Ordentlicher Termin 2025
Zweite schriftliche Prüfung

Ministero dell'istruzione e del merito
H042 - STAATLICHE ABSCHLUSSPRÜFUNG DER OBERSCHULE

Fachrichtung: ITRI – VERWALTUNG, FINANZWESEN UND MARKETING
SCHWERPUNKT WELTWIRTSCHAFT UND HANDEL

Fach: ENGLISCH

FÜHREN SIE ALLE IM FOLGENDEN ANGEFÜHRTEN ARBEITSAUFTRÄGE AUS:

PART 1 – COMPREHENSION AND INTERPRETATION
Question A

Read the text below

Mastering Modern Marketing: Strategies For Today's Business Landscape

In today's rapidly evolving business landscape, the quest for effective marketing strategies is more critical than ever. With the advent of digital technologies and shifting consumer behaviors, traditional marketing approaches are being eclipsed by innovative and out-of-the-box strategies. As business owners navigate this dynamic terrain, the question on everyone's mind

5 is: "What are the best marketing strategies for my business?"
Effective marketing strategies are essential for driving growth, attracting customers and building brand awareness. However, with a plethora of options available, choosing the right marketing strategies can be daunting for business owners. To navigate this challenge, it's crucial to understand the diverse range of marketing tactics and identify those best suited to

10 your business goals, target audience and budget.

In a world dominated by social media, understanding the power of platforms like Facebook, Instagram, LinkedIn, TikTok and X (Twitter) has become indispensable. Social media marketing offers unparalleled opportunities for businesses to engage with their target audience, build brand awareness and drive conversions. Leveraging compelling content, interactive

15 features and targeted advertising, businesses can create impactful campaigns that resonate with their audience on a personal level.
However, in the ever-expanding digital landscape, standing out requires more than just a presence on social media. Savvy marketers are embracing new and hip ways of marketing, breaking away from conventional norms to capture attention and spark engagement. From

20 immersive experiential marketing events to viral TikTok challenges, the possibilities are endless. By embracing creativity and thinking outside the box, businesses can captivate audiences and leave a lasting impression.
One memorable moment occurred during a marketing campaign I conducted for a travel agency client. They were offering a complimentary trip, targeting college students as their

25 desired audience. To promote this, we utilized promotional models dressed as flight attendants and pilots who distributed flyers resembling boarding passes. These flyers included a link and two simple steps to enter the competition. This approach generated curiosity and excitement and yielded a significant return on investment, evidenced by a considerable surge in competition entries following the activation days.

30 (…)

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Keep in mind that the best marketing strategies for your business will depend on various factors, including your industry, target audience and business objectives. By embracing innovation, creativity and a deep understanding of your audience, you can develop a comprehensive marketing strategy that drives tangible results and propels your business
35 forward in today's competitive landscape. As you embark on your marketing journey, dare to be bold, experiment fearlessly and let your creativity soar. The possibilities are limitless, and the rewards are boundless.

(451 words)

Apr 17, 2024 COUNCIL POST
https://www.forbes.com/councils/forbesbusinesscouncil/2024/04/17/mastering-modern-marketing-strategies-for-todays-business-landscape/

*Say whether each of the following statements is **True (T)** or **False (F)**. Put a cross in the correct box in the table below and quote **the first four words of the sentence** where the piece of information is found.*

1. Traditional marketing strategies are still the most effective in today's business landscape.

2. Choosing the right marketing strategy depends on factors like business goals, target audience, and budget.

3. Social media marketing allows businesses to connect with their audience in a more personal way.

4. Creativity and innovation are not necessary for successful marketing campaigns.

5. The travel agency's marketing campaign using flight attendants and pilots was unsuccessful.

Statement	T	F	First four words of the sentence
1			
2			
3			
4			
5			

Answer the following questions. Use complete sentences and your own words.

6. Why is social media marketing considered essential for businesses today?

7. How did the travel agency's marketing campaign generate engagement and excitement?

8. What are some key factors to consider when developing an effective marketing strategy?

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QUESTION B

Read the following text

Could AI help cure 'downward spiral' of human loneliness?

One computer scientist says we should embrace human-machine relationships, but other experts are more cautious

Hollywood may have warned about the perils of striking up relationships with artificial intelligence, but one computer scientist says we may be missing a trick if we do not embrace
5 the positives that human-machine relationships have to offer.

Despite the travails of Joaquin Phoenix's introverted and soon-to-be-divorced protagonist in the 2013 movie "Her"*,* one professor says we should be open to the comforts that chatbots can provide.

