
Tekst 1

Factory workers in Asia

SIR – How odd that foreign clothing companies are being targeted as the main culprits for the factory disaster in Bangladesh ("Disaster at Rana Plaza", May 4th). International companies should check on their suppliers and abide by local laws and international standards, but let us not forget the simple fact that it was the building's owners and management who chose to ignore these standards. Let us also stop pretending that they did so wholly in order to survive. Their actions were the result of a calculated bid to maximise profits, which they did on the backs of their less fortunate fellow Bangladeshis.

The owners and managers of factories in Asia, as elsewhere, have a responsibility for their workers, legally and morally. Blaming companies in the West for a disaster that happens in Asia stops local owners from taking responsibility for their business.

MATTHIAS ECKERT

Dubai

The Economist, 2013

Let op: beantwoord een open vraag altijd in het Nederlands, behalve als het anders is aangegeven. Als je in het Engels antwoordt, levert dat 0 punten op.

Tekst 1 Factory workers in Asia

- 1p 1 What is Matthias Eckert's main point?
- A Global codes of conduct in the clothing industry would ensure the safety of the workers.
 - B Local entrepreneurs are also responsible for the bad conditions in Bangladesh's sweatshops.
 - C Western clothing companies are solely to be blamed for the Bangladeshi catastrophe.

Tekst 2

LED carpet turns the floor into a screen

by Paul Marks

- 1 BIG-SCREEN TV not involving enough? How about a giant LED-studded carpet that transforms the floor into a vivid display? The design could let animated characters step out of your TV and whizz across the floor or guide passengers at an airport.
- 2 Announced last week, the carpet is the result of a collaboration between Dutch carpet-maker Desso of Waalwijk and display and lighting firm Philips of Eindhoven. "The trick was to engineer a carpet layer that could transmit light," says Desso's Ludwig Cammaert. Instead of the usual opaque, rubbery resin, Cammaert built a translucent plastic layer that can stand up to heavy wear and tear. This is laid on top of a 10-millimetre-thick steel screen peppered with LEDs.
- 3 The carpet could provide animated 3 on the floors of shops, theatres, and hotels, says Ed Huibers of Philips. At airports, arrows could point passengers toward their departure gate, for example. "Architects are looking into other interesting applications now, too – such as placing QR codes on the floor," he says.
- 4 It is a clever idea to turn the floor into a display, says Simon Parnall of News Digital Systems, a firm developing ways to build large tiled screens cheap enough to cover walls. "This technology could have an enormous range of uses, 3 just being the first," he says. "I am sure interactive gaming applications will soon follow. It very much fits in with the vision of ubiquitous screen technology we share."

adapted from *newscientist.com*, 2013

Tekst 2 LED carpet turns the floor into a screen

- 2p 2 “LED carpet turns the floor into a screen” (titel)
Aan welke twee voorwaarden moest het LED-tapijt volgens de tekst voldoen om dit succesvol te kunnen?
Noteer de twee voorwaarden op het antwoordblad.
- 1p 3 The same word was taken from paragraphs 3 and 4.
Which of the following fits both gaps?
- A advertising
 - B avatars
 - C barcodes
 - D cartoons
 - E models
 - F signage

Tekst 3

Figurative Speech

1 When pondering a decision or trying to convince others, think carefully about your metaphors. The implicit information may subtly influence decision making.

2

3

4

5

by Tori Rodriguez

Scientific American Mind, 2013

Tekst 3 Figurative speech

De volgende vier alinea's kwamen oorspronkelijk na alinea 1 maar zijn uit de tekst weggehaald (zie stippellijntjes in de tekst).

- a A study published in January in PLOS ONE examined how reading different metaphors — “crime is a virus” and “crime is a beast” — affected participants’ reasoning when choosing solutions to a city’s crime problem. Those who read the beast metaphor were more likely to opt for a direct approach emphasizing enforcement, whereas the virus metaphor elicited a preference for a systemic, reform-focused solution. A follow-up survey indicated that many participants did not remember the metaphor they read, and none thought a metaphor could have influenced their reasoning.
- b “People don’t consciously ponder the ways in which crime is like a virus or beast,” says one of the study’s authors, Paul Thibodeau, who is now a psychology professor at Oberlin College. “Instead metaphors subtly structure the way they understand the issue being described.”
- c Previous brain-imaging research has shown that interpreting metaphors requires a variety of areas on both sides of the brain, compared with literal language, which is processed in known language areas in the left hemisphere.
- d Scientists do not yet know how exactly this pattern affects reasoning, but they suspect that the brain triggers related concepts when processing a metaphor’s meaning. Thibodeau recommends giving more thought to the metaphors you use and hear, especially when the stakes are high. “Ask in what ways does this metaphor seem apt and in what ways does this metaphor mislead,” he says. Our decisions may become sounder as a result.

