



Ethical Banking

Ethical banking has gained popularity in recent years. The criticism levied at traditional banking is that it may invest in companies that harm the environment, exploit workers, and engage in other unethical practices. Ethical banking seeks to address these issues by investing in companies that prioritise environmentalism, social justice, and other ethical values.

Asma Al-Shami, from Action for the Rainforest, now banks ethically. "We were shocked to discover that the banks where we had placed our donations had potentially used them to invest in companies that promoted the very practices we campaigned against. Due to the realisation that we were unintentionally funding the destruction of the rainforest, we knew we couldn't continue using traditional banks. In fact, if we'd known about ethical banking earlier, we wouldn't ever have used traditional banks for our organisation." This highlights the importance of transparency in the banking industry and the need for customers to be able to see where their money is going.

However, ethical banking is not without critics. Some argue that the label "ethical" allows banks to act as though no one had suffered as a consequence of the bank's investments, no matter how irresponsibly the banks had distributed funds. It is important to note that in no way does ethical banking guarantee ethical behaviour, but it is rather a set of principles that banks should adhere to. Banks must still make difficult decisions about where to invest their funds, and sometimes those decisions may have unintended consequences. In no way does this mean that the consequences of these actions are entirely negative, however. Indeed, some of the criticism of ethical banking comes from companies. "Some ethical bank's policies are so strict that, even if we'd followed ethical guidelines from the inception of our company, I predict we still wouldn't have satisfied their lending requirements," an

Read the text and answer the questions.

5 - 6

10.50 علامة

What are the differences between traditional and ethical banking?

- a. Traditional banking always invests in unethical companies, whereas ethical banking always invests in virtuous companies. ☐
- b. Ethical banks have to prove that they only invest in ethical enterprises, whereas traditional banks can invest in any business they choose. ☐
- c. Traditional banks may fund organisations that contribute to environmental damage, whereas ethical banks try to avoid this. ☒



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Read the text and answer the questions.

3 - 6

10.50 علامة

Why are some consumers unhappy with the use of the word 'ethical' in relation to banking?

- a. They worry that people will be confused by the use of the term. ☐
- b. They are concerned that the banks might use it to misrepresent their past actions. ☒
- c. They think that banks can never act completely ethically so the word should not be used. ☐



An Important Meeting

"Come on Janine, you will get this!" she tried to tell herself but she didn't feel completely confident of this. She was not worried about meeting the entrepreneur, Raymond, personally but didn't know if she'd get the result she wanted. She caught sight of herself in the mirror and noticed her appearance could be improved, but she didn't care. She knew Raymond made first impressions based on wealth - and the CV and files she had been preparing could show this.

"Hi, Raymond," Janine said as she joined the meeting room. She caught sight of the difference in clothing between the two - with Raymond wearing the most expensive and smartest clothes he could find. Janine explained what her charity did and how Raymond's business could help by making a large donation to it.

Raymond only had to disappoint Janine. He explained why he couldn't donate money, as he didn't want to reach into the budget for next year. Janine saw the last two weeks of planning suddenly fall apart. Raymond saw a chance to reach a compromise. He agreed to host a large fundraising evening for the charity, and by the end of the day, Raymond had already sent an email scheduling it for Friday. Janine also convinced Raymond to give a speech at the event.

Raymond arrived at the event, and he tried his best to show that he had interest in the charity, even if it was difficult for him. His staff were gathered around near the stage, he tried to avoid them because he didn't need to get caught in another meeting with them. His eyes were caught by the waiting newspaper reporters - this was certainly a good opportunity. His attention turned, though, to the speech one person helped by the charity was given. As Raymond listened, he felt inspired by the words and his thinking about this



Read the text and answer the questions.

6 - 6

15.75 علامة



An alternative title for this text could be ____.

a. Wealth Is Everything



b. The Newspaper Business



c. The Charity Event





An Important Meeting

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Raymond arrived at the event, and he tried his best to show that he had interest in the charity, even if it was difficult for him. His staff were gathered



Read the text and answer the questions.

