

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 Quite a scoop

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- 1p 1 “Quite a scoop for the *Mail Online*” (first sentence)  
How can the tone of this remark be described best, judging from the article as a whole?
- A as admiring
  - B as diplomatic
  - C as indignant
  - D as ironic
- 1p 2 What is the main point made about the *Mail Online* in this article?
- A It feels very protective towards Princess Diana and the royal family.
  - B It is inconsistent in assessing the reliability of its sources.
  - C It shames those who claim to communicate with celebrities long dead.
  - D Its focus on scandals exempts it from checking the facts.

## Tekst 2

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- 1p 3 Which of the following fits the gap in the text?
- A curiosity is satisfied
  - B disbelief is suspended
  - C expectations are tempered
  - D reality is stressed
- 1p 4 Which of the following titles is in line with this review?
- A Broken lines
  - B Child’s play
  - C Tugged heartstrings
  - D Vocal art

## Tekst 3 Is Caffè Nero acting pennywise?

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- 1p 5 Which of the following fits the gap in paragraph 1?
- A half a loaf is better than none
  - B it’s like fighting fire with fire
  - C put your money where your mouth is
  - D there’s no such thing as a free lunch

“the experience of the coffee chain’s 4,500 UK staff and the performance of the business over the next year or so” (paragraph 2)

1p 6 Which of the following economic issues can the coffee chain’s experience help clarify, according to later paragraphs?

- A Will higher profits lead to improved working conditions?
- B Will newly-recruited personnel be just as loyal as the employees they replaced?
- C Will people who feel mistreated underachieve as a result?
- D Will the board adjust its policy when confronted with disgruntled customers?

1p 7 What is the function of paragraph 3?

- A to challenge the notion that Caffè Nero has cut down on all the extras for its employees
- B to make clear why Caffè Nero needed to cut down on all the extras for its employees
- C to question the rationale behind Caffè Nero’s decision to cut down on all the extras for its employees
- D to stress that Caffè Nero has unilaterally decided to cut down on all the extras for its employees

“why should he lose his perk?” (alinea 4)

1p 8 Wat was deze ‘perk’?  
Geef antwoord in het Nederlands.

1p 9 Which of the following can be concluded from paragraphs 5 and 6?

- A Actively trying to improve an employee’s state of mind is a sound business strategy.
- B Companies wanting to increase their profits should give their best employees higher salaries.
- C Extra encouragement in the form of food incentives only works for a certain type of employee.
- D It is unethical to predict the output of different employees on the basis of personal circumstances.

1p 10 How can paragraph 7 be characterised?

- A It advises employers to radically change their policies.
- B It highlights the dubious research methods of the scientists.
- C It lists disadvantages of handing out non-financial rewards.
- D It puts the seemingly positive test results into perspective.

“fair wage-effort hypothesis” (alinea 10)

1p 11 Leg uit in het Nederlands wat deze hypothese inhoudt.

“other powerful forces” (paragraph 11)

- 1p 12 What is said about these forces in paragraph 11?
- A They can jeopardise the success of Caffè Nero’s measures.
  - B They have a bearing on how content Caffè Nero’s employees are.
  - C They make it hard to determine the effect of Caffè Nero’s policy.
  - D They will dictate the future of Caffè Nero’s corporate approach.

## Tekst 4 What would you pay for an empty room?

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- 1p 13 How does the content of paragraph 2 relate to the story in paragraph 1?
- A Paragraph 2 describes specific elements of the writer’s artistic tendencies in more detail.
  - B Paragraph 2 explains the importance of having a lively imagination for both children and adults.
  - C Paragraph 2 illustrates how technological progress has changed the world in just a few years.
  - D Paragraph 2 shows how the writer’s childhood fantasies have in a way become reality.
- 1p 14 Which of the following fits the gap in paragraph 3?
- A it can be customised to your personal taste, with your imagination as the only limitation
  - B it doesn’t exist until you want it, and then when you leave, you never have to think about it again
  - C it has a charming atmosphere, which enables you to take a break from your busy working day and the chaos of the city
  - D it isn’t available to all, but those of you with a good-sized wallet should be able to get your foot in the door
- 1p 15 Which of the following is true about Breather according to paragraph 4?
- A It aims to appeal to customers who follow the latest trends.
  - B It has identified people’s need to wind down as a commodity.
  - C It takes advantage of the abundance of derelict buildings.
  - D It uses an existing concept, presenting it as a new idea.
- 1p 16 Which of the following fits the gap in paragraph 5?
- A affordable
  - B comfortable
  - C controllable
  - D profitable