



Instrucciones: a) Duración: 90 minutos
b) No está permitido el uso de diccionario

SMOKING IN ASIA

While tobacco companies face restrictions in Europe and USA, tobacco consumption in many Asian countries is on the increase. Smoking American or European cigarettes is seen as fashionable. A few Asian governments have followed the example of Western nations: tobacco advertising on television and radio has been forbidden. However, the tobacco companies still find ways to get their message to the people of these extremely populated countries.

While adult males have been the most common smokers in Asia, advertising aimed particularly at women and young people is trying to change that. Growing numbers of Asian women see smoking as a sign of their liberation. The multinational tobacco companies say that they do not intend to promote smoking among non-smokers in Asia. Instead, they say that they want Asian smokers to change their favourite kind of cigarettes. The evidence suggests the opposite, however. It was precisely in Hong Kong, where few women smoked, that the American company S&M introduced their "Victoria Slims", a cigarette brand aimed at women.

Doctors and scientists are concerned about how smoking will affect the health of the Asian people. Scientists estimate that because of the rising tobacco consumption in Asia, the annual worldwide number of deaths due to tobacco will triple over the next two or three decades.

(A) COMPREHENSION (4 points)

- a) ANSWER QUESTIONS 1-2 ACCORDING TO THE INFORMATION GIVEN IN THE TEXT. USE YOUR OWN WORDS. (1 point per answer)
- 1) Why is Asia an attractive market for tobacco multinationals?
 - 2) Why did S&M introduce their Virginia Slims in Hong Kong?
- b) ARE THESE STATEMENTS TRUE OR FALSE? JUSTIFY YOUR ANSWERS WITH WORDS OR PHRASES FROM THE TEXT. (0.5 points per answer)
- 3) Asian governments haven't done anything to control tobacco consumption.
 - 4) It is impossible for tobacco companies to advertise their products in Asia.
 - 5) Women are an attractive part of the tobacco market.
 - 6) The deaths due to smoking will triple only in Asia.

(B) USE OF ENGLISH (3 points)

- 7) Find in the text the word which has the following definition: (0.25 points)
"the commercial name of a product" (noun)
- 8) Which word does not have the same meaning? (0.25 points)
SUGGEST PROPOSE SUPPOSE ADVISE
- 9) Give a noun with the same root as WIDE (adjective). (0.25 points)
- 10) Fill in the gap with a correct preposition. (0.25 points)
More people get angry _____ smokers in western countries.
- 11) Turn the following sentence into the passive voice: (0.5 points)
"American companies have introduced a new product in Asia".
- 12) Complete the following conditional sentence: "If tobacco were more expensive..." (0.5 points)
- 13) Turn the following sentence into reported speech: (0.5 points)
She said: "Don't smoke if you want to save money."
- 14) Use the words in the boxes to make a meaningful sentence. Use all and only the words in the boxes without changing their form (0.5 points)

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(C) PRODUCTION (3 points)

- 15) Write a composition (80-100 WORDS) Choose ONE of the following options. Specify your option.
- a) Suggest new ideas to make people smoke less.
 - b) Which foreign country would you like to visit? Why?