

## **Sample Type: English Test**

Name: Common Test

Useage: Primarily in Japan

Available in: English, Japanese and Spanish

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## **Common Test**

### **Reading Section**

#### **Part 5**

Your group is preparing a poster presentation entitled “The Company That Ruled Global Diamond Production,” using information from the magazine article below.

The De Beers Group is an international corporation that up to the year 2000 owned 85% of the rough diamond distribution worldwide. The company was founded in 1888 by Cecil Rhodes, a British businessman, who was financially supported by a South African capitalist and a London-based bank. In 1926, a German-born entrepreneur by the name of Ernest Oppenheimer launched the Anglo American Corporation in South Africa, which became a serious rival for De Beers. A year later,

Oppenheimer managed to take control of De Beers and consolidated the company's global monopoly over the diamond industry. After his death in 1957, his son, Harry Oppenheimer further enlarged the company, expanding it to several other countries including Canada, Australia, Malaysia, Portugal, Zambia, and Tanzania.

In the 20<sup>th</sup> century, De Beers used controversial methods to keep its dominant position in the diamond market. As a common tactic, it tried to convince smaller, independent diamond producers to merge with it. If that did not succeed, De Beers put rough diamonds into the market that were very similar to those that its rivals produced. It also limited supply and increased prices artificially by purchasing large amounts of diamonds and then keeping them in storage.

New social concerns over the sourcing and production of diamonds, however, put a stop to the monopoly of De Beers. Civil wars broke out in several African countries in the 1990s and diamonds were used by the local armies for purchasing weapons and financing military training. Diamonds that came from these conflict-torn regions were called "blood diamonds." De Beers wanted to avoid bad publicity tied to these diamonds, so it eventually limited sales to its own products, excluding

diamonds from war-torn areas. In addition, the market eventually broke up and brought more competition in rough diamond production. As a result, by 2013, De Beers had lost most of its share in the industry, owning only about 30% of it.

The success of De Beers cannot be attributed only to its monopoly position and cleverness. One of the most popular advertising campaigns of the 20<sup>th</sup> century was created by the company, and it had a long-lasting effect. It promoted the idea that if a man truly loves a woman and is ready to make a life-long commitment to her, he should buy her a diamond engagement ring. The company's famous slogan, "A diamond is forever," was created in 1947 and made diamonds the symbol of love and strong marriages over the following decades. The campaign was so effective that the company's sales of rough diamonds jumped from \$23 million in 1939 to \$2.1 billion in 1979.

De Beers took a very sharp turn in its business policy in 2018, when it introduced a new brand called "Lightbox," which produces synthetic diamonds. Synthetic diamonds have been around since the 1950s, but were not very popular in the beginning. However, towards the end of the 20<sup>th</sup> century, sales increased. This was due to the fact that while they were visually

and chemically identical to mined diamonds, they were less expensive. Importantly, they were produced in laboratories, and so not associated with illegal trade or war. De Beers had spent decades trying to convince the public that synthetic diamonds were just imitations and would never replace the “real” stones. The diamond industry was then shaken when the company announced its synthetic diamond line. Whether the company will succeed at reaching similar heights with its new products as it once had remains to be seen.

## The Company That Ruled Global Diamond Production

### ■ The History of De Beers

Period	Events
1888 – 1927	Foundation and early years under Rhodes
Late 1920s	<input type="text" value="27"/>
1930s and beyond	<input type="text" value="28"/> ↓
	<input type="text" value="29"/> ↓
	<input type="text" value="30"/> ↓
	<input type="text" value="31"/>

### ■ The Marketing Campaign

- ▶ The slogan "A diamond is forever" was created in 1947.
- ▶ It was highly successful for the following reasons:

### ■ A shift in business policy

- ▶ The De Beers motto before 2018: .
- ▶ De Beers starts producing syntheting diamonds. They are popular because

## The Company That Ruled Global Diamond Production

### • The history of De Beers

<b>Period</b>	<b>Events</b>
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- **The marketing campaign**

The slogan “A diamond is forever” was created in 1947

It was highly successful for the following reasons: **32**

- **A shift in business policy**

The De Beers motto before 2018: **33**

De Beers starts producing synthetic diamonds. They are popular because: **34**

1. Members of your group listed important events in the history of De Beers. Put the events into the boxes 27 ~31 in the order that they happened.

1 De Beers expands into several countries (3) 2 De Beers sales start falling (4)

3 De Beers is bought by a competitor (1)

4 De Beers starts manufacturing a new product (5)

5 De Beers launches an advertising campaign (2)

2. Choose the best statement(s) to complete the poster. (You may choose

more than one option.) 32

1 It featured popular celebrities in luxurious settings.

2 A diamond ring became the emblem of love.\*

3 Custom-made rings were ordered by brides.

4 The company's profits reached new heights.\*

5 Industry rivals became bankrupt and were taken over by De Beers.

6 De Beers was able to open new mines in several countries.

**3. Which of the following ideas did De Beers promote up to 2018? 33**

1 Imitation diamonds are only suitable for unmarried ladies.

2 A real gentleman will buy a De Beers diamond.

3 Mined diamonds can never be replaced by manufactured ones.\*

4 Man-made gems represent poor quality.

1. Though the text emphasizes the De Beers slogan that a lady who is truly loved should receive a diamond ring, it does not indicate any relation between imitation diamonds and the marital status of the woman.

