PUC - Rio
VESTIBULAR 2012

Novembro / 2011

INGLÊS - RELAÇÕES INTERNACIONAIS

LEIA ATENTAMENTE AS INSTRUÇÕES ABAIXO.

01 - Você recebeu do fiscal o seguinte material:
a) este Caderno, com o enunciado das 20 questões objetivas de **INGLÊS - RELAÇÕES INTERNACIONAIS**, sem repetição ou falha;
b) um **CARTÃO-RESPOSTA**, com seu nome e número de inscrição, destinado às respostas das questões objetivas formuladas na prova de **INGLÊS - RELAÇÕES INTERNACIONAIS**.

02 - Verifique se este material está em ordem e se o seu nome e número de inscrição conferem com os que aparecem no **CARTÃO-RESPOSTA**. Caso contrário, notifique **IMEDIATAMENTE** ao fiscal.

03 - Após a conferência, o candidato deverá assinar, no espaço próprio do **CARTÃO-RESPOSTA**, a caneta esferográfica transparente de tinta na cor preta.

04 - No **CARTÃO-RESPOSTA**, a marcação das letras correspondentes às respostas certas deve ser feita cobrindo a letra e preenchendo todo o espaço compreendido pelos círculos, **a lápis preto nº 2 ou caneta esferográfica transparente de tinta na cor preta**, de forma contínua e densa. A LEITORA ÓTICA utilizada na leitura do **CARTÃO-RESPOSTA** é sensível a marcas escuras, portanto, preencha os campos de marcação completamente, sem deixar claros.

Exemplo: Ⓐ ● Ⓒ Ⓓ Ⓔ

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06 - Para cada uma das questões objetivas são apresentadas 5 alternativas classificadas com as letras (A), (B), (C), (D) e (E); só uma responde adequadamente ao quesito proposto. Você só deve assinalar **UMA RESPOSTA**: a marcação em mais de uma alternativa anula a questão, **MESMO QUE UMA DAS RESPOSTAS ESTEJA CORRETA**.

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a) se utilizar, durante a realização das provas, de máquinas e/ou relógios de calcular, bem como de rádios gravadores, *headphones*, telefones celulares ou fontes de consulta de qualquer espécie;
b) se ausentar da sala em que se realizam as provas levando consigo este Caderno de Questões e/ou o **CARTÃO-RESPOSTA**;
c) não assinar a Lista de Presença e/ou o **CARTÃO-RESPOSTA**.

Obs. O candidato só poderá se ausentar do recinto das provas após **30 (trinta) minutos** contados a partir do efetivo início das mesmas.

09 - Reserve os 30 (trinta) minutos finais para marcar seu **CARTÃO-RESPOSTA**.

10 - Quando terminar, entregue ao fiscal **o CARTÃO-RESPOSTA** e este **CADERNO DE QUESTÕES e ASSINE a LISTA DE PRESENÇA**.

11 - **O TEMPO DISPONÍVEL PARA ESTA PROVA DE QUESTÕES OBJETIVAS É DE 2 (DUAS) HORAS**.

BOA PROVA!

INGLÊS - RELAÇÕES INTERNACIONAIS

TEXT 1

Globalisation with Chinese Characteristics

China's extensive engagement in Africa represents the next wave of globalisation. Previously, China was the main beneficiary of FDI (Foreign Direct Investment) inflows primarily from Western companies. Now China is driving the world's growth, while North America and Europe struggle to recover from the global financial crisis. As Chinese industries move up the value chain and China's traditional export markets in the West falter, China is looking to Africa and other developing markets to sustain its high growth levels. In Africa, Chinese enterprises see an untapped market of nearly one billion potential customers. In other words, Chinese firms view Africa similar to the way Western firms previously viewed China.

Africa is now one of the fastest growing regions in the world. In 2010, the continent's GDP growth was 4.3%. And the EIU (Economist Intelligence Unit) forecasts the regional economy to average growth of nearly 5% a year in 2013-15. Hence, it is not only Chinese businesses that are looking with renewed interest in Africa's opportunities. In Africa and elsewhere, established multinational companies have traditionally had the advantages of long-term experience, well-known brands and greater innovation capabilities. However, Chinese firms are rapidly catching-up both in brand recognition and technological advancement.

