

Tekst 6

- 1p 14 Kies bij 14 in alinea 1 het juiste antwoord uit de gegeven mogelijkheden.
- A to deny his claim
 - B to find him a new family
 - C to offer his sympathies
 - D to testify against him
- 1p 15 What is the goal of paragraph 2?
- A to describe Tony's establishment and commercial growth
 - B to explain why Tony's has become an international success
 - C to make clear that Tony's only sells its chocolate in Europe
 - D to question if Tony's can be profitable abroad as well
 - E to stress that Tony's needs financial support to survive
- 1p 16 "We're not a chocolate company, we're an impact company that makes chocolate" (alinea 3)
→ In welke zin verderop in **deze alinea** wordt deze boodschap herhaald?
Citeer (= schrijf over uit de tekst) de eerste twee woorden van deze zin.
- 1p 17 'the press stunts' (alinea 3)
→ In welke alinea is een concreet voorbeeld hiervan gegeven?
Noteer het nummer van deze alinea.
- 1p 18 Which of the following company policies is mentioned in paragraph 4 as typical of Tony's principles?
- A It makes sure its chocolate is manufactured in plants that only process raw materials.
 - B It only buys crops from small businesses that are trying to get a fairtrade certificate.
 - C It pays reasonable salaries that enable its employees to meet their particular needs.
 - D It spends more budget on improving the quality of its product than on marketing.
- 1p 19 What aspect of chocolate is discussed in paragraph 5?
- A its popularity and how this affects its price
 - B its pricing and how that should be changed
 - C its production and how that increases its value
 - D its shipping and how that can be done cheaper
- 1p 20 How is paragraph 6 linked to paragraph 5?
Paragraph 6 makes clear that the difficulties mentioned in paragraph 5
- A can be tackled.
 - B should be ignored.
 - C will be costly.

- 1p 21 “Ethics and fair trade isn’t always at the top of shoppers’ minds, but we’ve seen how this understanding can grow.” (alinea 6)
→ Welke zin verderop in de tekst maakt duidelijk wat Tony’s Chocolonely hoopt dat klanten concreet gaan doen?
Citeer (= schrijf over uit de tekst) de eerste twee woorden van deze zin.
- 1p 22 Why does Morey mention Divine and Ben and Jerry’s (paragraph 7)?
A to explain why he believes Tony’s will become popular
B to make clear Tony’s standpoint is not a unique one
C to stress that he prefers local companies over Tony’s
D to wonder if Tony’s will become profitable in England

Tekst 7

- 1p 23 What becomes clear about Nakayama in paragraphs 1 and 2?
A She felt relieved when she decided to stop being a model for fashion magazines.
B She realised she prefers a more neutral appearance over an explicitly feminine one.
C She thought dresses and long hair were required to become a successful model.
- 1p 24 What point is made about Nakayama’s decision in paragraph 3?
A It did not have a long lasting negative effect on her professional life.
B It made her very popular with a more internationally oriented public.
C It meant she had to find a new employer.
D It was clearly an impulsive move.
- 1p 25 Kies bij 25 in alinea 4 het juiste antwoord uit de gegeven mogelijkheden.
A hardly a new trend in fashion
B mostly a style adopted by musicians
C typically a temporary phenomenon
- 1p 26 What is the point made about Nakayama in paragraph 5?
A She feels obliged to pay attention to fans contacting her.
B She has had to close down all her social media accounts.
C She is using her fame to start an online career as influencer.
D She likes the fact that she is starting to become famous.
- 1p 27 What becomes clear about Nakayama in paragraph 6?
A Her professional appearance does not reflect her personality.
B Her social skills have improved as a result of the work she does.
C She has found ways to fight the boredom of long photoshoots.
D She thinks photographers deserve to be treated respectfully.