



Istituto Tecnico Statale “A. MARTINI”

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COMMISSIONE
GARE
NATIONALES

GARA NAZIONALE “IGEA”

- ANNO 2013 -

PROVA DI LINGUA INGLESE

La prova consiste in:

- Risposte a questionario (READING – COMPREHENSION)
- Brevi composizioni su traccia (e-mail / advert)

E' consentito:

- solo il dizionario monolingue (inglese/inglese)

Non è consentito:

- l'uso dei telefonini cellulari e di qualsiasi altro strumento elettronico

Durata della prova 1 ora e trenta minuti

Consegna:

- elaborato in formato cartaceo ed in forma anonima apponendovi solo il proprio codice alfanumerico
- busta piccola sigillata contenente i propri dati ed il proprio codice alfanumerico



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GARA NAZIONALE IGEA A.S. 2012/13

PROVA DI LINGUA INGLESE

Punteggio complessivo della prova: 18 punti

IF YOU HAVE A BODY, YOU ARE AN ATHLETE

Overview – Nike Facts

When Nike co-founder Bill Bowerman made this observation many years ago, he was defining how he viewed the endless possibilities for human potential in sports. He set the tone and direction for a young company called Nike, and today those same words inspire a new generation of Nike employees.

Nike's goal is to carry on Bowerman's legacy of innovative thinking, whether to develop products that help athletes of every level of ability reach their potential, or to create business opportunities that set Nike apart from the competition and provide value for shareholders.

It started with a handshake between two visionary Oregonians – Bowerman and his University of Oregon runner Phil Knight. They and the people they hired evolved and grew the company that became Nike from a US-based footwear distributor to a global marketer of athletic footwear, apparel and equipment that is unrivalled in the world.

Along the way, Nike has established a strong Brand Portfolio with several wholly-owned subsidiaries including Cole Haan, Converse Inc., Hurley International LLC, NIKE Golf, and Umbro Ltd.

Nike's world headquarters are located near Beaverton, Oregon, a suburb of Portland. So, while the Pacific Northwest is the birthplace to Nike, today it operates in more than 160 countries around the globe. Through suppliers, shippers, retailers and other service providers, Nike directly or indirectly employs nearly one million people.

That includes more than 30,000 Nike employees across all continents, each of whom make their own contribution to fulfil the company's mission statement: to bring inspiration and innovation to every athlete in the world.

(adapted from www.nike.com)



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1. Read the text “If you have a body, you are an athlete” and answer the following questions

- 1) What are the main objectives of Nike?
- 2) Using your own words, list the main steps which led to the creation of Nike
- 3) Why do companies become multinationals? What are the main advantages?
- 4) What is the “reverse of the medal”? What are the cons of multinationals?
- 5) In your opinion, what is the real purpose of the title “If you have a body, you are an athlete”?
- 6) Nike is nowadays a globally integrated enterprise. What does it mean? Can you find in the text at least two sentences which confirm your answer?

2. Applying for a job

One of Nike’s offices in London is looking for motivated High School students for their summer internship program in the Sales Department. Write a short e-mail to the HR manager, Ms Thompson, following the instructions below:

- Introduce yourself;
- State your level of competence in Information Technology and in foreign languages;
- Describe any previous work experience or training;
- Say why you think you are the right person for the position offered.

(8-10 lines: just the body of the mail)

3. Write a short advertisement (about 4 lines) to promote an exhibition about a product or service of your choice