As Chinese firms enter new sectors across Africa, many global and African firms are concerned about their ability to compete. Yet Chinese enterprises' growing activity in Africa is also creating new opportunities. Multinationals can leverage new opportunities by adopting a truly global approach in their operations. And African firms can benefit from partnering with Chinese firms.

Chinese firms have strong comparative advantages in costs as well as in their vast home base. But these advantages do not need to be seen as unique to Chinese firms. In fact, global businesses with operations in China can leverage the 'China advantage' by treating China like a home market. In other words, multinational businesses with operations in China can strategically use this connection to gain advantages in African markets by 'putting on their China hat'. In this way, multinational firms can benefit from China's extensive trade networks, supply chains, sourcing opportunities and investment-friendly policies such as favourable financing in its operations in Africa. In short, global firms with a presence in both China and Africa can gain advantages in delivering global economies of scale in their Chinese and African operations by integrating production and value delivery.

The Asian managing director of a South African-based global FMCG firm[1], sees his expanding Chinese business benefiting from the company's African roots, as his operations come from "similar environments—emerging and developing markets with similar trends: both have growing diversified based of up-trading, aspirational and enthusiastic consumers." Similar 'home and away' market environments also allow the firms' operations to leverage scale, procurement synergies, and low-cost sourcing opportunities, and local Chinese partners are used to source capital equipment for use in Africa. Another Managing Director of a multinational company with strong presence in Africa stresses the importance of utilizing China as the biggest supply source in the world.

China's increased activity in Africa has also created a strong demand for services that help Chinese firms navigate in these new markets. This has meant new opportunities for banks, law firms, as well as service providers that can provide distribution channels for Chinese companies abroad.

New opportunities are also emerging as Chinese firms increasingly seek to partner with African and multinational businesses. Sino-African business partnerships involve several mutual advantages. For Chinese investors, Africa is still a relatively new market and there are apparent cultural differences. Although Chinese firms' knowledge of Africa is improving fast, many still lack experience and understanding of the continent. Moreover, many Chinese companies are not well-informed about the investment risks in Africa that are not purely business-related. Therefore, partnering with a local African business can spread risks and provide valuable insights into the African market.

For African businesses, the benefits of partnering with a Chinese firm involve both increased liquidity and more tangible gains. Initially, there is the business gain of a boost in capital. In addition, African corporations can leverage Chinese project funding, technology transfers and expertise. Finally, Sino-African partnerships can also help African firms position themselves in global markets by gaining easy access to low-cost Chinese supply chains as well as the Chinese market.

All roads lead to—and from—China

China is driving the next phase of globalisation. As Chinese companies explore new business opportunities across Africa, they are creating new conditions and challenges for doing business on the continent. Chinese firms' engagement in Africa has resulted in vast infrastructural gains that facilitate market access into Africa. Moreover, China's establishment of SEZs (Special Economic Zones) in several African countries has the potential to create environments that enable African, Chinese, and other foreign firms to develop export oriented manufacturing hubs on the continent. This will help African countries diversify their economies, as well as bring new opportunities for global firms to invest in Africa.

Looking ahead, Chinese companies will continue to invest in diverse sectors across Africa. And China's economic ties with Africa will only grow in importance. Global firms are well-positioned to gain from this development by effectively utilizing their global networks. Likewise, African firms can benefit from building partnerships with Chinese companies.

Adapted from ***GEARING UP*** - *China's impact on African business and the next wave of globalization*. The Economist – Special Report.
www.corporatenetwork.com/specialreport, access on July 25th, 2011.

[1] Fast Moving Consumer Goods (FMCG) are products sold quickly, at relatively low cost, usually in a supermarket.

1
The main purpose of Text 1 is to
(A) define the current economic tendencies of major Asian countries.
(B) explain the devastating implications of a recent shift in international trade.
(C) discuss the future of Chinese companies already established in the African territory.
(D) argument that multinational companies should open new job opportunities in China.
(E) comment on the global economic trend as a shift away from the traditional market into other emerging ones.