1 - 2

10.00 علامة



*****BONUS***** The speakers at the event ____.

a. distracted Raymond from the media



b. wanted to set up a meeting



c. persuaded Raymond to compromise





An Important Meeting

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Read the text and answer the questions.

5 - 6

15.75 علامة



Raymond also attended the event because ____.

a. he could meet his staff



b. he could get in the newspaper



c. he cared about the charity





An Important Meeting

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Read the text and answer the questions.

2 - 2

10.00 علامة



*****BONUS***** What is most likely to change about Raymond?

a. He will improve his appearance.



b. He will set up more staff meetings.



c. He will care more about the charity.





An Important Meeting

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Read the text and answer the questions.

4 - 6

15.75 علامة



Janine asked Raymond to speak at the event ____.

a. on Friday



b. next year



c. in two weeks





An Important Meeting

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Read the text and answer the questions.

2 - 6

15.75 علامة



Both Janine and Raymond ____.

a. could show their wealth



b. wore similar clothes



c. ran a charity





An Important Meeting

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Read the text and answer the questions.

1 - 6

15.75 علامة



Before the meeting, Janine appears to be feeling ____.

a. excited



b. uncertain



c. scared





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Read the text and answer the questions.

3 - 6

15.75 علامة



One of the agreements Raymond and Janine made is that Raymond would ____.

a. reach out to sponsors



b. give money from his business



c. set up an event





Working Late

"....and Sara, you **1** (have / did / will) send me the final presentation by 7pm tonight."

She **2** (had been working / will be working / will be working / has worked) on a report until 10pm last night and, **3** (whereas / until / by the time) she had finished, another task came into her inbox. Sara will have another late night **4** (so in order / so as to / to order so) finish the presentation.

5 (The introduction of / They have introduced / Introduce the) flexible working hours has led to evenings and weekend often being part of the working day now. **6** (To speak general / Generally speaking / To generally speak), these kind of long hours are expected in high-level business, but a new study suggests....



Read the text and choose the correct word(s) to complete the sentences.



1 - 6

6.75 علامة

1.

a. have



b. did



c. will





Working Late

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6 - 6

6.75 علامة

6.

a. To speak general



b. Generally speaking



c. To generally speak





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Read the text and choose the correct word(s) to complete the sentences.



2 - 6

6.75 علامة

2.

a. had been working



b. will be working



c. has worked





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Read the text and choose the correct word(s) to complete the sentences.



4 - 6

6.75 علامة

4.

a. so in order



b. so as to



c. to order so





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5 - 6

6.75 علامة

5.

a. The introduction of



b. They have introduced



c. Introduce the





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Read the text and choose the correct word(s) to complete the sentences.



3 - 6

6.75 علامة

3.

a. whereas



b. until



c. by the time





Advertising

It **1** (shall be / will to be / can have been) a brand which everyone recognises **2** (in which it matters / which matters when / no matter which) country they live in. However, the **3** (require / requirements / requiring) of starting up a successful brand are very complex **4** (since / because of / whereas) you need to persuade people to see the potential. For many, when their company **5** (will / has / was) set up, many had already established loyalty with another brand. If they **6** (had been advertising / are advertising / won't be advertising) in the right way, they could have been more effective.



Read the text and choose the correct word(s) to complete the sentences.



2 - 6

11.25 علامة

2.

a. in which it matters



b. which matters when



c. no matter which





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Read the text and choose the correct word(s) to complete the sentences.



5 - 6

11.25 علامة

5.

a. will



b. has



c. was





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Read the text and choose the correct word(s) to complete the sentences.



6 - 6

11.25 علامة

6.

a. had been advertising



b. are advertising



c. won't be advertising





Advertising

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Read the text and choose the correct word(s) to complete the sentences.



3 - 6

11.25 علامة

3.

a. require



b. requirements



c. requiring





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Read the text and choose the correct word(s) to complete the sentences.



1 - 6

11.25 علامة

1.

a. shall be



b. will to be



c. can have been





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Read the text and choose the correct word(s) to complete the sentences.