- 1p 4 In welke volgorde stonden bovenstaande alinea's in de tekst?
Geef aan wat de juiste volgorde is door de letters in de juiste volgorde te zetten.
- 1p 5 Which of the headings below is the original subheading of this article?
- A Avoid figures of speech in order to convey a clear message
 - B Choose the right phrasing to persuade people to take action
 - C Stay away from misleading clichés when addressing an unreceptive audience
 - D Use formal language in professional communication

Tekst 4

Commitment, wedded or not

Yvonne Roberts

- 1 Psychologist John Gottman is a world-renowned expert on what makes marriages work. He advocates avoiding the four horsemen¹⁾ of the relationship apocalypse: criticism, contempt, stonewalling and defensiveness.
- 2 Try a daily dose of validation and, if you can stretch to it, a bit of positive chat and affection. In truth, they are exactly the same ingredients that consolidate long-term commitment, with or without the wedding rings. Commitment is commitment. Interestingly, nowhere in 40 years of research on matrimony has Mr Gottman mentioned the aphrodisiac of tax breaks. Has the guru missed a trick?
- 3 Certainly, David Cameron appears to think so. At the Conservative party conference this week, he will announce a perk of £3.85 a week for 4 million married couples. The government, a month before the 2015 general election, will introduce a £1,000 transferable marriage tax allowance.
- 4 Cameron said on Friday: "The values of marriage are give and take, support and sacrifice — values we need more of in this country." Cabinet Office minister Francis Maude explained yesterday that fiscal support was a recognition that marriage is one of the institutions that "creates glue in society".
- 5 Mr Cameron is a patriarch who thinks his Burberry man bag can persuade us otherwise, so his views on marriage are hardly surprising. Mr Maude, however, is his party's moderniser. How reprehensible that he talks such claptrap about a policy that is divisive, illogical, illiberal, hypocritical and intended as Valium for the Tory shires hyperventilating over cohabitation with the Liberal-Democrats.
- 6 The policy is 9a. It is intended as status enhancing, so why are couples earning more than £42,285 excluded? It is 9b and 9c because it implies the commitment of those who live together — a well-established trend — is inferior. It is 9d because if this government were really concerned about supporting the solidity of families it would properly invest in the likes of housing and childcare.
- 7 As for "glue", the glue of matrimony not many decades ago could also be highly toxic. A couple stayed together often in spite of indifference and cruelty because of the shame, stigma — and for women — the economic impossibility of doing otherwise; a fragile foundation for any society.
- 8 A relationship is about more than love and a marriage certificate. It also involves a common goal; extended families; a story that a couple weave together and believe in for enough of the time. In all this, children should come first. So, if politicians really want to bolster institutions, then

long-term cohabitation should be recognised in law (Sweden hasn't fallen apart as a result). While a spouse pays no inheritance tax on the death of a partner, a cohabitee does.

- 9 A cohabitee, even with children, may have no financial claim against an ex-partner's house, no matter how long they have been together. It's absurd that many long-term couples marry not because they are investing in the institution but for reasons of finance and property. Isn't that where it all began somewhere in the Middle Ages?

adapted from *The Observer*, 2014

noot 1 The Four Horsemen of the Apocalypse are mentioned in the Bible. They represent War, Famine, Pestilence and Death, said to come about when the world ends.

Tekst 4 Commitment, wedded or not

- 1p 6 What is the function of paragraphs 1 and 2?
- A to introduce Gottman's stance on how to establish a healthy marriage
 - B to point out that a negative attitude towards one's spouse may lead to divorce
 - C to present the basis for Roberts's ideas about relationships and politics
 - D to question the validity of Gottman's research on matrimony
- 1p 7 Which of the following statements about David Cameron is in line with the contents of paragraphs 3 and 4?
- A He wants to promote marriage as an institution by introducing financial benefits.
 - B His policy reflects the contemporary point of view on preferring marriage to cohabitation.
 - C His primary objective is to coax people into marriage for financial gain.

"his views on marriage" (paragraph 5)

- 1p 8 Which of the following statements is in line with Cameron's ideas about marriage, judging from this article?
- 1 The costs of marriage breakdown are borne by the entire society, and therefore it is reasonable for the entire society to demand support for marriage.
 - 2 The institution of marriage, over the past centuries, has come and gone.
- A only 1 is true
 - B only 2 is true
 - C both 1 and 2 are true
 - D neither 1 nor 2 is true

- 1p 9 Which of the following series of qualifications fits the string of gaps in paragraph 6?

	9a	9b	9c	9d
A	divisive	illogical	hypocritical	illiberal
B	hypocritical	illiberal	illogical	divisive
C	illiberal	hypocritical	divisive	illogical
D	illogical	divisive	illiberal	hypocritical

- 1p 10 Wat is de onderliggende reden voor Camerons belastingmaatregel volgens Yvonne Roberts?
Citeer de eerste twee woorden van de zin uit alinea 4-9 waar het antwoord te vinden is.