2
In the fragment "In Africa, Chinese enterprises see an untapped market of nearly one billion potential customers" (lines 11-13), *untapped market* refers to a market that has been
(A) unsuccessful in exploring its own potentialities.
(B) untouched or unnoticed by the sellers in general.
(C) unfavorable to foreign investors aiming at high capital gains.
(D) spared from the adverse effects of the global financial crisis.
(E) protected from the greedy multinational companies by the local government.

3
The fragment "… Chinese firms are rapidly catching-up both in brand recognition and technological advancement." (lines 26-28), means that the Chinese firms are
(A) making an effort to reach and be comparable to a competitor in two significant business issues.
(B) investing their scarce funds to facilitate commerce with multinational companies.
(C) fostering the technological progress of newborn African brands to surpass Western competitors.
(D) getting involved with other well-known and highly developed multinational companies to ruin African firms.
(E) getting updated with the latest trends in business administration and international foreign affairs regulations.

4
The expression 'putting on their China hat' (lines 45-46) expresses the idea that
(A) African businesses are starting to produce goods that carry Chinese labels.
(B) Chinese companies are invading Africa to take advantage of cheap labor fees.
(C) multinational companies are financing operations in Africa to eradicate Chinese competitors.
(D) global businesses are opening up operations in China to avoid the African import taxes.
(E) companies of different nationalities are using their Chinese branches to export to Africa.

5
"Sino-African business partnerships involve several mutual advantages." (lines 78-79). In line with the issues presented in the text, the alternative that supports this statement is
(A) Chinese companies doing business in Africa face risks that they do not usually perceive, but African companies are taking advantage of Chinese lack of information.
(B) There are apparent cultural differences in Chinese and African markets, but this is not an economic problem and does not reflect in business.
(C) The Chinese will face more opportunities to sell their technical innovations while the African firms will reach wider export targets.
(D) The Chinese lack sufficient knowledge on investment risks in Africa that are not purely business-related and African companies will not disclose this information.
(E) Africa is a relatively new investment market and will benefit from an increase in capital whereas Chinese companies are pessimistic about the success of their actions in an unknown territory.

6
The following excerpt was removed from the original version of the text.

"*One example of a global company that has 'put on its China hat' is the telecommunications company Alcatel-Lucent. Since 2002, Alcatel-Lucent has operated in China through its subsidiary Alcatel Shanghai Bell (ASB), in which the Chinese government has a minority stake. This structure has not only allowed Alcatel-Lucent to position itself in the Chinese market, but also to successfully expand to Africa. The EXIM Bank has granted the company US$63.3m in funding to aid its overseas expansion. In Africa, ASB has won deals in countries such as Ghana, Angola, and Nigeria*."

This excerpt would best fit **after** the segment

(A) "Previously, China was the main beneficiary of FDI (Foreign Direct Investment) inflows primarily from Western companies." (lines 2-5)
(B) "And African firms can benefit from partnering with Chinese firms." (lines 35-36)
(C) "In short, global firms with a presence in both China and Africa can gain advantages in delivering global economies of scale in their Chinese and African operations by integrating production and value delivery." (lines 50-54)
(D) "Another Managing Director of a multinational company with strong presence in Africa stresses the importance of utilizing China as the biggest supply source in the world." (lines 66-69)
(E) "For African businesses, the benefits of partnering with a Chinese firm involve both increased liquidity and more tangible gains." (lines 90-92)

7
Considering its use in the text, the first word in the pair is followed by a synonym in

(A) falter (line 9) – increase
(B) leverage (line 33) – destroy
(C) stresses (line 68) – reduces
(D) seek (line 77) – attempt
(E) vast (line 106) – limited

8
In "This will help African countries to diversify their economies…" (lines 112-113), the pronoun "this" refers to the

(A) implementation of zones of economic production by Chinese companies in many African nations.
(B) African governments' decisions to create manufacturing hubs to export to Europe and the Americas.
(C) new opportunities for China's economic growth in the rural areas of the African continent.
(D) Chinese companies' firm denial to invest in infrastructural developments in Africa.
(E) foreign firms that decide to export manufactured goods into Africa.

