

KOÇ KUEPE SINAV ÖRNEKLERİ

Long Reading

TEXT 1

- (1) Once limited to dirty stands in flea markets and sold locally, counterfeit luxury goods can be found online, in expensive malls and in discount chain stores. In the past, designers often took pride in their work being copied. But that was before counterfeiting became a multibillion-dollar, multinational business. Fake luxury products –particularly the fake designer bags coming out of China, where the majority of them originate have now become a serious threat. Ten years ago, counterfeiting wasn't a problem for designers; it was even considered proof of their success. "Now we see it as an economic and even a social danger," says Marc-Antoine Jamet, president of France's anti-counterfeiting lobbying group Union des Fabricants.
- (2) The luxury fakes are part of a much bigger counterfeiting problem, also largely hated in China. According to the Italian anti-counterfeiting coalition Indicam, worldwide production of counterfeit goods –everything from DVDs to pharmaceuticals and to brake pads– has jumped 1,700% since 1993. Counterfeiting is now estimated to account for more than 7% of worldwide trade, or \$450 billion a year. Each year, U.S. agents seize more than \$100 million worth of fake goods entering the States. Some 60% of the world's counterfeit goods are thought to end up in the EU.
- (3) Luxury-goods manufacturers are spending millions of dollars a year on legal teams and private investigators, who work with international customs officials to arrest rings of organized counterfeiters. For example, *La Chemise Lacoste*, whose alligator-logo shirts are knocked off and illegally sold around the world, reportedly budgets around \$4.2 million annually to fight counterfeiting.
- (4) The people who are caught selling fake goods don't fit the usual crime profile. Last year, three posh-looking, expensively dressed women in Detroit were arrested for selling fake *Vuitton*, *Gucci* and *Burberry* bags. If companies really keep up the fight against counterfeit selling and succeed, there is no chance you would see a man outside the *Gucci* store on *the Via Condotti* selling fake *Gucci* bags off a blanket, which is a very common sight nowadays.
- (5) Authorities recognize that counterfeit trafficking is part of a broader, organized-crime problem. In June 2004, U.S. immigration and customs-enforcement agents busted 17 people for smuggling tens of millions of dollars' worth of bogus *Louis Vuitton*, *Prada*, *Gucci*, *Chanel* and *Christian Dior* merchandise in 30 12-m containers through Port Elizabeth, New Jersey. 15 of the defendants turned out to be from two separate crime networks that use shell companies to import counterfeit luxury goods from China and distribute them through storefronts in New York City's Chinatown. Both customs and Interpol have warned in recent months that counterfeit merchandising is also being used to fund terrorist groups.
- (6) However, bad publicity has hardly **made a dent in** the trade so far, largely because China's factories are getting so good and skilled at producing large quantities of nearly perfect fakes.

The highly skilled workshops are centered in the provinces of Ouangdong, near Hong Kong, and Zhejiang, south of Shanghai. Both regions are the centers for the legitimate manufacturing of leather goods, so getting raw materials and other supplies is relatively easy. Lower-grade merchandise stays largely in China; the best is exported almost exclusively to the West. Factories shipping out fakes disguise the contents of containers with foodstuffs or other consumer products like underwear.

- (7) The luxury-goods companies have tried to take legal action against the big Chinese production centers and close them down. However, a general disrespect for copyrights that extends far beyond the luxury-goods industry and the loosening of trade restrictions in the region make **crackdowns** complicated.
- (8) Once the goods reach Europe or the U.S., there is little deterrent. "In narcotics, they get 20 years to life, but a man selling fake goods in the morning is back on the street by the afternoon," complains a U.S. customs agent. Customs officials have been working to increase the penalties, such as prison sentences of 10 to 20 years.
- (9) For the luxury-goods makers, counterfeiting is a high-stakes battle. It's hard to quantify exactly how much money a luxury brand loses to counterfeiting, since investigators and manufacturers say most people who buy fakes wouldn't pay for the real product anyway due to its high price. The larger risk is that the brand will get devalued. Brandmakers fight counterfeiting "not because they feel this will steal a genuine quantifiable sale from them, but because of the overexposure of the brand," says a luxury-goods analyst. Chemise Lacoste recently commissioned a poll in 12 markets to study the impact of counterfeit goods. When asked how they felt about the growing trade of counterfeit products and why they bought fake goods, 76% of the respondents said the growing abundance of forged items and logos made buying the original far less **alluring**.
- (10) One of the biggest problems is that customers in the West have become **inured** to the idea that counterfeit goods –and knowingly selling them– are illegal. As a result, they don't hesitate to buy them despite the fact that they are committing a crime. What's more, people who buy fakes often rationalize counterfeiting as a victimless crime. Law-abiding people who wouldn't think of stealing suddenly become much bolder when it comes to buying counterfeit goods. Unfortunately, the criminal scope of the counterfeiting business doesn't reach the consumer. Even if they knew that it funds criminal operations, many people would still find those cheap bags too good to resist.