Tekst 5



THE REPORT

THE DEATH OF THE BEARD

Why the buzz for facial fuzz has finally reached its peak

by Mr Mansel Fletcher (cleanly shaven)

- 1 **A** full beard, at its best, and worn in the fashion of the notorious Australian outdoorsman Mr Ned Kelly, makes a man look distinguished. "What happens when everyone's got a beard?" That was the question that a team from Australia's University of New South Wales recently set out to answer, and their unsurprising conclusion is that the appeal of beards diminishes in line with their popularity. Yet in recent months the *New York Post* broke the news that men are becoming so desperate to grow a beard that increasing numbers are having plastic surgery to remove hair follicles from their scalp and have them plugged into their face. No wonder there's often 11 beards that's incompatible with their supposed air of authenticity.
- 2 For these reasons, among others, here at MR PORTER we're beginning to ask if time's up for beards, because they're now boringly ubiquitous and their cultural *raison d'être* is becoming 12. An example of the latter: an email pinged in my inbox last weekend. It was from a New

York vendor of designer outdoor gear and was promoting some of that vendor's upcoming customer events. These workshops include "axe restoration", "heart of sourdough" and "knife sharpening". The same weekend I saw a new spring catalogue from a very middle-of-the-road British mail-order clothing company, which features a male model with a thin beard. And as an aside, once neo-Luddite hipsters are sharpening axes in a way that would excite fictional yuppie antihero Patrick Bateman, aren't these hitherto separate worlds of men's style collapsing in on themselves?

- 3 But let's be fair to the hipster *zeitgeist*, because while it's easy to mock the urban lumberjack, any man who spends his cosseted days in an air-conditioned office, operating an Apple computer with an ultra-fast internet connection, and a world of gourmet lunch options five minutes from his desk, can be forgiven for fantasising about the romance of real work. For dreaming of the deep satisfaction that would come from an honest day's toil in the great outdoors, chopping wood, corralling cattle, or tilling the land, and for imagining, as he queues outside the latest burger restaurant, that one day he might hunt his own food and sleep under the stars. This is the mood that has informed the trend for beards, and which combines with an understandable wish to accentuate one's masculinity in a world where it's not always clear how to positively interpret being a man. It's no coincidence that the last grooming trend was the unsavoury and emasculating craze for extreme waxing and shaving.
- 4 But what if, rather than revealing our connection with "real life", this urge reveals our disconnection from it? How far does the *zeitgeist's* vision of physical labour actually tally with reality? If we really want to emulate the style of our manually labouring forebears then we'll take every opportunity to enjoy the clothes that preclude the possibility of physical work, rather than dressing in the hope that we'll be mistaken for a blacksmith. It's all very well spending a weekend building your own barbecue, but I want to speak up for the guys interested in putting on a blazer and heading out to a restaurant where they can enjoy food cooked by someone else.
- 5 And where does 15 come into all this? Five or six years ago, when the current neo-dandy trend was new and fresh, old-fashioned beards were rare and correspondingly interesting. Now they're in danger of alternating between replacing the bow tie (and they're frequently worn by guys in bow ties) as a crude signifier of a simplistic interest in style, and as an absurd statement of intent on behalf of hipsters whose Victorian pimp-inspired grooming is at odds with their contemporary lifestyle. Let's stop this now, before there's a revival of Victorian mutton-chop sideburns, and before we forget that sporting such antiquated facial topiary will probably make you the subject of a lot of laughter.

adapted from *THE MR PORTER POST, 2014*

Tekst 5 The death of the beard

- 1p 11 Which of the following fits the gap in paragraph 1?
A a boyish innocence associated with
B a connotation of sexuality attached to
C a self-consciousness about
D a strong sense of masculine pride in
- 1p 12 Which of the following fits the gap in paragraph 2?
A absurd
B commonplace
C realistic
D urgent
- 2p 13 Geef van elke van de volgende beweringen aan of deze wel of niet overeenkomt met de inhoud van alinea 3 en 4.
1 In general, men actively try to lead a self-sufficient life.
2 The writer is convinced modern men need a beard to establish a sense of self.
3 The writer implies that our ancestors would have preferred to work in an office had they lived today.
4 Bearded hipsters consider fine dining to be something for yuppies.
Noteer “wel” of “niet” achter elk nummer op het antwoordblad.
- “But what if, rather than revealing our connection with “real life”, this urge reveals our disconnection from it?” (alinea 4)
- 1p 14 Leg in je eigen woorden uit wat bedoeld wordt met “this urge”.
- 1p 15 Which of the following fits the gap in paragraph 5?
A appropriateness
B eccentricity
C fashion
D tradition

