closely
3. No European country really agrees with _____ about how to make good coffee.
A) little other
B) some other
C) few other
D) any other
4. "I was born in Portugal but I _____ here in Macau for a long time."
A) were lived
B) has lived
C) was lived
D) have lived
5. "_____ you get back to me first thing tomorrow?"
A) Let
B) Shall
C) Can
D) How
6. The cost of living in Hong Kong is _____ than in Macau.
A) bigger
B) higher
C) stronger
D) taller
7. "_____ you tell me what time the 10.30 flight from Paris will arrive?"
A) Could
B) Must
C) Should
D) Have to
8. Of the Seven Wonders of the Ancient World, only the pyramids _____.
A) remain today
B) remain yesterday
C) remains today
D) remains yesterday
9. As soon as motorists have to pay to drive in cities, they _____ stop using their cars and use public transport instead.
A) must
B) must not
C) will
D) won't
10. Email is much faster than traditional mail because once the message is sent out, it _____ in the electronic mailbox of the recipient within seconds.
A) delays
B) arrives
C) departs
D) postpones
11. Monique lives in London but _____ regularly to Edinburgh.
A) communicate
B) commute
C) communicates
D) commutes
12. Nowadays, large international companies _____ use English to communicate between offices and branches in different countries.
A) often
B) every time
C) usual
D) anytime
13. At the hotel reception: "I'd like a _____ a shower, a colour TV, and a view of the sea."
A) room at
B) toilet for
C) room with
D) toilet to
14. Experts suggest airline passengers not to drink any alcohol, tea, or coffee during the flight, because _____ increase the bad effects of flying on the body.
A) them
B) its
C) they
D) it

15. The Italian fashion industry is very _____, and it has remained competitive because it has been able to react quickly to changes in the market.
A) flexible
B) reflection
C) flexibility
D) relaxing
16. People shake hands when they _____ for the first time.
A) eat
B) meet
C) it
D) meat
17. It's very important to arrive _____ for a professional meeting.
A) lately
B) stylish
C) punctually
D) romance
18. It takes over three hours to fly to Singapore from Macau, _____ only two and a half hours to Bangkok.
A) since
B) but
C) because
D) moreover
19. In August 1492, Christopher Columbus _____ Spain to find a new route to India, China and Japan.
A) sets sail from
B) has set sail from
C) set sail from
D) have set sail from
20. The tourists will not stop littering _____ we impose a stringent fine.
A) in spite
B) beyond
C) despite of
D) unless
21. Americans look at each other _____ in the eyes, which may be considered impolite in other countries.
A) directed
B) directly
C) direction
D) director
22. Greenhouse effect is the warming of the earth's atmosphere _____ a build up of carbon dioxide or other gases.
A) caused by
B) because by
C) due by
D) since by
23. "_____ one do you prefer, the red one or the blue one?"
A) Who
B) Which
C) Why
D) Where
24. "It's scary in here, there isn't _____ here."
A) nobody
B) everybody
C) anybody
D) somebody
25. Anyone who _____ Venice knows how romantic the city is.
A) meets
B) has met
C) visits
D) has visited

Part B: Cloze Passage (15 marks)

Choose the correct answers to complete the passage. Put your answers on the computer scan sheet provided.

Alfred Wainwright told me that one day in November 1952 he decided (26). He would climb all the hills and mountains in the English Lake District and (27) a notebook and drawings of all the routes, just (28). He was by then forty-five, with a full-time job, and he calculated that doing the 200 or so climbs (29) would take him thirteen years, nearly up to his sixtieth birthday.

It was the publication of the new maps on the 1 to 25,000 scale which set off the idea. (30) disappointed by the 1 to 50,000 maps because (31) detail. On a 1 to 50,000 map a walker can be walking about all day in an area represented by 10 square centimeters. With the larger-scale maps, he has the impression of covering (32). He can move from the top of the map to the bottom in a day. He wanted to check out the new, bigger-scale maps and (33) details like fields and walls.

“I love maps. Maps (34) my favourite literature. I would always rather study a map than (35), even a map of a place I have never been to and (36). Have you ever tried to draw a map? There’s nothing like it for real interest and concentration. I like to follow streams up from the valley to their source, and if I cannot do it on the ground I like to do it on maps. I like to stand on a mountain top and see the valley below (37).”