- 1) Which of the following is NOT a reason why designers did not worry about counterfeiting about 10 years ago?
- A) Counterfeit goods were sold in local flea markets only.
 - B) They were proud of their work being copied.
 - C) They thought it was a sign of their success.
 - D) Counterfeit goods were largely produced in China.
- 2) Which of the following is NOT true according to the article?
- A) There has been a tremendous increase in the production of fake goods since the early 1990s.
 - B) The people who sell fake goods look like typical criminals and so they can easily be picked up.
 - C) So far, luxury-goods manufacturers have not been very successful in their fight against counterfeiting.
 - D) One important way luxury-goods manufacturers can fight against counterfeiters is through money.
- 3) According to the article, counterfeit manufacturers in China -----.
- A) are not slowing down production despite the efforts by customs and the big brand companies
 - B) prefer to have their fake goods sold in secret places once they reach the big cities in the West
 - C) have more difficulty in manufacturing the fake goods than in selling them
 - D) export all of their fake products to the West after manufacturing them
- 4) The luxury-goods manufacturers see counterfeiting as a threat mainly because -----.
- A) their sales are going down and they are losing money
 - B) their products are losing their value in the market
 - C) the fake goods are not as good as the originals
 - D) the counterfeiters are producing imperfect copies of the genuine ones
- 5) It is stated in the article that consumers buy fake goods because they -----.
- A) don't know that counterfeiting is illegal
 - B) can't find the original easily
 - C) are not aware that they are committing a crime
 - D) are cheaper than the genuine ones
- 6) Which of the following CANNOT be inferred from the article?
- A) Trade restrictions and copyrights are strictly followed everywhere.
 - B) Counterfeiters are hardly punished when they are caught.
 - C) Consumers of fake products do not know the criminal outcomes of their purchase.
 - D) It is not likely that there will be an end to counterfeiting in the near future.

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- 7) The phrase “**made a dent in**” in paragraph 6 refers to -----.
- A) made a hole
 - B) reduced
 - C) made an addition
 - D) increased
- 8) The word “**crackdown**” in paragraph 7 is closest in meaning to “official actions taken to -----.”
- A) punish those who break laws
 - B) repair the broken parts of good
 - C) export goods produced locally
 - D) prevent breaking of fragile goods
- 9) The word “**alluring**” in paragraph 9 can best be replaced by -----.
- A) convenient
 - B) discouraging
 - C) complicated
 - D) appealing
- 10) The word “**inured**” in paragraph 10 is closest in meaning to -----.
- A) reluctant
 - B) resistant
 - C) accustomed
 - D) tempted

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TEXT 2

- (1) Companies are always looking for new markets where they can sell their products. These days, however, more and more consumers around the world are in debt. As a result, they're cutting back on spending. What, then, can established companies do to stay profitable? What can young enterprising companies do to cover their start-up costs and build their business? They all can roll up their sleeves and look to what economists call "the next billion."
- (2) The "**next billion**" refers to consumers living in developing countries, places where most incomes are low but populations are large. Multinational corporations have traditionally ignored these places, making their **sole** focus "the first billion," the wealthiest 15 percent of the world's population. These days, however, a number of innovative firms are developing products specially designed for consumers in developing countries. As a result, these companies can help only themselves but others as well. Some say that these companies are engaging in a practice known as "doing right by doing good."
- (3) Some companies are doing right by doing good by expanding the market for computer products. Worldwide, about 1,2 billion people—the world's wealthiest people—have computers. Accordingly, most computer products cost a lot. For example, Microsoft's software program MS Office Professional sells for \$499.995, more than a person in a developing country might earn in a single year. Microsoft is a household name, as more than 90 percent of computers use the company's software. To compete with the well-known computer giant, other high-tech firms have realized they need to find customers in new places.
- (4) Nicholas Negroponte, a computer expert and professor at the Massachusetts Institute of technology, decided to do just that. Negroponte founded One Laptop Per Child (OLPC), a program devoted to providing children in developing countries with information technology. OLPC makes a special laptop called the XO. The company has installed thirty educational programs in the XO so it is ready for children to use. Already, OLPC has delivered more than one million of the cute green and white laptops to children in thirty-one countries, and another one million are on the way. The small, lightweight machines sell for only \$188, and OLPC hopes to reduce the price to \$75 as orders increase. Although the XO's end users are children, its customers are governments and aid organizations seeking to improve the quality of education.
- (5) The success of the XO results not only from its low price, but also from OLPC's ability to meet the needs of children. The durable laptop can survive a 5-foot drop to the ground, and it can be used outdoors in direct sunlight. The rechargeable battery runs on as little as 2 watts (a conventional laptop, by comparison, may need 45 watts). The laptop also support wireless networking, allowing a classroom full of XOs to share a single connection to the Internet. Just as OLPC has reinvented the computer for the next billion consumers, **entrepreneur** Adam Grosser has remade the refrigerator for this market. A refrigerator may seem like an everyday item, but 1.6 billion people live without electricity and thus without refrigeration. As a result, food and

