

**PROVES D'ACCÉS A FACULTATS, ESCOLES TÈCNIQUES SUPERIORS I COL·LEGIS UNIVERSITARIS**  
**PRUEBAS DE ACCESO A FACULTADES, ESCUELAS TÉCNICAS SUPERIORES Y COLEGIOS UNIVERSITARIOS**

CONVOCATÒRIA DE                      **SETEMBRE 2005**

CONVOCATORIA DE                      **SEPTIEMBRE 2005**

**MODALITAT DEL BATXILLERAT (LOGSE): Totes**  
**MODALIDAD DEL BACHILLERATO (LOGSE): Todas**

**IMPORTANT / IMPORTANTE**

<b>2n Exercici</b> 2º. Ejercicio	<b>Llengua estrangera II: ANGLÈS</b> Lengua extranjera II: INGLÉS	<b>Comuna</b> Común	<b>90 minuts</b> 90 minutos
<b>Barem: / Baremo:</b> _____			
<b>Please answer on a separate sheet of paper.</b>			

**Part A. Reading Comprehension.**

**Read the following text:**

**Zara**

Zara, the popular clothing chain, is known for stylish designs, many resembling those of the big-name Italian fashion houses, sold at moderate prices. Yet if it finds that customers are coming in asking for, say, a rounded neck on a vest rather than the V-neck on display, a new version with the rounded neck can be in the store within about 10 days. If Jennifer Lopez appears in a beautiful new item, Zara can get a version of it into its stores in a matter of weeks, not months.

To do that, Amancio Ortega Gaona -the company's chairman and one of the world's wealthiest people-, built up an elaborate distribution structure over the years. Zara's huge warehouse features customised sorting machines that can now handle 40,000 items an hour. Trucks deliver goods to Zara stores that are within 24 hours' driving time; stores farther away are supplied by air.

Yet for all its technical expertise, quick delivery has its limits. Zara has just 10 stores in the United States, six of them in New York. To expand there, it may need to duplicate its manufacturing and distribution system in North America, perhaps in Mexico.

International Herald Tribune  
June 1<sup>st</sup> 2003

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**I. Answer the following questions using your own words (2 points: 1 point each)**

- a. Why has Zara become so commercially successful?
- b. What would Zara have to do in order to become larger in the US?

**II. Are the following statements true (T) or false (F)? (1 point: 0.5 each)**

- a. Some of Jennifer Lopez' dresses are designed by Zara.
- b. It didn't take Amancio Ortega very long to build up an elaborate distribution structure.

**III. Find a word or expression in the text which, in context, is similar in meaning to: (1 point: 0.5 each)**

- a. Richest
- b. Authoritative skill or knowledge in a particular field

**IV. Choose a, b, or c, in each question below. Only one choice is correct (2 points: 0.5 each)**

1. Many Zara items are...
  - a) designed by Italian fashion houses.
  - b) similar to those designed by Italian fashion houses.
  - c) designed in Italy.

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2. Zara's clothes are...

- a) inexpensive.
- b) particularly popular among wealthy people.
- c) very popular among Hollywood stars.

3. When customers ask for a different version of an item they...

- a) can get it in a few days.
- b) cannot get it in less than a month.
- c) have to get the one on display.

4. Zara stores are exclusively supplied...

- a) by air.
- b) within 24 hours.
- c) by road and/or air.

**Part B. Composition (100-150 words approximately). Choose one of the following topics (4 points)**

1. Do you think that most young people are fashion victims? Give reasons to support your answer.
2. Big fast food and clothing chains like McDonald's and Zara are expanding rapidly in Spain. What are the advantages and disadvantages of this expansion?