

## PRIMA PARTE – LINGUA INGLESE

- 1) The fashion industry must learn to react fast in order to:
  - d) shorten the time required to get new products to consumers
- 2) Omni-channel availability to customers refers to:
  - c) all marketing and retailing operations through all communication channels
- 3) The shift from seduction-by-product to seduction-by-price means that many customers
  - c) think price is more important than brand
- 4) *Answer the question by referring to the graph.*  
Briefly explain what has been happening within the global apparel market since 2011, and suggest reasons why there have been these changes.

Analysing the graph, we can observe that there has been a steady increase in the sales of clothes since 2011. As fashion trends change quickly, people tend to buy a lot of different clothes provided that the prices are low.

- 5) *Answer the question. Use complete sentences and your own words.*  
What, according to the text, must companies do in order to “survive”, to maintain growth and to prosper, in the apparel industry?

According to the text, in order to “survive” in the market, companies have to satisfy customers’ needs and their requests by keeping prices low, but, at the same time, make a profit and increase their sales.

## SECONDA PARTE – LINGUA INGLESE

### QUESITO 3

To the Marketing Department

Dear Colleagues,

I am writing to all the members of the Marketing Department as we have just received a report about the sales of our company. I am sorry to inform you that over the past few years our sales have been gradually falling. The data we have received are quite surprising since our company still has a lot of loyal customers.

To go into the details, I can state that we are still doing well in the sales of haute couture, while the sales are going down in the field of the ready-to-wear fashion. This is probably due to the fact that better-off customers still tend to spend quite a lot on expensive, tailor-made clothes while, according to the statistics, the other market share tends to buy cheaper items not taking into consideration the quality of the products or brand loyalty. Moreover, the fact that e-commerce in the field of clothes is spreading does not help us.

For all these reasons a meeting will be held next Thursday at nine o'clock in the convention centre.

You are kindly requested to prepare some materials for discussion and to think about some possible solutions to try to restore the fortunes of our company.

Should you have any questions please feel free to contact me before the meeting.

Best regards,

Marketing Department Manager

#### **QUESITO 4 – ESEMPIO DI SOLUZIONE (1)**

##### A big present in a small box

One of the most memorable events of the past year was the gift for my eighteenth birthday. For months and months my parents went on saying my present was as big as a square but, at the same time, as small as a chocolate. I remember spending the nights thinking what the present might be, but even the imagination of a teenager didn't help me. Then the day of my birthday arrived... my Dad gave me a small silver box. At first, I was quite disappointed, but then I opened it and inside I found a small note. It said that my dad, my mum and I would go on a cruise the following week. I was really excited and I started asking some details about it. I found out we were going on a cruise to Greece and the Greek islands.

My parents knew I had been fascinated by Greek history and mythology since I was very little. The idea of visiting places such as the Parthenon in Athens, the Colossus of Rhodes or the Palace of Knossos with the legend of Theseus killing the Minotaur just thrilled me to bits.

Apart from the interesting excursions the cruise was much better than we expected: spectacular food, amazing shows and games for young people and adults during the day and great disco parties at night. One moment I particularly remember is the gala dinner where I was able to meet and shake hands with the Captain of our ship.

Unfortunately a few weeks after our return my father lost his job. Therefore, the cruise has become one of the sweetest memories of our carefree days. And to think that my mother had persuaded my father to go on it with great difficulty!

[299 words]

#### QUESITO 4 – ESEMPIO DI SOLUZIONE (2)

##### Genoa Bridge collapses

Looking back over the past year I tried to think about some good news I had read in the newspapers or heard on TV. Unfortunately, I can remember only bad news and the event which particularly struck my mind was the collapse of Ponte Morandi in Genoa. It all happened within a few minutes at about midday on 14 August 2018. The bridge partially collapsed probably because of the corrosion of some cables. Forty-three people, who were crossing the bridge at the time, were killed. The disaster also led to a major political controversy about the poor state of Italy's, and indeed Europe's, civil infrastructure. A decision was taken subsequently to demolish rather than rebuild the bridge, and this was begun early in 2019.

The disaster has remained impressed in my memory because my family and I have passed over that bridge so many times to go to the seaside and we were supposed to go to Genoa at the end of August. Apart from the victims, what has deeply touched me is the fact that hundreds of families were forced to leave their homes. I had the chance to speak to one of the boys who used to live right under the bridge. Now he has had to move away. He explained to me that these events change completely your idea of time and life and he has not yet realized that he can no longer return to his home. He clearly understood the meaning of a saying which tries to explain what happiness is: think that you lost everything and then find it again.

However, I want to finish with a positive note: Italy's best-known architect, Renzo Piano (who, by the way, is from Genoa), offered to donate the design for a bridge to replace the one that collapsed in his birthplace.

[307 words]