

Schriftliche Abschlussprüfung Sommer 2002 der Kaufmännischen Berufsschulen

Ausbildungsberuf IT-Systemkaufmann/-kauffrau, Informatikkaufmann (224)
Prüfungsfach Berufsbezogenes Englisch
Stufe III
Zertifizierung auf Basis des KMK-Zertifikats

Lösungsvorschläge sind im Wortlaut nicht bindend. Anderslautende, aber zutreffende Antworten sind ebenfalls als richtig zu werten.

Aufgabe 1

Punkte
15

Nr.	Aussage	richtig	falsch
1.	Das Internet konnte seine grenzenlosen Versprechen von einst nicht erfüllen.	x	
2.	Der Sprecher sieht die Anfangsjahre des Internets als Lernjahre an.	x	
3.	Für viele Industriebereiche hat das Internet nichts Revolutionäres zu bieten.		x
4.	Dort, wo das Internet tiefgreifende Veränderungen bewirken könnte, stehen Beschränkungen im Weg.	x	
5.	Das Internet hat zu einer dramatischen Erhöhung der Kosten, die für Kommunikation ausgegeben werden, geführt.		x
6.	Menschen haben schon immer das Bedürfnis nach Kommunikation gehabt, und darin liegt ein Riesenpotential des Internets.	x	
7.	Für Konsumenten bedeutet das Internet niedrigere Kosten, nicht aber für die Unternehmen.		x
8.	Die Unternehmen kommen über das Internet näher an ihre Kunden heran.	x	
9.	Im Laufe des nächsten Jahrzehnts werden Unternehmen vom Internet insofern profitieren, als es die Arbeitsweisen neu strukturiert.	x	
10.	Die betriebliche Umsetzung auf grund des Internets führt kaum zu entscheidendem Wirtschaftswachstum.		x

Text:

Rethinking the Internet

Everywhere we look, the once limitless promise of the internet appears to be fading. The dot-coms that were supposed to weaken traditional industry giants have mostly vanished. Internet stocks are in free fall, many of them lucky to top a dollar a share - sending billions of dollars of investment up in smoke.

But look beyond the currently bad economic and market situation, and a different picture emerges. As with any new technology, the early years of the internet have been a learning process - and here's what we now know. First, the internet was supposed to change everything. That's just wrong. The reality is, there was no way that a single technology could fulfill such an extravagant promise.

Instead, it turns out that the transformative power of the internet is not having the same quality in all parts. There are plenty of industries and situations where the Net has the potential to be revolutionary, as its most enthusiastic supporters had predicted, and their number will only widen as new technologies such as broadband come into widespread use. But clearly in much of the economy, the internet offers steadily rising payoffs without substantially altering core businesses. And even in industries where the Net can effect considerable change, institutional barriers and lack of energy mean the big gains may not come for years.

Strip away the big talk, and at bottom, the internet is a tool that dramatically lowers the cost of communication. That means it can radically alter any industry or activity that depends heavily on the flow of information. In areas such as financial services, the process is well under way. In other information-intensive industries, such as entertainment, health care, government, and education, the potential lies in the future.

But it's there. Says Gary E. Riesel, executive managing director at Softbank Venture Capital, one of the biggest supporters of internet ventures: "The internet is about communications, and people have never at any time in history stopped wanting to communicate."

That means the internet can dramatically reduce the cost of both consumer and business transactions. It also can improve coordination, both within and across companies, while giving them direct contact with consumers. "The reality is that e-business is a tremendous tool for cost reduction, it's a tremendous tool to help you get closer to your customer, it's a tremendous tool for what used to be called Old Economy companies to apply to our current processes," says Brian P. Kelley, vice-president of global consumer services at Ford Motor Co and the architect of most of the auto maker's e-business initiatives.

Over the coming decade, the biggest gains will come from restructuring the way work is done within companies. The Net can become the communication's backbone for everything from linking supply chains for speedy product turnarounds to storing employee expertise so that co-workers can make use of ready-made knowledge. Says Massachusetts Institute of Technology economist Erik Brynjolfsson: "Most of the Net's benefits will come in changes to business practices and organization. What really matters is *when* companies and markets reorganize." Given the crucial role of communication and information, the long-term impact on economic growth could be substantial.

Aufgabe 2

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Nr.	Aussage	richtig	falsch
1	Flexibler und kostengünstiger – das waren die Argumente für die Verteilung von Verarbeitungsleistung auf mehrere Computer.	x	
2	Es gibt Grund zur Annahme, dass Großrechner trotz höherer Kosten wieder im Kommen sind.		x
3	Unternehmen unterhalten große Serverbanken, von denen viele nicht ausgelastet sind.	x	
4	Linux würde es auch ohne das Internet geben.		x
5	IBM Großrechner mit Linux als Betriebssystem können ganze Serverbanken in Datacenter verwandeln.	x	
6	Großrechnern wird eine gewisse Zuverlässigkeit zugeschrieben.	x	
7	Nur wenige Unternehmen konnten sich bislang für Linux auf Großrechnern entscheiden.		x
8	Als Winnebago Industries sein E-mail System auf Linux umstellte, ging das einigen Mitarbeitern zu weit.		x
9	Korean Air ist gerade wieder von Linux abgegangen um z. B. Flugpläne zu erstellen.		x
10	Großrechner werden wohl nicht mehr ihren Stand, den sie in den 80-ern hatten, zurückerobern.	x	

Aufgabe 3

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Dear Sir or Madam

Our new computer training room

We are glad to inform you today about the opening of our new computer training center which is really state-of-the-art. It comprises 15 workstations each of which has fast 1 GHz-CPU's. Cordless mice and keyboards ensure the devices are easy-to-use. In addition, the 21-inch TFT flat screens offer you absolutely flickerfree and sharp image quality.

Every workstation is equipped with a DVD-ROM drive and a CD copier. There are phones and an individual laser printer available at every workstation. All standard software is also available and, of course, there is access to the internet. The enclosed prospectus will give you an idea of what awaits you at our premises.

If you have any further questions, please do not hesitate to contact us. We are waiting for you to express your personal needs which in turn will be our motivation to design a customized training course for you.

We look forward to hearing from you soon.

Yours faithfully
THE SOFTWARE COMPANY

Fernando Kastell
Marketing Manager

Enc

Aufgabe 4

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Dear Mr Bhandari

I can assure you that expanding your PC's RAM is a snap. If you follow the steps listed below, you shouldn't have any problems:

- be sure to use an antistatic wrist strap
- unplug your PC, then open the case
- hold the RAM module by its side edges; don't touch the flat surface or the contacts at the bottom
- insert the module into the slot and press carefully; if the clips don't snap into place, it isn't properly seated
- power up, turn on your system and confirm that your PC recognizes the additional RAM
- if you see an error message you will have to reinstall the new module

Good luck.

Best regards

Aufgabe 5

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To all members of staff:

You may have already heard that all our computers will be replaced by new ones. Our management has decided to donate the used devices to a local non-profit organization. In order to prevent outsiders from getting hold of sensitive data, it is essential to completely remove all files from the hard disks. For this to be done, it will not be enough to simply use the delete key, because Windows.tmp files for example can hold duplicates of your old files which can be activated by means of file recovery utilities. To make sure all files are really deleted, you will have to use a utility program, like e.g. the WipeInfo utility included in Norton Utilities.

If you find it difficult to delete your files, please let us know and a member of the system administration will be happy to assist you.

Best regards

Kevin
System Administrator