Tekst 6**Schumpeter | The driverless road ahead**

- 1 THE arrival of the mass-produced car, just over a century ago, caused an explosion of business creation. First came the makers of cars and all the parts that go into them. Then came the garages, filling stations and showrooms. Then all sorts of other car-dependent businesses: car parks, motels, out-of-town shopping centres. Commuting by car allowed suburbs to spread, making fortunes for prescient housebuilders and landowners. Roadbuilding became a far bigger business, whereas blacksmiths, farriers and buggy-whip makers disappeared as America's horse and mule population fell from 26m in 1915 to 3m in 1960.
- 2 Now another revolution on wheels is on the horizon: the driverless car. Nobody is sure when it will arrive. Google, which is testing a fleet of autonomous cars, thinks in maybe a decade, others reckon longer. A report from KPMG and the Centre for Automotive Research in Michigan concludes that it will come "sooner than you think". And, when it does, the self-driving car, 17, could bring profound change.
- 3 Just imagine. It could, for a start, save the motor industry from stagnation. Carmakers are fretting at signs that smartphone-obsessed teenagers these days do not rush to get a driving licence and buy their first car, as their parents did. Their fear is that the long love affair with the car is fading. But once they are spared the trouble and expense of taking lessons and passing a test, young adults might rediscover the joys of the open road. Another worry for the motor industry is that car use seems to be peaking in the most congested cities. Yet automated cars would drive nose-to-tail, increasing the capacity of existing roads; and since they would be able to drop off their passengers and drive away, the lack of parking spaces in town might not matter so much.
- 4 Cars have always been about status as well as mobility; many people would still want to own a trophy car. These might not clock up much mileage, so carmakers would have to become more like fashion houses, constantly creating new designs to get people to swap their motors long before they have worn out. But cars that are driverless may not need steering wheels, pedals and other manual controls; and, being virtually crashless (most road accidents are due to human error), their bodies could be made much lighter. So makers would be able to turn out new models at lower cost. Fresh entrants to carmaking could prove nimbler than incumbents at adapting to this new world.
- 5 All these trends will affect the car business. But when mass-produced cars appeared, they had an impact on the whole of society. What might be



the equivalent social implications of driverless cars? And who might end up the same way as the blacksmiths, farriers and buggy-whip makers?

Electronics and software firms will be among the winners: besides providing all the sensors and computing power that self-driving cars will need, they will enjoy strong demand for in-car entertainment systems, since cars' occupants will no longer need to keep their eyes on the road. Bus companies might run convoys of self-piloting coaches down the motorways, providing competition for intercity railways. Travelling salesmen might prefer to journey from city to city overnight in driverless Winnebagos packed with creature comforts. So, indeed, might some tourists. If so, they will need fewer hotel rooms.

6 Cabbies, lorry drivers and all others whose job is to steer a vehicle will have to find other work. The taxi and car-rental businesses might merge into one automated pick-up and drop-off service: GM has already shown a prototype of a two-seater, battery-powered pod that would scuttle about town, with passengers summoning it by smartphone. Supermarkets, department stores and shopping centres might provide these free, to attract customers. Driverless cars will be programmed to obey the law, which means, sadly, the demise of the traffic cop and the parking warden. And since automated cars will end the need for parking spaces in town, that will mean no more revenue for local authorities and car-park operators.

7 When people are no longer in control of their cars they will not need driver insurance — so goodbye to motor insurers and brokers. Traffic accidents now cause about 2m hospital visits a year in America alone, so autonomous vehicles will mean much less work for emergency rooms and orthopaedic wards. Roads will need fewer signs, signals, guard rails and other features designed for the human driver; their makers will lose business too. When commuters can work, rest or play while the car steers itself, longer commutes will become more bearable, the suburbs will spread even farther and house prices in the sticks will rise. When self-driving cars can ferry children to and from school, more mothers may be freed to re-enter the workforce. The popularity of the country pub, which has been undermined by strict drink-driving laws, may be revived.

8 All this may sound far-fetched. But the self-driving car is already arriving in dribs and drabs. Cars are on sale that cruise on autopilot, slot themselves into awkward parking spaces and brake automatically to avert collisions. Motorists seem ready to pay for such features, encouraging carmakers to keep working on them. Some insurers offer discounts to drivers who put a black box in their cars to measure how safely they drive: as cars' computers get better than humans at avoiding accidents, self-drive mode may become the norm, and manual driving uninsurable.

9 The first airline to operate a regular international schedule began in 1919, only 16 years after the Wright Brothers showed that people really could fly in heavier-than-air planes. For those businesses that stand to gain and lose from the driverless car, the future may arrive even quicker.

adapted from *The Economist*, 2012

Tekst 6 The driverless road ahead

- 1p 16 Which of the following is true, judging from paragraph 1?
- 1 The mass production of cars offered ample business opportunities throughout the U.S.
 - 2 The mass production of cars led to suburban expansion.
- A only 1 is true
 B only 2 is true
 C both 1 and 2 are true
 D neither 1 nor 2 is true
- 1p 17 Which of the following fits the gap in paragraph 2?
- A compared to public transport
 B in contrast to vintage vehicles
 C just as the autonomous one
 D like the ordinary kind
 E unlike horse-drawn carriages
- 1p 18 Which would be a suitable alternative beginning for paragraph 4?
- A Furthermore,
 B In other words,
 C In particular,
 D Subsequently,
- 3p 19 “blacksmiths, farriers and buggy-whip makers disappeared” (paragraph 1)
 Which three of the following can be identified as today’s blacksmiths, farriers and buggy-whip makers according to paragraphs 5-7?
- | | |
|------------------|---------------------------------|
| 1 bar owners | 8 motorcyclists |
| 2 commuters | 9 urban parking lot proprietors |
| 3 car insurers | 10 road workers |
| 4 coach industry | 11 shops |
| 5 ER specialists | 12 taxi drivers |
| 6 hotel industry | 13 train operators |
| 7 ICT firms | |
- Write down the three numbers on the answer sheet.
- 1p 20 Which of the following statements best substantiates the conclusion in the last paragraph?
- A Long-term investment in car safety measures will stimulate production of the driverless car.
 B Motorists who think of their car as a trophy will most likely want to buy a new car every few years.
 C Some techniques relevant for manufacturing autonomous cars have already been implemented.
 D The car components industry has agreed to be ready for production of modern cars within two decades.