“Sometimes I think I (38) map-making as a career, instead of which I (39) an accountant, sitting in an office all day, with figures that passed (40) the mind. The figures that stay there permanently are the heights of mountains – Scafell Pike 3,206, Bowfell 2,960, Pillar 2,927.”

- | | | |
|---|---|---|
| 26 A) setting himself new task
B) setting himself a new task
C) to set him new task
D) to set himself a new task | 31 A) the lack of
B) the lacking of
C) of the lack of
D) of the lacking | 36 A) never will
B) never will to
C) will to
D) will never to |
| 27 A) keeping
B) keep
C) kept
D) to keep | 32 A) more ground more quick
B) more grounds more quick
C) more ground more quickly
D) more grounds more quickly | 37 A) as on a map
B) like a map
C) same as a map
D) similar to a map |
| 28 A) for enjoying himself
B) for his own enjoyment
C) to enjoy his own
D) to his owned enjoyment | 33 A) fill himself with
B) fill in his
C) fill in himself to
D) fill in for himself | 38 A) can be taking up
B) may take up
C) should have taken up
D) took |
| 29 A) at his spare times
B) in his spare time
C) to his spare times
D) with his spare time | 34 A) have always been
B) is always being
C) must always be
D) will always be | 39 A) turned to be
B) turned out to be
C) turned out being
D) turned over with |
| 30 A) He had always felt
B) He is always feeling
C) He should always feel
D) He would always felt | 35 A) have read a book
B) read a book
C) reading a book
D) to read a book | 40 A) in and out of
B) left and right at
C) on and off to
D) up and down in |

Part C: Reading Comprehension (20 marks)

Read the following passages carefully and choose the best answer for each question. Put your answers on the computer scan sheet provided.

(adapted from WebProNews, "Mashup and Marketing to Teens," by Geoff Simon, 29 June 2007)

Ypulse.com, the foremost blog contender for youth media and marketing professionals, will help clue you in to the whys and hows of the "totally wired" tweens, teens, gen Y-, as well as gen X-ers, via a national conference called Mashup, to be held in San Francisco. The conference will guide **youth marketers** and media producers on how to use media and technology in new ways that add value to the consumer's experience.

The Mashup event will host keynote speakers Danah Boyd, Fellow, Annenberg Center for Communications, University of Southern California, and Henry Jenkins, Director, Comparative Media Studies Program, MIT.

"Their keynote will give attendees insight into why sites like MySpace, YouTube, and Facebook have become cultural phenomena, and **the role young people are playing in transforming** the media and entertainment landscape," said Anastasia Goodstein, Ypulse founder and co-producer of Mashup.

The Mashup opening reception **will feature** two live performances. A wide range of marketing and media topics will **also be covered**, including: online video, podcasting, blogging, instant messaging and SMS and cell phones.

41. "Youth marketers" in this article means:
- A) teen groups getting together at conventions
 - B) young children who are trying to sell products
 - C) businesses that are trying to sell products to youths
42. According to Ms. Goodstein, the young people are:
- A) exercising while watching videos
 - B) playing with toy trains and their transformers
 - C) becoming active in creating change in how media are used
43. The Mashup "will feature" means:
- A) the event will be held outdoors
 - B) it's an afternoon movie matinee
 - C) there will be entertainment at the opening reception
44. Marketing and media topics:
- A) will be discussed at this event
 - B) will be available for purchase at the gate
 - C) will be draped with cloth to protect from weather
45. According to the passage, who is involved in organizing Mashup:
- A) Danah Boyd
 - B) Henry Jenkins
 - C) Anastasia Goodstein
46. Which of the following statement is true:
- A) Mashup hosts many sites like MySpace, YouTube and Facebook.
 - B) Mashup allows marketers to understand better how to attract young customers.
 - C) Mashup is a conference held by the University of Southern California in San Francisco.

(adapted from imediconnection, "Teens: Making or Breaking Brands?" 28 October 2004)

Why is teen marketing so important? Teens spent over \$170 billion last year. Like never before, this market has the most power to make or break brands.

The first day of the "What Teens Want: Marketing to Teens Using Music, Movies and the Media" event opened up in Beverly Hills, California with a co-keynote presentation entitled "A Look Behind the Curtain: Challenges Facing a New Generation".