Tony Prescott, professor of cognitive robotics at the University of Sheffield, argues that AI has
10 an important role to play in preventing human loneliness. Just as we develop meaningful bonds with pets, and have no qualms about children playing with dolls, so should we be open to the value of AI to adults, he says.

"In an age when many people describe their lives as lonely, there may be value in having AI companionship as a form of reciprocal social interaction that is stimulating and personalised,"
15 Prescott writes in a new book, The Psychology of Artificial Intelligence.

Prescott believes AI could become a valuable tool for people on the brink of social isolation to hone their social skills, by practising conversations and other interactions. The exercises would help build self-confidence, he suggests, and so reduce the risk of people withdrawing from society entirely.

20 "Human loneliness is often characterised by a downward spiral in which isolation leads to lower self-esteem, which discourages further interaction with people," Prescott writes. "There may be ways in which AI companionship could help break this cycle by scaffolding feelings of self-worth and helping maintain or improve social skills. If so, relationships with AIs could support people to find companionship with human and artificial others."

25 The magnitude of the loneliness problem has become clear in recent years. In the UK, more than 7%, or nearly four million people, are known to experience chronic loneliness, meaning they feel lonely often or always. According to a Harvard study from 2021, more than a third of Americans feel "serious loneliness", and some of the worst-affected are young adults and mothers with small children.

30 The knock-on effects on wellbeing are also better understood. Last year, the US surgeon general, Vivek Murthy, described an "epidemic of loneliness and isolation" and its profound impact on public health. Loneliness is linked to more heart disease, dementia, stroke, depression, anxiety and premature death, with an impact on mortality equivalent to smoking up to 15 cigarettes a day, he said. Failure to address the problem, he added, would see the
35 US "continuing to splinter and divide until we can no longer stand as a community or a country".

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It is a far more mixed picture, therefore, than that depicted in the film Her, where Phoenix finds love in the unlikeliest of places: a disembodied AI voiced by Scarlett Johansson.

40 Whether AI can, or should, be part of the solution is not a new debate. Sherry Turkle, professor of social science at MIT, has warned that forming relationships with machines could backfire, and lead people to have fewer secure and fulfilling human relationships.

(503 words)

https://www.theguardian.com/technology/article/2024/may/27/could-ai-help-cure-downward-spiral-of-human-loneliness

Choose the answer which fits best according to the text. Circle <u>one</u> letter.

1. What does Tony Prescott suggest about AI companionship?

    a. It should be completely avoided due to ethical concerns.

    b. It could help people combat loneliness by improving their social skills.

    c. It will replace human relationships in the near future.

    d. It is only beneficial for children and the elderly.

2. What comparison does Prescott use to support his argument?

    a. The relationship between humans and AI in the movie *Her.*

    b. The way people bond with pets and children play with dolls.

    c. The increasing use of AI in business and education.

    d. The negative effects of social media on human interaction.

3. According to the text, why is loneliness considered a serious issue?

    a. It is only a problem for young adults and new mothers.

    b. It is a temporary condition that people eventually overcome.

    c. It has severe consequences on mental and physical health.

    d. It only affects people who do not use technology.

4. What did US surgeon general Vivek Murthy say about loneliness?

    a. It has little impact on public health.

    b. It can lead to health problems comparable to smoking 15 cigarettes a day.

    c. It primarily affects older people.

    d. It is not a widespread issue in the US.

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5. What is Sherry Turkle's concern about AI relationships?
    a. They could make human relationships less meaningful and secure.
    b. They will eliminate human loneliness.
    c. They are better than real human interactions.
    d. They have been proven to improve social connections.

Answer the following questions. Use complete sentences and your own words.

6. What are the potential benefits of AI companionship according to Tony Prescott?
7. Why do some experts, like Sherry Turkle, warn against forming relationships with AI?

PART 2 – WRITTEN PRODUCTION

Complete both Task A and Task B

TASK A

You work for an international company that exports Italian fashion products. A British client has contacted your company requesting information about your latest collection. **Write a formal email** responding to the client's inquiry. Include a description of the latest collection (trends, sustainability and quality) and an offer to send a catalog or set up a call.

TASK B

Globalization has made it easier for companies to sell products worldwide but has also increased competition. Do you think globalization is more beneficial or harmful for businesses?

Write an opinion essay of about 300 words for any local or special interest magazine.

_____
Dauer der Arbeit: 6 Stunden
Der Gebrauch ein- und zweisprachiger Wörterbücher ist erlaubt.
Das Schulgebäude darf erst drei Stunden nach Bekanntgabe des Themas verlassen werden.