medicine spoil quickly, and malnutrition and disease spread. With these problems in mind, Grosser invented a new type of refrigerator, a device that can keep things cold without needing to be plugged in.

- (6) The new refrigerator is a blue 8-pound cylinder that Grosser calls his “sustainable fridge.” When the handheld device is placed over a fire, heat activates a special chemical inside the cylinder. This chemical causes the fridge to drop in temperature. The cold fridge can then go into a larger container (3 gallons/15 liters) and keep **it** cold for ever twenty-four hours, even in the warmest climates. Grosser hopes to sell his sustainable fridge for as little as \$25. “We think we can make refrigeration something that everyone will have,” he says.
- (7) Other companies are changing not only their products but also the way they do business. French food-maker Danone has struck deal with economist Muhammad Yunus in India to create a “social business enterprise.” Their goal is to build fifty factories that will produce low-cost, nutritious yogurt. The factories will be run by local workers, and they will use local ingredients. In addition to providing a food source that will sell for only 7 cents or so per cup, each factory will provide employment for approximately 1,600 local people. Danone employees say that the project has a promising future. “It’s really a growth strategy for our company,” says Danone CEO Franck Riboud. “We are convinced that in this world...it would be crazy to think only about the peak of the pyramid.”
- (8) Whether they are the next billion shoppers to purchase yogurt, laptops, or something else, consumers in developing countries are finding they now have more and better options than before. For both these shoppers and global businesses, the partnership couldn’t have come at a better time.

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- 1) As stated in paragraph 4, Nicholas Negroponte decided to -----.
 - A) become a professor at the Massachusetts Institute of Technology
 - B) found a new software program in order to reach customers in new places
 - C) manufacture a low-cost laptop for children in developing countries
 - D) deliver cute green and white laptops to children in the third world countries
- 2) Who are the target customers of the XO?
 - A) parents
 - B) children
 - C) governments and aid organizations
 - D) public schools
- 3) Which is NOT one of the qualities of the XO?
 - A) Its battery consumes less energy than conventional laptops.
 - B) It does not support wireless Internet connections.
 - C) It is less costly than other laptop computers.
 - D) It can survive a five-feet fall to the ground.
- 4) Which of the following sentences is TRUE according to the text?
 - A) Adam Grosser invented a refrigerator that consumes 2 watts of energy.
 - B) Danone wants to build five factories in India to provide employment for 1600 people.
 - C) OLPC aims to install more than thirty educational programs in the XO.
 - D) The world's wealthiest people number around 1.2 billion people.
- 5) According to the text, the wealthiest part of world's population -----.
 - A) cannot afford to buy new high-cost laptop computers
 - B) are in debt due to excessive spending on technology
 - C) have become "the next billion" in answering the demand from developing countries
 - D) are not the target consumers for expanding the market for computer products
- 6) As we understand from paragraph 7, the firm Danone's main target in India is to ---.
 - A) provide employment for the impoverished local people
 - B) produce healthy and beneficial yogurt for cheaper prices
 - C) strike a deal with the economist Muhammad Yunus
 - D) extend their business from France to developing countries
- 7) Who does the phrase "**next billion**" in paragraph 2 refer to?
 - A) the wealthiest 15% of all the world's population
 - B) potential customers living in the eastern part of the world
 - C) consumers who are in debt and cannot afford to buy new products
 - D) people who live in developing countries
- 8) The word "**sole**" in paragraph 2 could best be replaced by -----.
 - A) best
 - B) first
 - C) only
 - D) second

İ S T A N B U L D İ L A K A D E M İ S İ
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- 9) The word “**entrepreneur**” in paragraph 5 is closest in meaning to -----.
- A) inventor
 - B) excursionist
 - C) industrialist
 - D) employer
- 10) The word **it** in paragraph 6 refers to -----.
- A) the fridge
 - B) the large container
 - C) the handheld device
 - D) the cylinder

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ANSWER KEY

TEXT1: 1D 2B 3A 4B 5D 6A 7B 8A 9D 10C

TEXT 2: 1C 2C 3B 4D 5D 6B 7D 8C 9C 10B

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