

ESAME DI STATO CONCLUSIVO DEL SECONDO CICLO DI ISTRUZIONE

Indirizzi:

ITRI, EA06, EA26 – AMMINISTRAZIONE FINANZA E MARKETING
ARTICOLAZIONE RELAZIONI INTERNAZIONALI PER IL MARKETING

GENERAL INFORMATION

- You must complete all activities.
- The exam consists of two parts:

PART 1 – COMPREHENSION AND INTERPRETATION

You will read and analyse two passages:

<p>One from technical-professional (continuous or non-continuous) content</p> <p>Continuous texts are traditional texts with full sentences and paragraphs, read from start to finish. Examples can be essays, articles, stories, reports. Non-continuous texts use visuals or lists to present information, often for quick reference. Examples can be charts, graphs, tables, maps, advertisements.</p>	<p>One from a topical subject</p> <p>Texts of a topical subject focus on a specific theme or issue, often related to current events. They provide information or analysis about a particular topic. Examples can be news articles, opinion pieces, research papers.</p>
<p>The combined length of both texts is approximately 1000 words.</p>	

Question Types:

1. Type 1

- Multiple choice: choose the correct answer from four options.

2. Type 2

- Open-ended questions: answer in your own words, demonstrating comprehension and interpretation.

PART 2 – WRITTEN PRODUCTION

You will complete two writing tasks, each requiring a response of about 300-words:

- **Task A:** Write a response based on the given prompt.
- **Task B:** Write another response based on a different prompt.

PART 1– COMPREHENSION AND INTERPRETATION

Question A in the exam – Comprehension and interpretation of a technical-professional continuous or non-continuous text

To check your ability to read and interpret a technical-professional text you are given two blocks of questions:

1. a list of FIVE multiple choice questions with four options; only one is correct;
2. TWO or THREE open ended questions.

MULTIPLE CHOICE QUESTIONS

Here is a possible way to deal with the multiple-choice questions.

STRATEGIES

First read the text once to get a clear idea of what the passage is about. Then:

- Read the first question. Try to answer the question without looking at the four options first. Then read the options and check if one matches your prediction.
- Read all the options. Never choose an option without reading them all!
- Take some time to really understand each option and what distinguishes one from another.
- Cross out incorrect options immediately.
- Once you have chosen the answer, check if all the information it gives is backed up by the text.
- Repeat the same procedure with all the questions.

OPEN-ENDED QUESTIONS

The two or three open-ended questions can be of different types. Here are different types of questions you may be asked:

- A** Main idea questions ("What is the main idea of the article on?")
- B** 'Right there' questions ("What is the current inflation rate mentioned in the article?")
- C** Interpretation of data/visuals ("What does the graph tell us about the relationship between supply and demand over the last year?")
- D** Making connections ("How does the information in this chart relate to the data presented in the text?")
- E** Compare/Contrast questions ("How do the effects of compare to those on ...?")
- F** Vocabulary questions ("What does the word mean in the context of mentioned in the article?")

Question B in the exam – Comprehension of a topical subject

To check your ability to read and interpret a topical subject text you are given two blocks of questions:

1. a list of FIVE multiple choice questions with four options; only one is correct;
2. TWO or THREE open ended questions.

MULTIPLE CHOICE QUESTIONS

Here is a possible way to deal with the multiple-choice questions.

STRATEGIES

The same as question A.

OPEN-ENDED QUESTIONS

These types of open-ended questions encourage a deeper understanding of the article, foster critical thinking, and help students connect economic concepts to real-world situations. Here are different types of questions you may be asked:

- A** Making inferences ("Why do you think the author describes the government's response to the economic downturn as slow and ineffective?")
- B** Cause and effect ("How has the recent change in interest rates affected the housing market, according to the article?")
- C** Evaluating arguments ("Do you agree with the author's view on the effectiveness of the current economic policies? Why or why not?")
- D** Identifying bias or perspective ("What perspective does the article take on globalisation, and how might the author's viewpoint influence the information presented?")
- E** Comparing opinions ("How do the views presented in this article differ from those in another article you have read on the same topic?")
- F** Connecting to broader issues ("How does the economic issue discussed in the article connect to global economic trends, such as trade wars or climate change?")
- G** Predicting future impacts ("Based on the article, what do you think will happen to consumer spending in the next few months?")