Presenter Jim Taylor highlighted three major factors affecting the way **this group** acts. The first is technology. Teens do not see technology as an innovation; instead, it is considered a mere fact of life. The second factor is the economy. The middle class is shrinking and teens recognize only two groups: **the affluent** and the poor. They perceive no middle between these extremes. The third factor is aging.

Co-presenter Erika Machamer described the characteristics of **this dynamic generation**. "These teens have bonded together in a way that no other generation has. They find solutions to the mistakes made by previous generations. Their relationships allow for interpersonal exchange. They are **savvy to the economy** and to the importance of saving.

They don't just see a celebrity on television; they actually want to have a conversation with him or her." Their sense of style is often influenced by the entertainment industry.

This generation has been trained as shoppers since early childhood and influences billions of dollars in spending.

47. "This group" refers to:

- A) teenagers
- B) Jim Taylor's dancers
- C) technology professionals

48. Affluent people are:

- A) poor
- B) sick
- C) rich

49. "Dynamic" probably means:

- A) radical
- B) creative and clever
- C) common

50. "Savvy to the economy" probably means:

- A) their parents are rich
- B) they spend lots of money
- C) they recognize needs and uses for money

51. Which of the following statement is correct:

- A) Today's teens feel that using current technology is not all that difficult.
- B) Today's teens find technology and innovation are the same.
- C) Today's teens use technology to replace facts of life.

52. The writer feels that teen marketing is important because

- A) people of this age group have very high spending power.
- B) this market is dangerous as teens can break brands.
- C) teens know what the new generation is facing.

53. According to the passage, the new generation

- A) has been interested in shopping since they were small.
- B) can easily have a face-to-face conversation with the celebrities.
- C) follows the trends set by the entertainment industry.

(adapted from USA Weekend magazine, 19th Annual Teen Survey, Lori Majewski, 21 May 2006)

When I was a teenager growing up in New Jersey in the 1980s, my girlfriends and I were obsessed with **Duran Duran**. We went to see their concerts, swooned over their videos on MTV, and snatched up every album.

As managing editor of "Teen People," I have learned that today's generation of teenagers is not satisfied with merely staring at posters of their favorite stars -- they want to *be* them. And in their minds, **it is far from an impossible dream**.

The more proactive star wannabes don't wait for fame to come to them. They try out for TV talent shows like "American Idol." By uploading inexpensive homemade videos to websites such as YouTube.com, one can literally **become an overnight sensation**. Using her webcam to capture herself and another girl singing the Backstreet Boys' "Get Down," one girl recently received more than 152,000 hits with her cute but unremarkable clip.

Because so many teens see themselves as stars, it's no wonder they have a different relationship with bona fide celebrities than any previous generation. USA WEEKEND Magazine's Teens & Celebrities survey reveals that teens want to look and act like famous people, and are taking more drastic steps to do so. About 60% think **teens want to pierce a body part or get a tattoo** because a celebrity has. Roughly half agree that their own peers drink or smoke cigarettes because they see their idols doing it.

54. Duran Duran was:
- A) a popular brand of noodles
 - B) a performing musical group
 - C) a teen age religious group
55. It is far from an impossible dream means:
- A) that will never happen
 - B) teens actually believe they might become stars
 - C) every teenager will become a famous performing artist
56. To "become an overnight sensation" in this context means:
- A) some people's videos are viewed by thousands of interested teens
 - B) the product is sold
 - C) to get a good night's sleep
57. Teens want to get a piercing or tattoo because:
- A) it will match their clothing fashion
 - B) smoking cigarettes is similar
 - C) celebrities whom they admire do that
58. Nowadays young people who want to become a star can do so by
- A) uploading their own videos to websites.
 - B) watching talent shows like "American Idol".
 - C) drinking and smoking cigarettes like their idols do.
59. The writer's age should be around
- A) 15-30
 - B) 31-50
 - C) 51-65
60. The writer of this article says that
- A) today's teens are just like she was when a teenager – in viewing their relationship(s) with famous stars.
 - B) today's teens hold very different views of their relationships with famous stars from those of her time.
 - C) today's teens feel fulfilled by seeing their idols' concerts and possessing their posters.