4 - 6

11.25 علامة

4.

a. since



b. because of



c. whereas





Business Risks

Risk-taking is often seen as a crucial aspect of any new industry. Sometimes that risk-taking involves taking a whole new approach to your business. Some of the world's most famous streaming services started out as companies that rented or sold videos and DVDs. Now they have replaced that with online streaming services, they are able to keep up with changing technological times.

One of the biggest risks that companies often take is decisions around advertising. One radio group took a big step in changing who they advertised to. If they been advertising in popular music festivals, they would have been lost in the crowd of companies trying to reach out to young people. Since they used a traditional, physical advertising model through magazines, posters and generally in places mostly used by older adults, they established brand awareness with an often-ignored group. Similarly, a fast-food company took a risk when they changed their entire business model and offered a breakfast menu; not only that - they offered it as take-away for the first time. However, they could only make this succeed because they had the budget for the popular "wake up" advertising campaign they supported it with. No matter how determined a company is, the amount of budget that they can put into the risk is often the key to success.

Risk is an important aspect of business decision making no matter what the product or service is, and of course even in the earliest days of ancient trading people took risks in travelling long distances. However, risk-taking is likely most important in the technology industry. Some would say this started back in the early twentieth century, when businesses began to rely more on data. In the 1990s, the internet revolution led to the famous dotcom boom and bust. And from 2007 onwards, many technologies which we all use today were big risks back then.



Read the text and answer the questions.

1 - 6

26.25 علامة



One company established brand loyalty through ____ .

- a. advertising in spaces for older people ☒
- b. changing to an online only model ☐
- c. sponsoring music festivals ☐





Business Risks

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Read the text and answer the questions.

2 - 6

علامة 26.25



The fast-food company had success through ____.

- a. being popular with young people ☐
- b. using their budget for creative advertising ☒
- c. stopping their breakfast menu ☐





Business Risks

Risk-taking is often seen as a crucial aspect of any new industry. Sometimes that risk-taking involves taking a whole new approach to your business. Some of the world's most famous streaming services started out as companies that rented or sold videos and DVDs. Now they have replaced that with online streaming services, they are able to keep up with changing technological times.

One of the biggest risks that companies often take is decisions around advertising. One radio group took a big step in changing who they advertised to. If they been advertising in popular music festivals, they would have been lost in the crowd of companies trying to reach out to young people. Since they used a traditional, physical advertising model through magazines, posters and generally in places mostly used by older adults, they established brand awareness with an often-ignored group. Similarly, a fast-food company took a risk when they changed their entire business model and offered a breakfast menu; not only that - they offered it as take-away for the first time. However, they could only make this succeed because they had the budget for the popular "wake up" advertising campaign they supported it with. No matter how determined a company is, the amount of budget that they can put into the risk is often the key to success.

Risk is an important aspect of business decision making no matter what the product or service is, and of course even in the earliest days of ancient trading people took risks in travelling long distances. However, risk-taking is likely most important in the technology industry. Some would say this started back in the early twentieth century, when businesses began to rely more on data. In the 1990s, the internet revolution led to the famous dotcom boom and bust. And from 2007 onwards, many technologies which we all use today were big risks back then.



Read the text and answer the questions.

5 - 6

26.25 علامة



Taking risks is particularly important for ____.

- a. the drinks industry ☐
- b. companies with large budgets ☐
- c. the technology industry ☒





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Read the text and answer the questions.

4 - 6

علامة 26.25



The fast-food company and the streaming company both ____.

- a. had creative advertising campaigns ☐
- b. changed how they provided their product ☒
- c. couldn't survive in changing times ☐





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Read the text and answer the questions.

3 - 6

علامة 26.25



The most important aspect for successful risk-taking is ____.

a. budget



b. determination



c. brand loyalty





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Read the text and answer the questions.

6 - 6

علامة 26.25



Paragraph 3 is mostly about ____.