2. This information is incomplete and incorrect. De Beers suggested that men who want to show their commitment to their loved ones should buy De Beers diamond rings.

3. “synthetic diamonds were just cheap imitations and would never replace the real gems”

4. The text uses the word “imitation” but does not suggest that synthetic diamonds were of poor quality.

4. Choose the best statement(s) to complete the poster. (You may choose

more than one option.) 34

1 People with more moderate incomes can afford them.\*

2 Their origin can be easily traced back to legitimate sources.\*

3 They are cheaper imports from poor countries.

4 Producers of man-made diamonds do not aim for high profits.

5 They come in many more colors than real diamonds.

6 They are just as sparkling and beautiful as mined stones.\*

1. “they were less expensive”
2. “were produced in laboratories so they were not associated with illegal trade or war”
3. They ARE cheaper but not because they were imported from poor countries.
4. There is nothing in the text that indicates how much profit man-made diamond producers make or aim for.
5. Their color variation is not mentioned in the text.
6. “looked identical to real diamonds”

## **Answers, analyses and clues**

### **Question 1 answer and analyses:**

Correct answers on map

1. “In 1926, a German-born entrepreneur by the name of Ernest Oppenheimer launched the Anglo American Corporation in South Africa, which became a serious rival for De Beers. A year later, Oppenheimer managed to take control of De Beers...”
2. “The company’s famous slogan, “A diamond is forever” was created in 1947...”

3. “After his death in 1957, his son, Harry Oppenheimer further enlarged the company, expanding it to several other countries including Canada, Australia, Malaysia, Portugal, Zambia, and Tanzania.”

4. “De Beers wanted to avoid bad publicity and limited sales to its own products.... and “by 2013, De Beers had lost most of its share in the industry, owning only about 30% of it.”

5. “De Beers took a very sharp turn in its business policy in 2018, when it introduced a new brand called “Lightbox,” which produces synthetic diamonds.”

## **Question 2: answer and analyses**

Correct answer(s): Number 2 and Number 4

1. The text does not say anything about what or whom the advertisements featured.

2. “diamonds became the symbol of love and strong marriages in the following decades”

3. The De Beers diamond rings used as engagement rings were bought by prospective bridegrooms, not brides (“if a man truly loves a woman and is ready to make a life-long commitment to her, he should buy her a diamond engagement ring..”

4. “The campaign was so effective that the company’s sales of rough diamonds jumped from \$23 million in 1939 to \$2.1 billion in 1979.”

5. Though De Beers persuaded smaller companies to merge with them and used unfair means to compete with others, the text does not mention bankruptcy of their rivals. 6. Diamonds were, indeed, mined, but there is nothing in the text about new mines being opened to accommodate the growing number of customers.

### **Question 3 answer and analyses:**

Correct answer (s): 3

1. Though the text emphasizes the De Beers slogan that a lady who is truly loved should receive a diamond ring, it does not indicate any relation between imitation diamonds and the marital status of the woman.

2. This information is incomplete and incorrect. De Beers suggested that men who want to show their commitment to their loved ones should buy De Beers diamond rings.

3. “synthetic diamonds were just cheap imitations and would never replace the real stones”\*

4. The text uses the word “imitation” but does not suggest that synthetic diamonds were of poor quality.

**Question 4 answer and analyses:**

Correct answer(s): 1, 2, 6

1. “they were less expensive”
2. “were produced in laboratories so they were not associated with illegal trade or war”
3. They ARE cheaper but not because they were imported from poor countries.
4. There is nothing in the text that indicates how much profit man-made diamond producers make or aim for.
5. Their color variation is not mentioned in the text.
6. “looked identical to real diamonds”

**Part 6**

Migrants in Europe

(1)

Migration into Europe has a long history, but became especially intense in the second half of the 20th century. As Europe was recovering from World War II, its countries opened their doors to immigrants in hopes of strengthening national economies. Because of severe losses in human lives, poverty, and the general destruction the war had brought, these countries needed foreign workers who could be hired in factories, the service sector, and agriculture. The Turks that arrived in Germany comprised the largest group of immigrants of the era, and were called “guest workers.” As the name suggests, it was expected that these workers would return to their native country after they had earned enough. They, however, remained, though they never fully integrated into German society. Former colonies of European powers--such as Pakistan, Algeria, and Indonesia--also sent tens of thousands of immigrants who sought work in France, Belgium, the Netherlands and the United Kingdom.

