

Surname:

Name:

Term Paper-12th graders
1st Term, School Year 2018-2019

SUBJECT I 20 points

Read the text and, for questions 1-8, choose the best answer (A, B, C or D) which you think fits best according to the text.

Simply THE BEST

The Wensley hotels are all about the little extras - and clearly there are enough people willing to pay for them. At this upmarket hotel chain, you can call on the bath butler if you are just too exhausted to fill your own tub, or glance through the pillow menu (yes, really, a menu of pillows). At a Colorado ski resort, your skis are taken to the slopes and your boots warmed each morning. And, at one Rocky Mountain hotel, you can even borrow a golden retriever to help make walks just that little bit more authentic.

This, and the decision of many Americans to holiday on their side of the Atlantic in recent years, has helped Wensley get through a difficult economic period. Of its 50 hotels, 32 are in the US and Caribbean, and the chain avoided cutting rates by offering 'value' packages, such as room and car hire combined, to keep people coming through the doors.

The company's president and chief operating officer, Steven Watson, believes that while the economy has not been in good shape recently, a new generation of travellers, who place great importance on someone else running their baths, will ensure the chain's continued success.

The group wants to serve that new generation. Watson believes people still want luxury, particularly as they are now getting it from fewer and fewer places. 'Consumers are much more demanding, sure they are, and even more so of the hotel industry because they aren't getting it from the airline industry, with its cheaper flights and reduced service. And we're seeing greater affluence. People are paying less for commodities and more for experiences.'

Things have changed over the 30 odd years that Watson has been in the business. Watson is obsessed with service High-speed Internet access, plasma TVs, better locks on the doors - it just goes on and on. The service today is vastly better than 30 years ago. The food is better than it was 10 years ago. The room decor is better, the beds are much, much better; you have a much better experience in your bed than you used to.' One thing hasn't changed, though: 'It's still about motivating people and encouraging people so the guests have the best possible treatment'

This is exactly the sort of sentiment you would expect from a family firm. Watson's three sons all work for the hotel chain, as does his daughter's husband. But Wensley hotels is not a family firm. It is listed on the New York Exchange and its market value is over ten billion dollars. Mr. Watson is the largest shareholder. In total, the Watson family controls about 24 per cent of the group.

He has plans for the chain. 'We are looking to do more internationally, both in Europe and Asia.' He is keen to move into Scotland — 'I would love to be in Edinburgh but I don't know that the market is robust enough just yet' -and is looking for properties in Ireland and England to convert into country resorts. The chain is also launching boutique hotels with an Italian jeweller: the first opens later this year in Naples.

Mr. Watson is a busy man — and likes it that way: 'My wife will tell you I have been saying I'm going to retire in five years for the last 20 years. The reason I haven't retired is because the standard of living she expects just keeps rising.'

1. What does the writer suggest by the use of 'really' in line 3?

- A. It is a real menu.
- B. This is surprising but true.
- C. It is unusual to serve food in bed.
- D. They don't really have a pillow menu.

2. What does 'this' in line 7 refer to?

- A. the attention Wensley hotels pay to detail
- B. the fact that you can borrow a dog at one hotel
- C. the fact that enough people are willing to pay for these luxuries
- D. the fact that many Wensley hotels are in the US

3. Steven Watson believes that the hotels

- A. will carry on being successful.
- B. will be particularly successful during the tough economic period.
- C. will fail because the new generation of travellers doesn't like luxuries.
- D. can succeed if it attracts important new travellers.

4. What sort of experiences are people prepared to pay for, in Watson's view?

- A. less comfortable flights
- B. better service during flights
- C. the feeling of being affluent
- D. luxuries in hotels

5. What aspect of the hotel business has remained constant, in Watson's view?

- A. if guests are encouraged, they will enjoy their stay.
- B. Guests need to be motivated to come and stay in a hotel.
- C. Providing good service is the first priority of the hotel staff.
- D. Better facilities provide motivation.

6. What is Watson's attitude towards Edinburgh?

- A. He would like to live there.
- B. He would like to have a hotel there one day.
- C. He wants to move company headquarters there.
- D. He doesn't think there is a market for country resorts.

7. Watson

- A. plans to move to England or Ireland in the future.
- B. has converted some of his hotels into resorts.
- C. is thinking of selling jewellery in his hotels.
- D. is opening new hotels in Europe soon.

8. What impression do we get of Watson's attitude to his job from the last paragraph?

- A. He would like to stop working five years from now.
- B. He doesn't enjoy his job but has to work to support his wife.
- C. He likes his job and doesn't want to stop working.
- D. He is annoyed with his wife.

SUBJECT II 30 points

Write a 250-300 word essay to express your opinion on: "Do local traditions really matter? "

SUBJECT III 10 points

Read the following text. Use the words given to make new words that best fit in the blanks:

***BURGER AND FRIES FOR ME,
PLEASE!***

Most European teenagers have eaten in a fast food restaurant at one time or (1).....But what is it about these places that makes them such popular (2)

Well, to begin with, the food in these places is (3)

Many young people do not have (4) amounts of cash to spare. So, in fast food places they can buy something (5).....to eat without having to spend a fortune.

1. Other
2. Attract
3. Afford
4. End
5. Taste

SUBJECT IV 20 points

For questions 1-10 read the text below and think of the word which best fits each gap. Use only one word in each gap.

Common Puffin

The common puffin (1).....a large population and a wide range. It spends most of (2) life at sea. It only (3)returns to land in order to breed and raise its young. It is found anywhere (4).....the northwest coast of Greenland to Maine and also along the northern coast of Europe. It is not considered to be endangered, (5)locally its numbers are going (6)

At sea, common puffins swim (7)the surface and feed mainly on small fish. They are exceptionally good at both fishing and flying. So much so that they actually fly underwater in order to catch fish. Yes, you've read (8)correctly. They fly underwater. In other words, they dive (9).....the water and use (10) wings for propulsion.

SUBJECT V 10 points

Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between two and five words, including the word given.

1. Harley has never ridden a motorcycle before. **FIRST**
This.....Harley has ever ridden a motorcycle.
2. I have no intention of going to university. **GO**
I am..... to university.
3. 'Please, don't stay out late, her father said. **ASKED**
Her father.....out late.
4. You could visit Michael during your stay in London. **STAYING**
You could visit Michael.....in London.
5. Luke isn't interested in chemistry. **INTEREST**
Chemistry.....Luke.

TOTAL: 90 puncte

NOTĂ: Toate subiectele sunt obligatorii. Se acorda 10 puncte din oficiu. Timp de lucru: 2 ore.