- a. the history of risk-taking in business ☒
- b. the most dangerous time in the past ☐
- c. the consequences of taking risks ☐





Pensions

1 (Due to the expectation of / Because it is expected to / As people expecting to) living a long life, it's often difficult for young people to start thinking about pensions. 2 (Retirement / Retirings / Retire) seems a lifetime away when you are young and for many, that's exactly true. "When I was a boy, I 3 (act as though I got / acted as if I'd got / acts as if I had) all the time in the world. 4 (When I research / Whether I'd researched / If I'd researched) a better pension when I was younger, however, I 5 (should have been received / could have got / would have been able to) have a more comfortable retirement now," said Saad, a recent retiree. 6 ("If / "Should / "Because) anyone want to get a pension, I recommend you talk to your bank before it's too late."



Read the text and choose the correct word(s) to complete the sentences.



3 - 6

4.50 علامة

3.

a. act as though I got



b. acted as if I'd got



c. acts as if I had





Pensions

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Read the text and choose the correct word(s) to complete the sentences.



1 - 6

4.50 علامة

1.

a. Due to the expectation of



b. Because it is expected to



c. As people expecting to





Pensions

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Read the text and choose the correct word(s) to complete the sentences.



4 - 6

4.50 علامة

4.

a. When I research



b. Whether I'd researched



c. If I'd researched





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Read the text and choose the correct word(s) to complete the sentences.



2 - 6

4.50 علامة

2.

a. Retirement



b. Retirings



c. Retire





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Read the text and choose the correct word(s) to complete the sentences.



5 - 6

4.50 علامة

5.

a. should have been received



b. could have got



c. would have been able to





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Read the text and choose the correct word(s) to complete the sentences.



6 - 6

4.50 علامة

6.

a.

"If



b.

"Should



c.

"Because





Ethical Banking

Ethical banking has gained popularity in recent years. The criticism levied at traditional banking is that it may invest in companies that harm the environment, exploit workers, and engage in other unethical practices. Ethical banking seeks to address these issues by investing in companies that prioritise environmentalism, social justice, and other ethical values.

Asma Al-Shami, from Action for the Rainforest, now banks ethically. "We were shocked to discover that the banks where we had placed our donations had potentially used them to invest in companies that promoted the very practices we campaigned against. Due to the realisation that we were unintentionally funding the destruction of the rainforest, we knew we couldn't continue using traditional banks. In fact, if we'd known about ethical banking earlier, we wouldn't ever have used traditional banks for our organisation." This highlights the importance of transparency in the banking industry and the need for customers to be able to see where their money is going.

However, ethical banking is not without critics. Some argue that the label "ethical" allows banks to act as though no one had suffered as a consequence of the bank's investments, no matter how irresponsibly the banks had distributed funds. It is important to note that in no way does ethical banking guarantee ethical behaviour, but it is rather a set of principles that banks should adhere to. Banks must still make difficult decisions about where to invest their funds, and sometimes those decisions may have unintended consequences. In no way does this mean that the consequences of these actions are entirely negative, however. Indeed, some of the criticism of ethical banking comes from companies. "Some ethical bank's policies are so strict that, even if we'd followed ethical guidelines from the inception of our company, I predict we still wouldn't have satisfied their lending requirements," an



Read the text and answer the questions.

2 - 6

10.50 علامة



Why was Asmal Al-Shami upset with her bank?

- a. They had invested her organisation's money unwisely and the money was lost. ☐
- b. They had lent her organisation's capital to companies she was opposed to. ☐
- c. They had used her organisation's money to cut down trees in the rainforest. ☒





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Read the text and answer the questions.

1 - 6

10.50 علامة



According to the text, what is ethical banking?

- a. a system of guidelines that ensures companies' finances are ethical ☐
- b. a collection of banks that actively work towards saving the environment ☐
- c. a group of financial services that promote sustainability and equity ☒





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4 - 6

10.50 علامة



What is the topic of paragraph 3?

- a. negative opinions about ethical banking ☒
- b. what it means to be ethical ☐
- c. the results of banking ethically ☐





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Read the text and answer the questions.

6 - 6

علامة 10.50

How do consumers ensure that the banks they use are ethical?

- a. They search for the information themselves.
- b. They access lists published by institutions.
- c. They trust banks to be transparent.