Tekst 7

Business

Womenomics



- 1 **T**HE late Paul Samuelson once quipped that "women are just men with less money". As a father of six, he might have added something about women's role in the reproduction of the species. But his aphorism is about as good a one-sentence summary of classical feminism as you can get.
- 2 The first generations of successful women insisted on being judged by the same standards as men. They had nothing but contempt for the notion of special treatment for "the sisters", and instead insisted on getting ahead by means of working harder and thinking smarter.
- 3 Many pioneering businesswomen pride themselves on their 22. Dong Mingzhu, the boss of Gree Electric Appliances, an air-conditioning giant, says flatly, "I never miss. I never admit mistakes and I am always correct." In the past three years her company has boosted shareholder returns by nearly 500%.
- 4 But some of today's most influential feminists contend that women will never fulfil their potential if they play by men's rules. According to Avivah Wittenberg-Cox and Alison Maitland, two of the most prominent exponents of this position, it is not enough to smash the glass ceiling. You need to audit the entire building for "gender asbestos" — in other words, root out the inherent sexism built into corporate structures and processes.
- 5 The new feminism contends that women are wired differently from men, and not just in trivial ways. They are less aggressive and more consensus-seeking, less competitive and more collaborative, less power-obsessed and more group-oriented.
- 6 24, the argument runs, these supposedly womanly qualities are becoming ever more valuable in business. The recent financial crisis proved that the sort of qualities that men pride themselves on, such as risk-taking and bare-knuckle competition, can lead to disasters, such as bankruptcy. Lehman Brothers would never have happened if it had been Lehman Sisters, according to this

theory. Even before the financial disaster struck, the new feminists also claim, the best companies had been abandoning "patriarchal" hierarchies in favour of "collaboration" and "networking", skills in which women have an inherent advantage.

- 7 This argument may sound a little like the stuff of gender workshops in righteous universities. But it is gaining followers in powerful places. McKinsey, the most venerable of management consultancies, has published research arguing that women apply five of the nine "leadership behaviours" that lead to corporate success more frequently than men. Many companies are abandoning the old-fashioned commitment to treating everybody equally and instead becoming "gender adapted" and "gender bilingual" — in touch with the unique management wisdom of their female employees. A host of consultancies has sprung up to teach firms how to listen to women and exploit their special abilities.
- 8 The new feminists are right to be frustrated about the pace of women's progress in business. Britain's Equality and Human Rights Commission calculated that, at the current rate of progress, it will take 60 years for women to gain equal representation on the boards of the FTSE 100 companies¹). They are also right that old-fashioned feminism took too little account of women's role in raising children. But their arguments about the innate differences between men and women are sloppy and counterproductive.
- 9 People who bang on about innate differences should remember that variation within subgroups in the population is usually bigger than the variation between subgroups. Even if it can be established that, on average, women have a higher "emotional-intelligence quotient" than men, that says little about any specific woman. Judging people as individuals rather than as representatives of groups is both morally right and good for business.
- 10 Women would be well advised to ignore the siren voices of the new feminism and listen to Ms Dong instead. Despite their frustration, the future looks bright. Women are now outperforming men markedly in school and university. It would be a grave mistake to abandon the old-fashioned feminist approach just at the time when it is turning to women's advantage.

by Schumpeter

adapted from *The Economist*, 2010

noot 1 Financial Times Stock Exchange top 100 companies

Tekst 7 Womenomics

- 1p 21 Which of the following is in line with the contents of paragraphs 1 and 2?
- A Early feminists strongly disapproved of positive discrimination for women.
 - B Paul Samuelson mocks women who attempt to equal the economic position of men.
 - C The writer of the article implies that success depends on effective female leadership.
 - D Women have always determined criteria for being successful themselves.
- 1p 22 Which of the following fits the gap in paragraph 3?
- A femininity
 - B privileged position
 - C sense of responsibility
 - D toughness
- 1p 23 What is the function of paragraph 5?
- A to criticise the new feminist point of view
 - B to define the new feminist point of view
 - C to praise the new feminist point of view
 - D to put the new feminist point of view in a broader perspective
- 1p 24 Which of the following fits the gap in paragraph 6?
- A Likewise
 - B Nevertheless
 - C Therefore
 - D What is more
- 2p 25 Geef van elke van de volgende beweringen aan of deze wel of niet in overeenstemming is met de inhoud van alinea 7.
- 1 McKinsey stimulates equal treatment of employees.
 - 2 Female qualities are said to be contributing to a company's success.
 - 3 Gender awareness training is essential for successful leadership.
 - 4 Management consultancies commercialise the demand for feminine skills in modern businesses.
- Noteer "wel" of "niet" achter elk nummer op het antwoordblad.

