

- 1p 19 “can we seriously take their word for it?” (paragraph 2)  
What does ‘it’ refer to?  
A that businesses care for their employees  
B that businesses support various charities  
C that businesses try to get more media attention  
D that businesses want to make the world a better place
- 1p 20 What becomes clear from paragraph 3?  
A In the past, employees used to obey their employers.  
B In the past, values were generally accepted.  
C Nowadays, brands focus on commitment from clients.  
D Nowadays, consumers care about doing the right thing.
- 1p 21 What becomes clear from paragraph 4?  
A Heineken is making more money than years ago.  
B Heineken wants to expand to new markets.  
C People criticise beer brewers for promoting bad habits.  
D Young adults appear to consume less beer nowadays.
- 1p 22 Het einde van de laatste zin van alinea 5 ontbreekt.  
Kies bij 22 in de tekst het juiste antwoord uit de gegeven mogelijkheden.  
A which customers don’t always appreciate  
B which makes for much better campaigns  
C which might increase sales even further
- 1p 23 “Can companies make us better citizens?” (title)  
What is the answer to this question, according to this article?  
A Yes, but they have other motives as well.  
B Yes, but they have to be forced by the public.  
C Yes, but they need the support of governments.  
D Yes, but they need to be well-known brands.

## Tekst 8

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- 1p 24 What becomes clear about older dogs from this article?  
A They are capable of acquiring new skills.  
B They can give their older owners a hard time.  
C They can only learn from game-like activities.  
D They should be allowed to play more.

- 2p 25 Geef van elke bewering aan of deze wel of niet wordt genoemd in alinea 2 en/of 3.  
*Omcirkel achter elk nummer 'wel' of 'niet' in de uitwerkbijlage.*
- 1 Het is moeilijk om een hond slechte gewoonten af te leren.
  - 2 Jonge honden zijn gehoorzamer dan oude honden.
  - 3 Gebruik dagelijkse bezigheden met je hond als leermomenten.
  - 4 Wissel de routines met je hond voldoende af.

## Tekst 9

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- 1p 26 What is pointed out about Kate McWilliams and Luke Elsworth in paragraph 1?
- A They are only allowed to fly short distances.
  - B They are younger than the average pilot.
  - C They hardly ever fly together because of their age.
  - D They have made a record number of flights in one week.
- 1p 27 Which is true according to paragraph 2?
- A Kate McWilliams can be a role model for other women.
  - B Kate McWilliams joined the BWPA to help women find a job.
  - C Most women still think men should be in charge in the cockpit.
  - D The BWPA argues that it is too difficult for women to become captains.
- 1p 28 "I never even thought it could be an option available to me." (paragraph 3)  
Which option does Kate McWilliams mean?
- A to be higher in rank than a man
  - B to be promoted to captain this quickly
  - C to become a professional pilot
  - D to fly from an airport close to home

## Tekst 10

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- 1p 29 What is the **main** function of paragraphs 1 and 2?  
They describe
- A the event that made Larson decide to become a biologist.
  - B the moment Larson's job turned out to be almost fatal to him.
  - C the specialist skills that Larson needs to develop further.
  - D the types of activities that are part of Larson's job.
- 1p 30 'He is a new breed of scientist' (paragraph 3)  
How does that become clear?
- A He collects data in unconventional ways.
  - B He prefers working in nature to studying.
  - C He reports on his findings through social media.
  - D He researches animals that others aren't interested in.