(2)

Beginning around 2010, the influx of immigrants from Africa and Asia into Europe started to increase. One reason was that wars broke out in several Middle Eastern and African countries and families in large numbers left their homes to look for peaceful and prosperous places where they could work and send their children to school. Migration intensified when Germany announced an official “welcome policy” to refugees from

conflict areas such as Syria or Afghanistan. Their main destination was Germany and Sweden, but they had to pass through many countries before they could apply for refugee status. Some of the migrants crossed borders legally with valid papers. Hundreds of thousands of others, though, arrived on the shores of Italy and Greece without any documents at all. They came in small, overburdened boats or were smuggled in cars and other vehicles. By 2015, the world was talking about a “European migrant crisis.”

(3)

The future of migrants in Europe is not clear since the continent is divided on the issue. Socialist and liberal parties believe that Europeans should reach out a helping hand to the newly arriving people because that is their duty as human beings. They want to distribute the immigrants across states fairly, taking into consideration the size of each receiving country. Conservative, right-wing parties, on the other hand, tend to see immigrants as a threat to the culture and natives of Europe. Countries that are led by these parties have built fences on their borders and insisted that migrants be sent back to where they came from.

(4)

Economists are also debating whether immigrants can provide a solution to Europe’s many problems. Some remind the public that members of the European middle class are often not willing

to do certain manual labor jobs anymore. They claim that migrants could find positions as gardeners, cleaners, or baby-sitters and help out busy European families that way. Furthermore, countries would greatly benefit from educating newcomers who want to learn and find work in professional fields. Other economists, though, say that the majority of migrants who arrive in Europe are unskilled, and even illiterate, and, therefore, cannot contribute to real economic development of a continent that is based on advanced technologies. They also worry that migrants will take away job opportunities from native inhabitants of the countries.

(5)

It seems that the only thing both sides agree on is that the problems of the countries where migrants come from should be taken care of as soon as possible. Until that happens and migration slows down, Europe may continue to face this issue without a consistent plan.

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1. According to the article, Europe welcomed immigrants after World War II because **35**.

1 Germany persuaded European leaders to open their borders

2 Turkey offered to send people to rebuild the region

3 foreigners have proved to be strong workers

4 it needed outside help to restore its industries\*

### **Question 1: Answer clues and analysis**

1. Germany invited a large number of immigrants, but did not persuade other countries to follow its policy.
2. Turkey did help Germany to recover from the effects of the war, but did not make an official offer to Germany to do it.
3. Foreign workers were not new to Europe, but there is nothing in the text about their work quality.
4. “As Europe was recovering from World War II, its countries opened their doors to immigrants in hopes of strengthening their economies. Because of severe losses in human lives, poverty, and the general destruction the war brought with it, they needed foreign workers who could be hired in factories, the service sector and agriculture.”

2. According to the article, Germany’s announcement in 2010 resulted in **36**.

- 1 an increased number of people seeking new homes\*
- 2 a series of demonstrations against immigrants
- 3 people changing their destination
- 4 quicker procedures at national borders

### **Question 2: Answer clues and analysis**

1. “Migration intensified when Germany announced an official “welcome policy” to refugees from conflict areas such as Syria or Afghanistan.”
2. Bad feelings about immigrants are mentioned later in the text, but there is no mention of demonstrations.
3. Germany and Sweden were the main destinations; nothing in the text suggests that this changed.
4. Borders and crossing are discussed, but the text does not discuss any quicker measures taken.

3. In Paragraph [ 4] , the author most likely mentions the middle class in order to explain **37**.

- 1 who supports migration the most
- 2 why migration may be beneficial\*
- 3 which demographic votes for socialist parties
- 4 why migrants are usually underpaid

### **Question 3: Answer clues and analysis**

Though options 1, 3, and 4 all sound like possible explanations, the section below holds the answer to the question:

“...members of the middle class are not willing to do certain physical jobs anymore. They claim that migrants could find positions as gardeners, cleaners, or baby-sitters and help out busy families that way.”

4. Which of the following statements best summarizes the article? **38**

1 Despite negative views against immigrants, they can be useful members of a society.

2 A continent's population is divided over the issue of large-scale immigration\*

3 Many countries worldwide may have to expect similar immigration waves in the future.

4 Until problems in Africa and Asia are solved, it is the Europeans' duty to help migrants from those regions.

#### **Question 4: Answer clues and analysis**

1. Negative views ARE mentioned, but the usefulness of immigrants is not the main message of the text. It demonstrates two opposing sets of opinions.

2. The main purpose of the text is to show that Europe is experiencing a large migration movement and its population is divided about its possible consequences.

3. While we know this is possible (think of the predictions regarding some climate catastrophes), the fact that other countries may see similar migration waves is not mentioned in the text.

4. The fact that African and Asian countries need help is in the text, but the second part of the sentence reflects only one side of

the arguments about migration and is not the general message of the text.

[END]