

INGLÉS

MODELO DE CERTIFICADO DE NIVEL AVANZADO C1

MODELO INFORMATIVO PARA LOS CANDIDATOS

MEDIACIÓN

INSTRUCCIONES PARA REALIZAR ESTA PRUEBA:

- Esta prueba tiene una duración de **70 minutos** y consta de dos tareas. La primera tarea es un audio que oírás dos veces.
- Lea las instrucciones al principio de cada tarea y realícela según se indica.
- Dentro de este cuadernillo dispone de espacio adicional por si desea anotar sus ideas, que en ningún caso serán evaluadas.
- Debe ajustarse a los temas propuestos; de lo contrario la tarea no será calificada.
- Las tareas escritas a lápiz o en rojo no se calificarán.
- No está permitido el uso del diccionario.
- No está permitido el uso de ningún dispositivo electrónico que permita el almacenamiento, la transmisión y/o la transformación de datos (teléfono móvil, ordenador, o tableta, entre otros).
- No escriba en los recuadros sombreados; son para la calificación de las tareas.

ESCRIBA A CONTINUACIÓN LOS SIGUIENTES DATOS:

NOMBRE: _____

APELLIDOS: _____

DNI/Pasaporte: _____

PUNTUACIÓN:

/20

Tarea 1	
Objetivo	Transmitir por escrito a terceros, de forma esquemática y con un lenguaje sencillo, lo esencial de un texto oral breve que trate sobre temas generales y de cierta especialización en los que se emplee un vocabulario de uso frecuente.
Procedimiento	Escuchar un texto de unos 4-5 minutos de duración para identificar la información específica relevante y escribir un texto que contenga esquemáticamente dicha información, siguiendo las indicaciones. El texto fuente se escuchará dos veces.
Extensión	120-140 palabras
Puntuación	10 puntos

TASK 1 (10 Marks)

Read the situation below. Listen to the recording and note down all the information that you find useful for the task. You will listen to it twice.
Write about 120-140 words.

MARKS

Your friend has a business and wants to expand it. You attended a presentation about strategies to grow your business, and you think the information given is going to be relevant for your friend.
Write them an email explaining the most relevant points of the presentation.

7 Strategies to Grow Your Business | Brian Tracy

<https://www.youtube.com/watch?v=dJQn4DqzMVQ>

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Tarea 2	
Objetivo	Transmitir por escrito la idea general, los puntos principales, y detalles relevantes de textos tanto abstractos como concretos, de temas generales o del propio interés o campo de especialización, siempre que dichos textos estén bien organizados.
Procedimiento	Leer un texto de unas 400 palabras de extensión para identificar la información específica relevante y escribir un texto que contenga esquemáticamente dicha información, siguiendo las indicaciones.
Extensión	130-150 palabras
Puntuación	10 puntos

TASK 1 (10 marks)

Write a summary (approximately 130-150 words) of the text below in which you accurately convey its main points and relevant specific information.

MARKS

Food Security and the 2015–2030 Sustainable Development Goals: From Human to Planetary Health: Perspectives and Opinions [Rafael Pérez-Escamilla](#)

Published: 20 June 2017

Abstract

Food security exists when “all people, at all times have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life” (http://www.fao.org/wfs/index_en.htm). Close to 800 million individuals do not have access to enough food, >2 billion individuals experience key micronutrient deficiencies, and ~60% of individuals in low-income countries are food insecure. Food insecurity negatively affects human physical, social, emotional, and cognitive development throughout the life course and is a major social and environmental disruptor with serious repercussions for planetary health (i.e., the health of human civilization and the state of the natural systems on which it depends). Food security is related to all of the United Nations Sustainable Development Goals (SDGs). Improved food security governance based on sound, equitable, and sustainable food systems that benefit from modern information and sustainable and equitable agricultural technologies is essential for countries to meet the SDGs.

[...]

Consequences of Food Insecurity

HFI* represents a strong biological and psychosocial stressor that may increase the risk of poor mental, social, and psycho-emotional development of individuals across the life course through different pathways. A biological pathway involves the potential links between HFI, poorer dietary intakes, nutritional status, and overall well-being. A case in point is a current study from the United States that documents the very poor dietary quality of low-income individuals at risk of food insecurity (9). Their diets were characterized by exceedingly low intakes of whole grains, fruit, vegetables, and fish. [...] *Household Food Insecurity

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MODELO de pruebas de certificación
Certificado de Nivel C1 – INGLÉS
Transcripción
Mediación (MED)

Escuelas Oficiales de Idiomas de Ceuta y Melilla

TRANSCRIPCIÓN DE LA GRABACIÓN DE LA TAREA 1

Seven strategies to grow your successful business. Dream big. There are no limits to how good you can become or how high you can rise except the limits you put on yourself.
Brian Tracy.

What does it take to be successful in today's business world? To start, you have to have a product that's wanted or needed and it has to be properly priced and that's just the beginning. In order to have a successful business, practice these things. If your business strategy is lacking in a particular area it's time to fix it.

These are 7 tips to grow your business. First, be hands-on and meticulous. In order to grow your business, the business owner needs to be there all the time and hands-on, like a doctor. A business owner can never be afraid to do the small tasks. He or she should pitch in and straighten up boxes or pick up things. Small things do get noticed, so attention to detail is very important.

Second, show your passion. Selling is a transfer of enthusiasm. Business owners need to show their enthusiasm for their product or service, as well as for their customers. Besides showing passion, business owners need to be optimistic. In business, there are all kinds of problems. You have to look for the good in every situation and look for the lesson in everything that goes wrong.

Third, focus on the customer. The purpose of business is not to make a profit; it's to create and keep a customer. You want them to come the first time, then come back again and finally, bring their friends. How you are doing is directly related to how many satisfied customers you have. To increase customer satisfaction you have to listen to your customers and be involved in their buying experience.

Fourth, become more competitive. Unless you have an exclusive monopoly, competition is everything and differentiation is the key to successful selling. You can't be a *me-too* company; you must have a competitive advantage. If you don't have one, create one. It all comes down to your USP or unique selling proposition. This is what makes you better than your competitors. It can be your location, your product, but often it's you. When customers think of a business, they often think of the people who make up that business and especially the owner.

Fifth, mind the money. In putting together a business strategy, business owners should always focus on sales revenues and cash flow and to know every day how much money is being made. Focus on your net profit, not your gross profit. This gives you a more realistic view of how the business is doing. Look to idealize your business. Think about what your perfect business would look like and then figure out what you need to do to create it.

Next, be the best. Business owners are always striving for excellence. They want to be the best at what they do. Being the best is about being in constant motion, working harder and faster. Being the best is also about wanting to learn more.

Finally, measure your success. Everyone defines success differently. This is the best measure of success. You should enjoy what you do. That's the ultimate success. Next, you should consistently hit your numbers. It shows that you know what you're doing. Lastly, you should love your product or service and you should love your customers. If you do all these, you can't help but be successful.

All of these tips to growing a successful business are important. Having your own business is challenging and rewarding. It is important to plan and set your goals in the long term. Now, we'd love to hear from you, so our question today is, do you plan on starting a business this year? Leave a comment below and we'll be sure to follow up with you.

Thanks for watching and, as Brian says, if you want to change your future take action and take action now.

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