PART 2 – WRITTEN PRODUCTION

Here is a step-by-step essay plan (300 words) to comment on a quote or statement given.

1. Introduction (50-60 words)

- Hook: start with the given statement or quote.
- Explanation: briefly interpret what it means.
- Thesis statement: clearly state your position or argument related to the quote.

Example:

"The economy is not just about money, it's about people." - Ban Ki-moon

The economy plays a crucial role in shaping societies, influencing the lives of individuals, businesses, and nations. This essay explores how economic policies drive growth, reduce poverty, and shape global development.

2. Body paragraph 1 (80-90 words) – First supporting point

- Topic sentence: state your first argument.
- Explanation: explain how it supports the quote.
- Example/evidence: use a real-world example, historical event, or personal insight.

Example:

Economic policies play a key role in boosting growth by creating jobs and raising living standards. For example, China's economic reforms, which included opening markets and encouraging foreign investment, have transformed the country, lifting millions out of poverty and making China the world's second-largest economy. These policies not only foster economic development but also improve the quality of life for individuals. This demonstrates how well-designed economic strategies can make a real difference, supporting Ban Ki-moon's idea that the economy is ultimately about people.

3. Body paragraph 2 (80-90 words) – Second supporting point

- Topic sentence: introduce a second key argument.
- Explanation: explain why it is important.
- Example/evidence: provide a concrete example.

Example:

Economic growth also helps reduce inequality by providing opportunities for disadvantaged groups. When economies grow, wealth is created and can be redistributed through social programs, improving access to education, healthcare, and housing. For example, in the Nordic countries, such as Sweden and Norway, policies that support both economic growth and social welfare have significantly reduced income inequality. These nations demonstrate how a strong economy, combined with equitable policies, can create a more fair society, highlighting the idea that the economy serves to benefit all people.

4. Conclusion (50-60 words)

- Restate the thesis: summarise your key points.
- Final thought: end with a thought-provoking idea, question, or connection back to the quote.

Example:

In conclusion, economic policies are vital for driving growth and reducing inequality, directly improving people's lives. From China's economic reforms to the success of Nordic social welfare systems, it's clear that well-planned economic strategies can create positive change. Ultimately, as Ban Ki-moon said, the economy is about people, shaping their future and wellbeing. How will future policies continue to shape this?

ESAME DI STATO CONCLUSIVO DEL SECONDO CICLO DI ISTRUZIONE

Indirizzi:

ITRI, EA06, EA26 – AMMINISTRAZIONE FINANZA E MARKETING
ARTICOLAZIONE RELAZIONI INTERNAZIONALI PER IL MARKETING

Disciplina: LINGUA INGLESE

IL CANDIDATO DEVE SVOLGERE TUTTE LE ATTIVITÀ COMPRESSE NELLA PROVA

QUESTION A

PART 1 – COMPREHENSION AND INTERPRETATION

US Auto Market Changes: 2020-2024

This report aims to illustrate the dynamic shifts in US automobile sales between 2020 and 2024, highlighting key trends and analyzing the factors influencing market performance.

The US automotive market's journey between these four years was far from a smooth ride. Beyond the initial shockwaves of the pandemic, the industry navigated a complex terrain shaped by evolving consumer preferences, technological leaps, and persistent logistical hurdles. The semiconductor shortage, in particular, remained a major problem, limiting production even as demand started to grow again.

