



MINISTÉRIO DA EDUCAÇÃO
UNIVERSIDADE FEDERAL DO PIAUÍ – EDITAL 03/2013

Realização:



EXAME DE PROFICIÊNCIA DE LEITURA EM LÍNGUA ESTRANGEIRA

DATA: 19/05/2013

HORÁRIO: das 8 às 11 horas

CADERNO DE PROVA

Idioma:

INGLÊS

Área de Pesquisa:

(2) CIÊNCIAS EXATAS E DA TERRA, ENGENHARIAS

LEIA ATENTAMENTE AS INSTRUÇÕES

- Esta prova é constituída de um texto técnico-científico em língua estrangeira, seguido de 5 (cinco) questões abertas relativas ao texto apresentado.
- É permitido o uso de dicionário impresso, sendo vedados troca ou empréstimo durante a realização do Exame.
- As respostas deverão ser redigidas em português e transcritas para a **Folha de Respostas**, utilizando caneta esferográfica, **tinta preta** ou **azul, escrita grossa**.
- A Folha de Respostas** será o único documento válido para correção, não devendo, portanto, conter rasuras.
- Será eliminado o candidato que se identificar em outro espaço além daquele reservado na capa da **Folha de Respostas** e/ou redigir as respostas com lápis grafite (ou lapiseira).
- Nenhum candidato poderá entregar o Caderno de Prova e a Folha de Respostas antes de transcorridos 60 minutos do início do Exame.
- Em nenhuma hipótese haverá substituição da **Folha de Respostas**.
- Ao encerrar a prova, o candidato entregará, obrigatoriamente, ao fiscal da sala, o Caderno de Prova e a Folha de Respostas devidamente assinada no espaço reservado para esse fim.

The future of cars Gloom and boom

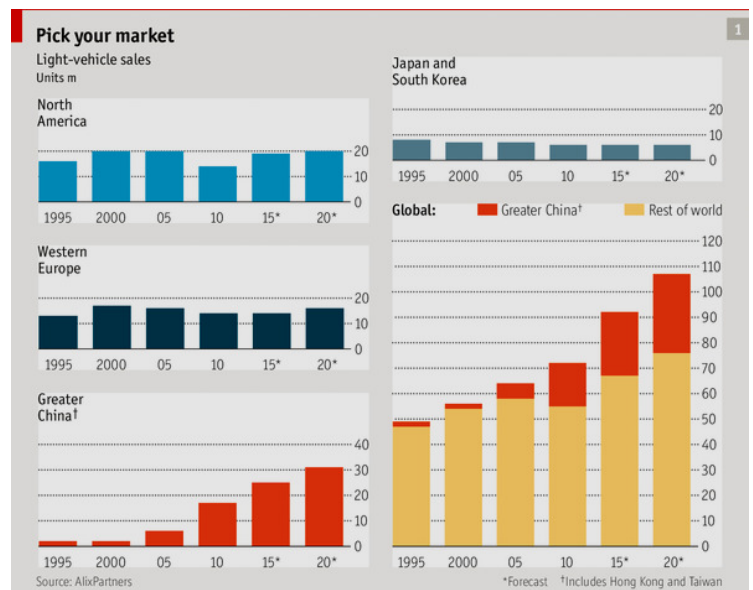
The motor industry's fortunes are increasingly divided, says Peter Collins. But in the right markets and with the right technologies, they look surprisingly bright

Apr 20th 2013 |From the print edition

A HUNDRED YEARS ago Henry Ford and his engineers perfected an idea whose time had come: the moving assembly line. By putting the car on a conveyor belt, they cut the time taken to assemble a Ford Model T from 12 hours and 30 minutes in 1913 to just one hour and 33 minutes the following year. That made the car a lot cheaper to build and opened up a mass market for it. By 1918 its list price was down to \$450, or just over 5 months' pay for the average American worker, against the equivalent of about a year and a half's pay when the car was launched a decade earlier. Cars became a personal badge of status, and in time carmaking became a badge of national virility.

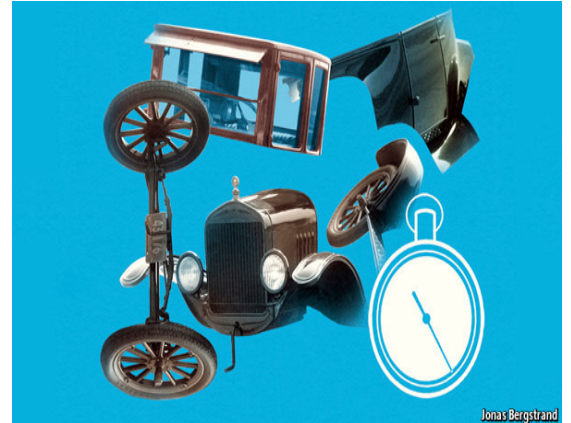
But since the 1950s the automobile has come to be seen as dangerous, dirty and noisy. In response it has been ever more strictly regulated, which has imposed additional costs. After the financial crisis the entire industry slumped spectacularly in many rich countries. Two of America's big three carmakers, Chrysler and General Motors, went bankrupt and had to be bailed out by taxpayers. In Europe car sales last year were the lowest since 1995. The battery-driven cars that were supposed to solve the pollution problem have so far been an expensive flop. The motor industry seems to be in dire straits.

Yet this special report sees plenty to be optimistic about. Sales in Japan remain stagnant and in Europe they are unlikely to grow much in the next few years, but in America they are already beginning to bounce back, and in China and other emerging markets the current boom looks likely to continue for the foreseeable future. AlixPartners, a consultancy, forecasts that the worldwide market for cars and other light vehicles will expand from about 80 million units a year now to 107 million in 2020 (see chart 1). In China, now the world's biggest market for cars, annual sales are expected to rise from 19 million last year to 31 million in 2020 as car ownership spreads to the country's vast interior. So over the next seven years a Europe-sized market will grow up in China's hinterland.



Over the past decade tens of millions of Chinese families have gained personal mobility on an undreamt-of scale while lots of new jobs have been created making, selling and servicing cars in China. But the Chinese government seems less concerned about that than about its failure to create strong national champions capable of taking on the foreign carmakers on their own turf. In future it may try harder to achieve this aim, which could deter foreign firms from continuing to invest in the country. A wiser course would be to accept—as Britain, and more recently Russia, have already done—that as long as the business is thriving and generating lots of well-paid work, the nationality of a car factory's owners and the badges on the bonnets hardly matter.

As ever more consumers in China and other emerging markets have the money to buy fancier cars, makers of upmarket and high-performance vehicles will benefit. Mass-market carmakers will have a harder time: too many factories are being built, especially in big emerging markets, which will lead to intense competition and price-cutting. As the biggest, most efficient manufacturers—such as Volkswagen and Toyota—pull ahead those in the second division may seek salvation in alliances



Jona Bergstrand

QUESTÃO 02 - O texto apresenta ideias sobre consumo de carros no início do século XX e na década de cinquenta do mesmo século. Estabeleça uma comparação entre as ideias desses dois períodos.

QUESTÃO 03 - Escreva a previsão de Alix Partners sobre o mercado automotivo apresentada no texto.

QUESTÃO 04 - Observe no texto a figura intitulada "Pick your market" e analise os gráficos. Em seguida, escreva as principais informações apresentadas com base na interpretação dos dados.

QUESTÃO 05 - O texto apresenta um perfil contemporâneo de motorista de países ricos. Descreva, sucintamente, esse perfil.