Part D: Reading Comprehension (20 marks)

The following passage is based on a recent article in *Macau Business*. Read the article and provide the best answers to the following questions.

All Locked Up!**What to do with Macau's abundant cash reserves?**

(1) Since becoming a Special Administrative Region, Macau's government has **accumulated** large currency reserves from consecutive budget surpluses. Official data shows that as of mid-June of 2007 the government had managed to stockpile MOP 89 billion in its 'Foreign Exchange Reserve' fund, (FX Reserve). Commentators think it is now time to use some of these huge cash reserves to develop a higher **standard of living** for all Macau citizens.

(2) According to the Macau SAR Official Gazette, as of last June the local government held MOP 43 billion in deposits. Between January and September the government then accumulated MOP 19 billion from its budget surplus and since this current economic boom began in 2004, revenues have steadily outpaced expenses. By the third quarter of 2007, the authorities collected revenues of 28.9 billion, whereas public expenditures remained at a modest MOP 9.8 billion. Additionally, the SAR has a fund of MOP 11.6 billion, which was set up by the former Portuguese government and known as the "Land Fund". In 2000 the government transferred these funds to the Monetary Authority of Macau and renamed this total sum 'The Macau SAR Reserve Fund' (MSRF).

(3) The above **surpluses** are all gaming-driven. Of the MOP 28 billion in revenues for the first three quarters of 2007, MOP 20.4 billion came directly from taxes paid by casino operators. The SAR knows who **butters its bread** and it thanks uncles Stanley Ho, Francis, Steve Wynn, and Sheldon Adelson each and every night for this ever widening savings.

(4) The rationale behind Macau's huge FX Reserve is to ensure the full convertibility and stability of the Pataca against foreign currencies. As well as supporting and safeguarding the local currency, Stanley Tang, director of the Monetary and Foreign Exchange Department, says that portions of the fund have been **prudently** invested over the years in "money markets and other high quality financial instruments in major markets". So as well as from casino operators, the FX Reserve has benefited from bond yields and interest on money markets and hedge funds.

(5) Although Macau's 'Foreign Exchange Reserve' has served **to back the Pataca** and has been managed very responsibly, some observers such as Professor Larry So, a social policy scholar at the Macau Polytechnic Institute, believe that it is now time to use these funds to finance and startup new social programs to raise the **standard of living** in the SAR. Some ideas the government could consider and debate could include a European style welfare system, a universal provident fund for all Macau residents, top-notch universal healthcare across the board in the SAR, unemployment insurance and free education at both secondary and post secondary levels. Professor So also mentions that **what the SAR ultimately does with its public monies will determine its character** and values towards its residents for fairness towards Macau's coming generations.

Adapted from *Piling Up* by Jose Carlos Matias; Macau Business Nov. 2007

Answer the following questions using complete sentences. Use your own words as much as possible. (2 marks each).

1. Give the closest meaning of the term “**accumulate**” as it is used in paragraph 1.
2. In the first paragraph and then in the fifth paragraph, the author refers to a “**standard of living**”. What does this term mean?
3. In paragraph 4 we read that the FX fund has been “**prudently invested**” over the years. What does ‘prudently’ mean in this context?
4. The financial figures mentioned throughout paragraph 2 are then referred to as “**surpluses**” in paragraph 3. What does ‘surplus(es)’ mean?
5. In paragraph 5 the author writes that the Foreign Exchange Reserve serves to “**back the pataca**”. What does he mean by this term?
6. Name one good reason why Macau’s Monetary Commission (the government) feels the need to have so much money ‘locked up’. (locked up = saved)
7. In 2000 a sum of about eleven and a half billion Patacas was added to the FX Reserve Fund. Where did this money come from?
8. What do you think the term “**butters its bread**” means in the third paragraph?
9. Aside from tax receipts from casino operators, how else has the FX Reserve fund grown according to this article?
10. What does the author mean, when he says in the last paragraph, regarding the money in question and its future spending, “**will determine its character**”?

Part E – Writing (20 marks):

You have been hired by the Chief Executive as a consultant to come up with the best ways to spend Macau’s savings of over 80 billion Patacas. In what ways would you use this money to raise the standard of living for Macau’s people? Write your suggestion(s) in no less than 120 words. Support your opinion with reasons.