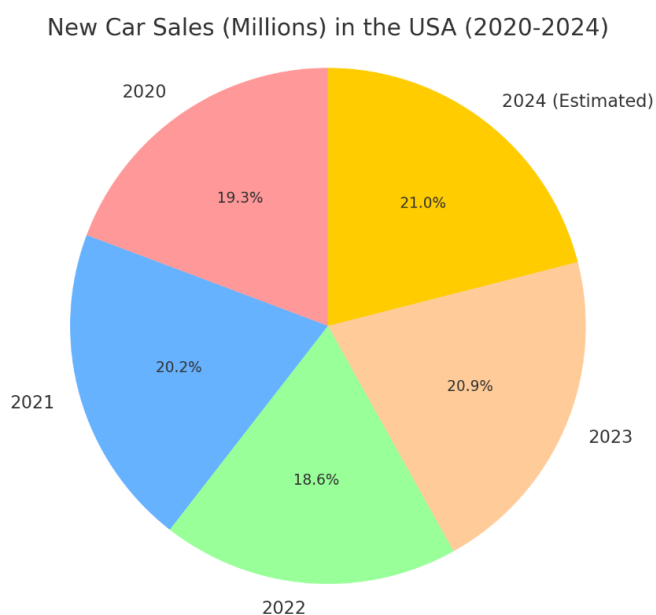
This scarcity of crucial components not only limited the availability of new vehicles, leading to production halts and significant revenue losses for major automakers like GM, Ford, and Toyota, but also contributed to the inflationary pressures observed across the broader economy. Consumers faced longer wait times for new car deliveries, sometimes stretching to months, and in many cases, were forced to consider higher-priced models or turn to the inflated used car market, where prices saw unprecedented surges due to the lack of new inventory.

Furthermore, the competitive landscape underwent a notable transformation. While established automakers, both domestic and international, worked to adapt their product lines and manufacturing processes to embrace electrification, nimble and innovative EV startups gained considerable traction. These new entrants often benefited from a focused approach to electric technology, superior expertise in battery technology and software integration, and a direct-to-consumer sales model, challenging the traditional dealership structure.

The battle for market share intensified, with legacy manufacturers investing heavily in research and development, announcing ambitious targets for their electric vehicle portfolios, and facing the immense financial and operational complexities of transitioning their product lines. This period also saw increased scrutiny on the environmental impact of the automotive sector, further fueling the consumer shift

towards greener transportation options, with EV sales reaching 8.1% of the total market share in 2024, and placing pressure on manufacturers to prioritize sustainability in their operations and offerings, from reducing vehicle weight to improving energy efficiency. The interplay of these factors, coupled with other challenges like labor shortages, rising vehicle costs due to inflation, and geopolitical conflicts causing supply chain disruptions, created a dynamic and unpredictable environment, forcing constant adaptation and strategic maneuvering within the automotive industry.

The following pie chart visually represents the change in new car sales from 2020 to 2024, specifying the change in sales in millions.



(394 words)

Adapted from Cox Automotive and US Environmental Protection Agency websites.

1 Choose the answer which fits best according to the text. Circle one letter.

1 Which year saw the lowest new car sales in the US between 2020 and 2024?

- A** 2021
- B** 2022
- C** 2023
- D** 2024

2 A major factor contributing to the challenges faced by the US automotive market during this period was...

- A** the increased demand for gasoline-powered vehicles
- B** stable consumer demand and supply chains
- C** a decline in electric vehicle adoption
- D** the COVID-19 pandemic and semiconductor shortages

3 What was a defining trend in the US automotive market between 2020 and 2024?

- A** A decrease in electric vehicle sales
- B** The decline of domestic car brands
- C** The rapid growth of electric vehicle adoption
- D** A stable used car market

4 What did the report indicate about the impact of the new car supply shortages on the used car market?

- A** It resulted in unprecedented price surges.
- B** It led to a decrease in used car prices.
- C** It had no significant impact on the used car market.
- D** It caused a shift towards imported used vehicles.