- 1p 26 Which of the following reflects the author's opinion in paragraph 8?
- A Early feminists systematically ignored the importance of motherhood.
 - B Modern feminists accuse their predecessors of focusing too much on gender differences.
 - C The claim by today's feminists that it will take a long time to reach equality is unfounded.
 - D The new feminist claims that men and women are biologically different are flawed.

- 1p 27 Which of the following is in accordance with the contents of paragraph 9?
- A Companies should focus on distinctive personal qualities.
 - B Few businesses acknowledge the importance of gender bias.
 - C Gender differentiation is the key to successful entrepreneurship.
 - D More female input will increase a company's chance of economic gain.

"the old-fashioned feminist approach" (alinea 10)

- 1p 28 In welke alinea wordt voor het eerst genoemd hoe deze feministen tegen de vrouw aankeken?
Noteer het nummer van deze alinea.

Tekst 8

A perfect opportunity

- 1 There should be a special punishment for those who cheat at sport. A contest where the fans cannot be confident that everyone on the field is playing to win is a contest that has lost its heart. To deliver anything less than an utterly honest performance betrays an unspoken contract. And yet since sport began, the pursuit of victory has been matched by the temptation to win whatever it takes. The same basic instinct has, for just as long, been met by making a bet on the result. And that has always made for a combustible mix of ingredients.
- 2 30 the report from Rick Parry, the former Liverpool chief executive, on the integrity of sport – commissioned back in 2009 by the Department for Culture, Media & Sport (DCMS) – described betting as a perfect opportunity for those up to no good. All the more so now, in the age of the internet and novel forms of peer-to-peer betting. Yet once again, the Football Association (FA) is failing to meet the challenge. Even after a fortnight of scandals that have crept from non-league to senior league players, the FA general secretary Alex Horne emerged from yesterday's meeting with the DCMS secretary Maria Miller to say cheating was not widespread. It is both astonishing and alarming that he can sound so sure.
- 3 It didn't take the internet and betting exchanges to put crooked sportsmen and crooked bookies in touch with one another, but they have opened up an ocean of possibility that poses real challenges to the regulatory authorities. The thirst for something to make a book on no longer has to work on the relatively distant possibility of being able to influence the outcome of a match (although there have been some spectacular recent cases, usually involving corrupt referees as well as players, where just that has happened). Bets can be made on any number of lesser events, some of which may have little or no influence on the result at all. All that's needed is another punter ready to bet on the same thing. In turn that hugely expands the possibilities for the crooked player. It moves betting, say, on the timing of a yellow card from the random to the fixable. Payouts can be huge. The FA, like the governing bodies of cricket and tennis, has set up a sports integrity unit which, among other things, monitors market movements. In theory it should pick up any significant activity and treat it as a reason to investigate, but although it nailed the Accrington Stanley fix at the end of last season, its critics despair of its lack of energy. The danger is that the 32, the more it appeals to those looking for an opportunity to make money.
- 4 That's why other sport organisations look admiringly at horse racing. The British Horseracing Association is perceived as having rescued the industry from an existential threat after 11 jockeys, owners and other insiders were found to have fixed races. It is now a noisy, high-profile and

highly active guardian of the sport's integrity. It can't claim to have stamped out corruption, but it certainly doesn't tolerate it. It is a very different style of approach to the small, tentative steps taken by other authorities. That makes yesterday's agreement to promote a cross-sport integrity body all the more welcome.

- 5 But it needs the will to tackle the job. Some fear the tight relationship between big gambling organisations and the sports which generate so much of their income will weaken resolve. Television advertising has grown sixfold since 2007. Live betting, where bets are placed while matches are in play, opens another dimension. The Football League is even sponsored by a gambling organisation. In the US, where for most of the 20th century many sports were dogged by corruption, it has been illegal to bet on sport in most states since 1992. It may not be the right answer – it may just drive betting underground – but when gambling on sport damages not just the sports themselves, but some of society's most vulnerable individuals, it must be taken seriously. The FA insists there's little evidence of fixing, but as any judge would tell them, absence of evidence is never evidence of absence.

adapted from *The Guardian*, 2013

Tekst 8 A perfect opportunity

- 1p 29 Which of the following is in line with the contents of paragraph 1?
- A A ruthless determination to succeed and antisocial behaviour go hand in hand.
 - B Corruption compromises the quality of the game and affects the support of fans.
 - C Dishonest dealings in order to gain an advantage should be punished.
 - D It is part of human nature to be willing to forego moral principles or beliefs to achieve a goal.