9
The communicative intention of the cited paragraph is CORRECTLY defined in

(A) Paragraph 2 (lines 16-28) – Compare the Chinese interest in Africa with the apparent lack of world interest in this continent.
(B) Paragraph 3 (lines 29-36) – Contrast the Chinese and African ways of doing business.
(C) Paragraph 5 (lines 55-69) – Report on the enthusiastic view of some managing directors who intend to enter the African market in the near future.
(D) Paragraph 8 (lines 90-99) – point out the favorable aspects that may derive from the partnership of Chinese and African companies.
(E) Paragraph 9 (lines 101-114) – Discuss the unwelcome implications of Chinese firms' engagement in Africa.

10
The expression in bold type and the item in parentheses convey equivalent ideas in

(A) "**In other words**, Chinese firms view Africa similar to the way Western firms previously viewed China." *lines 13-15* (Otherwise)
(B) "**Hence**, it is not only Chinese businesses that are looking with renewed interest in Africa's opportunities." *lines 20-22* (Thus)
(C) "**Yet** Chinese enterprises growing activity in Africa is also creating new opportunities." *lines 31-33* (In so far as)
(D) "**Moreover**, many Chinese companies are not well-informed about the investment risks in Africa that are not purely business-related." *lines 84-86* (Although)
(E) "**Likewise**, African firms can benefit from building partnerships with Chinese companies." *lines 120-121* (Alternatively)

11
According to Text 1, Africa can benefit from the recent Chinese interest in the continent because

(A) more capital and technology transfer will boost the African economy.
(B) multinational companies do not want to invest in the African continent at all.
(C) funding for joint ventures have not been available from other developing countries.
(D) high investments in banks and services by European countries in the past were unsuccessful.
(E) African companies will share their extensive trade networks and technological expertise with Chinese partners.

12
To justify the growing Chinese interest in Africa, it **CANNOT** be said that

(A) China's traditional export markets are facing economic difficulties.
(B) multinational companies are leaving the African continent for political reasons.
(C) Africa is still a growing economic market with a rising number of potential consumers.
(D) the next few years will witness a very positive economic growth in Africa which translates into good business opportunities.
(E) Chinese experience in technology and project investments will be an asset in developing the African economy.

TEXT 2

The text below contains the fragment of an interview with Ambassador Shu Zhan, a career diplomat who is the Chinese envoy to Rwanda. In this exclusive interview the envoy talks to Fred Oluoch-Ojiwah of ***The New Times*** *on the wider Sino-African cooperation and how Rwanda is likely to benefit from such a framework.*

Oluoch-Ojiwah: In relation to the question of Sino-African cooperation, skeptics say that China is poised to be the next imperialist power of the world after the USA and such a prospect is what is driving the Sino-Africa cooperation agenda that will not most likely benefit Africa. Skeptics say that Africa has never benefitted from imperialism of any kind.

Shu Zhan: I do not think so. Let us look at various items that drive the global economy such as oil. The bulk of oil from Africa goes to Europe. To be precise China gets only less than 15 percent of oil that comes from Africa with Europe taking more than 40 percent. About 33 percent goes to USA. Look at the AGOA (African Growth and Opportunity Act) framework between USA and Africa. Over 90 percent of imports from Africa to USA concerns energy and minerals. China, on the other hand, gets only about less than 20% of African exports. However, the Chinese model to Africa has always been different. During the last 30 years, the west has been extending loans but not grants to China in return for our resources such as coal. China has been selling its resources in order to earn its loans that have been used prudently to build its economy to where it is right now. What I am trying to say is this. How do you use the money you get from such an arrangement based on what I have told you about our story with the west? What I am saying is that it all depends on the side of Africans not our side. We used that very model you are talking about to propel ourselves without any problems."

Oluoch-Ojiwah: Some people say that technology transfer rather than direct grants is a better model of cooperation between Africa and the rest of the world. Is this the kind of model you have with Rwanda?

Shu Zhan: Yes. But the challenge we have here is that that the so-called international community does not accept Chinese technology so that that kind of technology can be transferred easily to others. There is some kind of double standards when it comes to issues of accepting technology. I will give you just one example. China produces very good traditional medicine to treat malaria. But The World Health Organization (WHO) refuses to accept it. Unless of course that a European country buys the rights to such medicines, WHO cannot grant its approval. When we try to donate such medicine to Rwanda some local health officials got skeptical and requested that we attain WHO approvals first before accepting our offer. So when I came to Rwanda I had to change the offer to something else such as mosquito nets.