5 What was a major problem for car companies in the US between 2020 and 2024?

- A** People didn't want electric cars.
- B** Old car companies had trouble changing to make electric cars.
- C** There were plenty of computer chips for cars.
- D** Used cars became very cheap.

2 Answer the question by referring to the pie chart.

How might the trends in new car sales from 2020 to 2024 reflect broader economic or industry changes in the USA?

3 Refer to the text to answer the following question. Use complete sentences and your own words.

What do the terms "inflationary pressures" mean in this context, and how has it affected car sales in the US between 2020 and 2024?

PART 2 – WRITTEN PRODUCTION

Choose either A or B. Clearly mark your choice on your exam paper by writing “A” or “B”.

TASK A

A market research firm has been asked to analyse the impact of electric vehicle adoption on traditional automakers in Italy. Your client, a major car manufacturer, wants insights on how to stay competitive in this rapidly changing market. Write a 300-word report outlining the key challenges and strategic recommendations for the company.

TASK B

An automotive consulting firm is hiring a Market Analyst. They want someone who can provide insights that help their clients succeed. Write a 300-word cover letter explaining how your skills and experience will allow you to make a positive impact on their clients' businesses.

QUESTION B**PART 1 – COMPREHENSION AND INTERPRETATION**

President Donald Trump asserted that his 25% tariffs on steel imports, implemented in March of the previous year, were responsible for the revival of the American steel industry. This claim, while exaggerated, seemed somewhat accurate a year prior.

Specifically, at the beginning of 2018, the price of hot-rolled coil, a crucial industry metric utilised widely in industries like automotive manufacturing and construction, was around \$600 per ton. This price increased significantly, reaching over \$800 per ton by the summer, and domestic steel shipments saw a 5% rise compared to the previous year, suggesting a tangible positive impact from the imposed tariffs.

However, current conditions reveal that this assertion is no longer valid. Steel prices have now returned to levels seen before the tariffs, indicating a reversal of the initial price surge. Although iron ore prices, essential in producing roughly a third of American steel, have recently decreased, they remain nearly double what they were a year ago, leading to substantial profit declines for steel manufacturers.

Major producers like Nucor, US Steel, and Steel Dynamics have reported significant drops in their second-quarter earnings, and their stock values are approximately 20% lower than last year, revealing a significant financial downturn within the industry. Trump's recent proposal to mandate federal agencies to purchase steel with at least 95% domestic content, up from the current 50%, is unlikely to reverse this trend and may even exacerbate it, potentially leading to further market distortions.

The root of the problem lies in basic economic principles. The tariffs caused domestic prices to rise, creating distorted market incentives. Steel companies, flush with cash and anticipating increased demand, embarked on substantial expansion projects, increasing their production capacity. According to Timna Tanners of Bank of America Merrill Lynch, these expansions could add capacity equivalent to 20% of America's 2017 steel consumption by 2022, creating a potentially massive oversupply.

Nevertheless, there may not be sufficient demand to absorb the additional steel. American producers, facing higher costs due to increased raw material prices and production expenses, struggle to compete internationally with more affordable suppliers like China, which have lower production costs.

Domestically, the surge in steel volumes last year was primarily due to buyers switching from expensive imports to American steel, driven by the tariff-induced price differential. With demand growing at a modest 1-2% annually, according to UBS analyst Andreas Bokkenheuser, there is limited room for further expansion, indicating a potential market saturation.

The inflated prices may have also suppressed demand. Some U.S. manufacturers, facing increased costs, have postponed steel-intensive projects or switched to alternative materials, further reducing the demand for domestically produced steel. Additionally, factory activity has slowed for four consecutive

months, further reducing the need for steel in industrial applications. US Steel has acknowledged a "softening" in market conditions, indicating a broader economic slowdown impacting the steel industry.