- 1p 30 Which of the following fits the gap in paragraph 2?
- A By contrast
 - B In a nutshell
 - C Indeed
 - D To be fair
 - E To make matters worse

Paragraph 3 consists of two parts.

- 1p 31 With which sentence does the second part of the paragraph start?
The sentence that starts with
- A "All that's"
 - B "It moves"
 - C "The FA"

- 1p 32 Which of the following fits the gap in paragraph 3?
- A less a sport appears to be regulated
 - B less popular the team selection for a match is
 - C more a club ignores its players' fouls
 - D more high-profile a Premier League fixture is

- 1p 33 Which of the following statements is in accordance with paragraphs 4 and 5?
- A A lot of sport branches are paralysed when it comes to dealing with match-fixing.
 - B The FA integrity unit is to be replaced by a cross-sport regulating organisation.
 - C The FA is apparently failing to face up to the undeniable reality of match-fixing.
 - D The liaison between the football world and TV advertising should be closely monitored.

"The Football League is even sponsored by a gambling organisation."
(alinea 5)

- 1p 34 Wat benadrukt het woord "even"?
Citeer de eerste twee woorden van de zin waar het antwoord te vinden is.

Tekst 9

The following text is the beginning of the first chapter of Return to the Field, by Alexander Fullerton (1997).

Chapter 1

The black-painted Lysander loomed over her, blacker still against the moon and bigger-looking than she'd expected, or remembered from her training days. A plane with one cockpit for the pilot and another behind him for his passenger (or passengers; it would hold two easily enough, 5 even three in emergencies) sounded small – and it was, comparatively speaking – but in this moonlight and from ground level it had a high and bulky look. High-winged, with massive-looking struts; big spats on its wheels, and painted bat-black to reduce visibility when on clandestine missions such as tonight's.

10 It was very cold. Grass still sodden, puddles on the tarmac. Smell of petrol. Marilyn put an arm around her shoulders, squeezed her: 'Have you back with us in two shakes, Rosie.'

'You bet.'

'Rosie.' Hands grasping her arms, and suddenly face to face: 'God, how 15 *many* times one's said it—'

'With me, three now. Third time lucky *again*, huh?'

Same breathlessness, though. You said that sort of thing but still had the same queasy, tensed-up feeling. While the other thing she felt, in her shapeless old coat and looking up at Marilyn's tall elegance, was shabby. 20 It was by design, of course, the norm, befitting not only the general state of things where she was going – German-occupied France – but also the character she'd be playing. From the moment of take-off she'd cease to be Rosie Ewing, aged twenty-five, née Rosalie de Bosque – French father deceased, English mother still bitching away in Buckinghamshire – and 25 become Suzanne Tanguy, former student nurse, French to the marrow of her bones. Pulling herself up the fixed aluminium ladder on this side – the machine's port side – and climbing in . . . The dampness on her cheek from that hug and kiss had come from Marilyn, for God's sake. A tear, or tears – first ever, and why *this* time? She was settling in, locating the 30 safety harness as well as her luggage which they'd already put in – one tatty old suitcase on the shelf and the heavier but equally scruffy one down by her feet. She'd taken the pistol out of that one, transferred it to a pocket in her overcoat; it was a Llama, 9-millimetre, Spanish-made, with a Colt-type action. There were lots of them around in France, even in 35 German hands, and 9-mm ammo was easy to come by. On her two previous missions she hadn't taken a gun at all, but last summer there'd been an agent code-named 'Romeo' with whom she'd gone out to a Lysander rendezvous in the vicinity of Rouen, the Boches¹⁾ had sprung a trap and there'd been a brief firefight in which 'Romeo' had been shot

40 dead and she'd been taken prisoner. She'd resolved soon after that she'd be armed on any future deployment. There were pros and cons but on the whole she thought it was better to have the option.

Another innovation was that she was taking two cyanide capsules instead of only one, and had them in tiny pockets in the hem of the blouse
45 she was wearing. Last time she'd sewn a single pocket into her bra.

Marilyn, who'd brought the capsules down with her from London and handed them over half an hour ago in SOE's²⁾ ivy-covered transit-house on this airfield, had understood the reasons for these changes, having read the transcripts of Rosie's de-briefing after her return last time. The
50 de-briefing had been rigorous – had to be, of any agent who'd been in Gestapo hands and could have spilt beans that weren't for spilling. As she might well have done: another minute, and she'd have told the bastards anything they wanted to know.

One of the RAF ground-crew had come up the ladder to help her strap
55 herself in, or to ensure she'd done so – which she had.

'All right, Miss?'

'Lovely, thanks.'

'Best of British, then. Take me 'at off to you, I'll tell you that. We all do.'

'Oh, go on with you. Thanks, anyway.'

