



UNIVERSIDAD DE SAN ANDRÉS

**Maestría en Negocios
Digitales**

EXAMEN ADMISIÓN

Comprensión texto Inglés

Tema 1

Apellido y Nombre:

Fecha:

Instrucciones:

- Dispone de **1 hora** para realizar este examen
- **Firme y ponga su nombre en cada hoja**
- Indique en **forma clara y precisa** sus respuestas
- Realice todo el trabajo en el material que se le asigne

a) Read carefully and answer whether the statements, which follow it, are true or false

Business with a fairer face

Martyn Halsall on a company where altruism is the motivating force

Traidcraft is at the heart of the unemployment crisis. Its headquarters are on Tyneside, where pockets of unemployment reach 60 percent. Its head offices are at Gateshead, where employment has shrunk from 23.000 to 7.000. Through its fair trade import policy it supports 6.000 jobs in the Third World.

Because of the excellence of its commercial business practices, its success is a parable of alternative economics. The company deals directly with some 140 producers, ranging from two private companies to many cooperatives, examining each for acceptable wages and work practices, before agreeing to handle their products. Sales are organised through a catalogue, four shops and a national network of volunteer representatives. At the busiest time of the year in late autumn, the 130 staff are handling up to 800 orders a day.

In his small managing director's office, 39-year-old Richard Adams, wearing corduroys and open-neck shirt, outlines business progress which would be the envy of many non-altruistic companies. Growth marches on at 30 per cent a year; worth &1 million of new business this year. The company has now outgrown the 63.000 square foot former carton factory it bought in almost derelict condition for &108.000 and is now acquiring another 45.000 square feet nearby. It expects to need further space in three years' time.

Mr Adams expects the growth rate to be maintained for the next five years. Expansion of his projections would add another 100 to the Gateshead workforce and possibly double the number of people employed abroad.

The company is also switching the balance of its products, from the primarily craft and gift image which still occupies the majority of its catalogue, to more utilitarian products and foodstuffs. Stock levels are monitored by computer and recently installed conveyor belts help to move the orders.

Traidcraft tries to mirror a just society in its own wage structure, which starts all &4.700 for an 18-year-old packer and rises only 2.7 times for the highest paid. "Yet the money that people earn here is probably equal to all the wages coming from those other 6.000 jobs," said Mr Adams. "The average income of our partners is about 80 or 90 a year. It's absolutely desperate but that has to be set in the local context."

The company seeks to balance commerce with education; helping the rich world to understand and respond to the needs of the less fortunate, and encouraging Third World producers towards economic self-sufficiency. Company activity is "part of the global commitment of Christians to bring about peace, reconciliation, justice and wholeness in the world". It inevitably re-opens the debate about Christians and politics.

The Nicaraguan coffee the company sells is marketed to beat the American economic boycott. Other products have needed to be packaged for demanding Western standards, widening potential markets. Mr Adams said the postbag included some very strong letters asking why the company was “so political”. “We say we feel we’ve got to be political if we are involved in justice and trade.” He also points out the efforts the company is making to help people stand on their own feet and encourage local enterprise.

Traidcraft acknowledges its limitations; both in encouraging technology and influencing patterns of international trade. “It’s only by changing people’s conscience in the long term that we will have any major effect on international trade,” said Mr Adams. “We can’t do that ourselves; we can only have some effect in certain small areas.”

In July the company issued a prospectus inviting public subscription for one million nonvoting shares, to provide additional working capital for further growth in sales and capital expenditure. With almost three months remaining, 700.000 shares have been sought. “People will respond to organisations putting people before profit,” said Mr Adams.

Traidcraft would like to expand beyond its established South-east Asia and Central and South American trade bases.

Mr Paul Miller, lecturer in business policy at the University of Newcastle, said: “There is a tendency for an organisation of this type to be rather romantic; this place isn’t romantic – it actually makes money.” He is impressed equally by the open information policy, which circulates details of all meetings to employees, and the rapid growth. In its crusade for economic justice in the developing world, Traidcraft has good news for both rich and poor.

-
1. According to the article, the company is situated where it is because of the unemployment.
 2. Traidcraft provides a good example of a non-profit-orientated company.
 3. According to the article, the company accepts the wages and conditions of firms it deals with.
 4. The operations of Traidcraft will require further factory space in the future.
 5. According to the managing director, the workforce will be double the number it was.
 6. According to the article, the company is switching its sales to include computers
 7. The company wants to raise the wages of its employees.
 8. Traidcraft thinks that education and commerce help the rich more than the Third World.
 9. According to the article, for Traidcraft trade and politics cannot be separated.
 10. The company believes it can make steps towards change in trade patterns.
 11. Many people are investing in traidcraft because its shares are selling successfully.
 12. According to a lecturer, Traidcraft is making money because it is not run in a commercial manner.

b) Fill the gaps in these sentences, using the words from the list.

<i>Creative process</i>	<i>design</i>	<i>distribution</i>	<i>end-users</i>
<i>first</i>	<i>hire purchase</i>	<i>Image labels</i>	<i>mail order</i>
<i>need</i>	<i>opportunities</i>	<i>outlets</i>	<i>patterns</i>
<i>posters</i>	<i>price</i>	<i>product</i>	
<i>production-oriented</i>		<i>profitably</i>	<i>promotion</i>
<i>range</i>	<i>rival</i>	<i>satisfy</i>	<i>strengths</i>
<i>weaknesses</i>			<i>threats</i>

1. What is marketing? Marketing is the..... of satisfying customer needs.....
2. What is 'the marketing mix'? It consists of 'the four' P's: Providing the customer with the right P..... at the right P, presented in the most attractive way (P.....) and available in the easiest way (P
3. What is 'a product'? A product is not just an assembled set of components; it is something customers buy toathey feel they have. The.....and the of the product are as important as its specifications.
4. What is 'price'? The product must be priced so that it competes effectively with products in the same market.
5. What is 'promotion'? The product is presented to customers through advertising (TV commercials,....., etc), packaging (design,....., etc), publicity, P.R. and personal selling.
6. What is 'place'? Your product must be available to customers through the most cost-effective channels of..... A consumer product must be offered toin suitable retail....., or available on.....or by.....