Despite these challenges, Peter Marcus of World Steel Dynamics argues that Trump's policies have stimulated "massive investment that will modernize the industry." Much of this investment has gone towards more efficient electric arc furnaces, which recycle scrap metal rather than relying on iron ore, potentially improving the industry's long-term sustainability. However, persistent high costs, inflexible trade unions, and Trump's own policies have discouraged steelmakers from closing down inefficient blast furnaces. Without retiring older, less efficient facilities, the industry faces the risk of overproduction, which Tanners calls a looming "steelmageddon," a potential catastrophic collapse of the industry due to oversupply.

Further trade protections, such as increased domestic purchasing requirements, might temporarily postpone this outcome, but at the risk of making the eventual collapse even more severe, by further artificially inflating the market and delaying necessary structural adjustments within the industry.

(607 words)

1 Choose the answer which fits best according to the text. Circle one letter.

1 What was the initial impact of President Trump's 25% tariffs on steel imports?

- A** A decrease in domestic steel shipments and a drop in the price of hot-rolled coil.
- B** A significant increase in the price of hot-rolled coil, reaching over \$800 per ton by the summer, and a 5% rise in domestic steel shipments.
- C** A shift towards increased reliance on imported steel due to lower costs.
- D** A stagnation in the steel industry with no noticeable changes in price or shipments.

2 According to Timna Tanners of Bank of America Merrill Lynch, what is a potential consequence of the expansion projects undertaken by steel companies in response to the tariffs?

- A** A decrease in steel production costs due to modernization of facilities.
- B** An increase in demand for American steel, leading to higher profits.
- C** A potential massive oversupply of steel, equivalent to 20% of America's 2017 steel consumption by 2022.
- D** A balanced market with supply and demand in equilibrium.

3 What factor has NOT contributed to the reduced demand for domestically produced steel in the U.S.?

- A** U.S. manufacturers postponing steel-intensive projects or switching to alternative materials due to increased costs.
- B** Factory activity slowing for four consecutive months, reducing the need for steel in industrial applications.
- C** Increased international demand for U.S. steel due to its higher quality.
- D** Inflated prices suppressing demand.

4 What is the potential consequence of not retiring older, less efficient blast furnaces within the American steel industry?

- A** It will lead to a decrease in steel production costs, making the industry more competitive.
- B** It will result in a balanced market with supply and demand in equilibrium.
- C** It will cause a shortage of steel, driving up prices and increasing profits for steelmakers.
- D** It will create a risk of overproduction, potentially leading to a catastrophic collapse of the industry due to oversupply.

5 What conclusion can be drawn about the long-term effectiveness of trade protections, such as increased domestic purchasing requirements, for the American steel industry?

- A** They may temporarily postpone a collapse due to oversupply, but risk making the eventual collapse more severe by artificially inflating the market and delaying necessary structural adjustments.
- B** They will lead to a sustainable and competitive steel industry by encouraging modernization and efficiency.
- C** They will likely result in a balanced market with stable prices and consistent demand for domestic steel.
- D** They will ensure the long-term viability of older, less efficient blast furnaces, preserving jobs and production capacity.

2 Refer to the text to answer the following question. Use complete sentences and your own words.

Reflecting on the passage, how does the author use the example of steel companies' expansion projects to enrich or deepen the understanding of the potential negative consequences of tariffs?

3 Refer to the text to answer the following question. Use complete sentences and your own words.

How effectively does the author address the claim that steel tariffs promote investment and modernization?

4 Refer to the text to answer the following question. Use complete sentences and your own words.

How have high steel prices influenced other industries and overall economic activity in the U.S.?

PART 2 – WRITTEN PRODUCTION

Choose either A or B. Clearly mark your choice on your exam paper by writing “A” or “B”.

TASK A

You have been asked to write an article for your school magazine on the importance of free trade in a globalized world. Write your article in about 300 words.

TASK B

Write a 300-word essay on the following topic: “How do tariffs impact the world economy?”