60 He'd gone down, and seconds later the machine was moving, filling the night and her head with noise as it rolled forward. She saw Marilyn down there, as the plane's shadow left that group – Marilyn with an arm raised in farewell, the other holding her fancy Wren hat on. The two behind her were the aircraftman who'd driven the Jeep and the WAAF girl who'd
65 come out with them from the Cottage. Reek of high-octane stronger for a moment as the pilot turned across the wind. He'd assured her that although it was still 'on the breezy side' he'd do his best to give her a comfortable ride; he reckoned to be on the ground in France in one hour and forty minutes. The distance to their landing-field was 225 miles – 'as a
70 strong crow might fly' – but he'd be detouring here and there to avoid 'flak-points' – meaning places where you'd be likely to be shot at. They'd be crossing the Channel at about 200 feet, to stay under the enemy's radar, but climbing to about 2000 to pass over the coast, somewhere to the east of Arromanches. When they were well inland, clear of flak-points and on
75 course for their destination, he'd be coming down to treetop height.

He'd asked her, 'Done it before, have you?'

'Not this way.'

'Well. After this experience you'll never consider any *other way*.' They'd all laughed. Laughs came easily, at such times.

noot 1 the Boches: offensive term for German soldiers

noot 2 SOE: Special Operations Executive, a British WW2 military organisation.

Tekst 9 Return to the Field

- 3p **35** Geef van elke van de volgende beweringen over Rosie aan of deze wel of niet in overeenstemming is met de tekst.
- 1 Marilyn violates the strict codes of conduct when saying goodbye to Rosie.
 - 2 Marilyn's appearance makes Rosie feel unattractive.
 - 3 Her undercover role makes Rosie feel incompetent.
 - 4 Rosie is inspired to aid the French because of her background.
 - 5 Marilyn has suggested that Rosie take a double amount of cyanide on her mission.
 - 6 Rosie has been interrogated by the Germans as well as the British.
- Noteer "wel" of "niet" achter elk nummer op het antwoordblad.
- 1p **36** "A tear, or tears – first ever, and why *this* time?" (regel 28-29)
Wordt deze vraag in de tekst beantwoord?
Zo nee, antwoord "Nee". Zo ja, citeer het zinsgedeelte dat je antwoord ondersteunt.
- 1p **37** What is the main function of the reference to 'Romeo' (lines 37-39)?
- A to clarify Rosie's change of heart regarding personal safety
 - B to elaborate on the kind of firearms Rosie carries
 - C to hint at the kind of undercover work Rosie had been assigned
 - D to inform the reader of Rosie's love affair that had ended tragically
- 1p **38** What do lines 60-79 make clear about the flight into France?
- A German surveillance flights make it difficult to land near the coast.
 - B It seems unwise to fly in a straight line to the destination.
 - C The latest weather forecast made the pilot change the flight plan.
 - D The pilot is fretting about Rosie's safety.
 - E The pilot verifies that Rosie has never jumped from a plane before.

Tekst 10

Furloughed? Here's an idea.

Here are two suggestions for "out of office" messages that furloughed federal employees can use in their e-mails or on voice mails:

1 "I am currently out of the office on unpaid temporary leave. Please contact Congress for assistance. They are also not working but still getting paid for it."

2 "I'm currently out of the office on furlough as required by Congress. If you don't understand what this means, please go to your bank, take out 20 percent of your last paycheck and burn it."

Gina Caceci, Falls Church

adapted from *The Washington Post*, 2013

Tekst 10 Furloughed? Here's an idea.

- 1p 39 Which of the following reflects the writer's opinion of furlough?
- A Congress should only allow diligent members of staff to go on furlough.
 - B Federal employees do not deserve furlough because they hardly do any work.
 - C Furlough is an unacceptable means used by Congress to temporarily take employees off the payroll.
 - D It is a disgrace that federal employees can take time off with money provided by hard-working people.
 - E The term furlough is ambiguous and therefore Congress should adopt a more suitable term.
- 1p 40 How can the tone of the article be described best?
- A advisory
 - B condescending
 - C derisive
 - D vindictive

Tekst 11

Biofuel binge

- 1 EUROPE's biofuel plans will produce more greenhouse emissions, not less. So says the first independent analysis of how Europe's 2020 targets will be met.
- 2 To grow biofuel crops as well as Europe's food, millions of hectares in Africa would have to be cleared. This would release more than twice as much carbon as Europe's cars would produce if they stuck with petrol.
- 3 The European Union decided in 2007 to cut greenhouse emissions by 20 per cent by 2020, partly by replacing 10 per cent of transport fuel with biofuel. Now 23 of the 27 EU countries have released their energy plans to meet the 2020 target, but they did not 41.
- 4 The Institute for European Environmental Policy calculates that 80 to 167 per cent more carbon emissions will be released from 2011 to 2020 than if the EU sticks to fossil fuels – the equivalent of another 12 to 26 million cars on the road. Despite this, the process of growing biofuel crops has started.

adapted from *The Times*, 2010

Tekst 11 Biofuel binge

- 1p 41 Which of the following fits the gap in paragraph 3?
- A calculate knock-on effects on land
 - B consider the social consequences for Africa
 - C include the costs of adapting vehicles
 - D provide details on the policy of land appropriation
 - E research the feasibility of African-European transport