28/06/2011
Adapted from: http://www.focac.org/eng/jlydh/sjzs/t834466.htm, access on August 13th, 2011.

13
Text 2 reflects

(A) a very similar perspective on the Sino-African cooperation to the one exposed in Text 1.
(B) the argument conveyed in Text 1 that the Sino-African projects may be financially risky and unviable.
(C) quite a different view on the relevance of Chinese-African economic partnership from that shown in Text 1.
(D) a negative outlook on the future of African economic negotiations with Chinese firms, as opposed to the one revealed in Text 1.
(E) an analogous position to that of Text 1 in stating that Chinese-African cooperation is unwelcome and has too many shortcomings.

14
The expression "is poised to be" in "…skeptics say that China is poised to be the next imperialist power of the world after the USA…" (lines 2-4) means that China is

(A) denying to be
(B) prepared to act as
(C) refusing to behave as
(D) not yet ready to become
(E) resisting to accept the role of

15

The interviewer in Text 2 compares China to the USA to

(A) criticize the hidden motivations that have been attracting China towards fast-growing markets.
(B) express his personal view on Chinese imperialism and condemn China's foreign policies.
(C) confront the ambassador's opinion with that of most political analysts and government authorities.
(D) enquire the ambassador about China's real intentions in Africa and possible consequences for Africa.
(E) blame imperialist countries for Africa's underdevelopment and poor prospects for the future.

16

Ambassador's Shu Zhan response "I do not think so." (line 8) reflects that he

(A) will support all efforts to benefit Africa the most.
(B) does not believe China will rule the world at the expense of other nations.
(C) is skeptical about Sino-African commercial agreements.
(D) thinks that the USA still has strong imperialistic international affairs policy.
(E) agrees that the Sino-African cooperation agenda has had very little positive effects so far.

17

In terms of numerical reference,

(A) less than 15 percent (line 11) – refers to the share of oil that China consumes.
(B) more than 40 percent (line 12) – refers to the sum of oil coming from Africa and Europe.
(C) about 33 percent (line 13) – refers to the consumption of Chinese-produced oil in the USA.
(D) over 90 percent (line 15) – refers to the total amount of goods that the USA imports from Africa.
(E) about less than 20% (lines 17-18) – refers to the export share from Africa to China.

18

Ambassador Shu Zhan affirms that "…the Chinese model to Africa has always been different." (lines 18-19) because China has

(A) never intended to raise its share of African exports.
(B) not been interested in importing energy and minerals from Africa.
(C) never benefitted from commerce with Africa on the same level as Europe and the USA have.
(D) always faced a lot more barriers in its commercial deals with the USA than with Africa.
(E) been forced to accept an unfavorable commercial deal with Africa because of the AGOA framework.

19

According to the Chinese ambassador, traditional Chinese medicine is

(A) not accepted because of its questionable methods and unrecognized efficacy.
(B) the only viable alternative to wipe out malaria from the African continent forever.
(C) the only kind of technology that is not rival to that of American pharmaceutical companies.
(D) a notable case of technology transfer that has been successful in the Sino-African cooperation agreements.
(E) an example of Chinese technology that has not yet gained acceptance in Africa due to barriers imposed by western markets.

20

The sentence "Unless, of course, that a European country buys the rights to such medicines, WHO cannot grant its approval." (lines 43-45) is appropriately paraphrased in

(A) So as to become officially accepted as a reliable medical technology in Europe, the Chinese drugs must be first approved by the WHO.
(B) Provided that the WHO and the European countries prove its efficacy, traditional Chinese medicine will not be acknowledged worldwide.
(C) The WHO will only authorize the use of traditional Chinese medicine if, at least, one nation in Europe purchases the right to use these drugs.
(D) Only after one of the western nations buys the full production of Chinese drugs will the WHO approve their administration to African patients.
(E) In order to grant the rights for the international use of Chinese traditional medicine, the WHO demands that all European nations test them beforehand.