

- 1p 10 What is the function of paragraph 7?
- A to describe a similar case where the brand Supreme has successfully defended its name
 - B to highlight the need for legislation to protect Supreme from losses due to fake brands
 - C to mention that Supreme has also acted controversially regarding authenticity
 - D to question the validity of the verdict that was reached by the judge in favour of Supreme

Tekst 5 Kansas doesn't have a brand while New York does?

- 1p 11 What becomes clear about Eric Adams from paragraphs 1-3?
- A He displayed indifference with regard to Kansas and had to publicly defend himself.
 - B He had to apologise for his remarks about Kansas lacking defining characteristics.
 - C He intended to promote his city but offended the people of Kansas in the process.
 - D He overlooked some well-known similarities between his city and Kansas.
- 1p 12 Which of the following fits the gap in paragraph 3?
- A but comparing our state to another?
 - B but complaining about us to an outsider?
 - C but someone else attacking this state?
 - D but thinking of moving somewhere else?
- 1p 13 What is the main function of paragraph 4?
- A to analyse how people from Kansas mirror their natural surroundings
 - B to argue why people from Kansas are used to defending their state
 - C to explain why people from Kansas need to break down stereotypes
 - D to make clear that people from Kansas can be proud of their state
- 1p 14 Which of the following fits the gap in paragraph 5?
- A adding her campaign's economic development theme into
 - B lashing out against the Mayor's inaccurate statement in
 - C making sure to tease her political opponent a little in
 - D stretching the truth about Kansas in an attempt to justify

'As noted, that's the game, folks.' (paragraph 7)

1p 15 What does the 'game' refer to here?

It refers to

- A actively involving opponents while discussing local problems.
- B attacking opponents personally while presenting political views.
- C downplaying the problems addressed by opponents to win votes.
- D exaggerating your own achievements to outsmart an opponent.

1p 16 Which of the following best summarises the point Eric Adams misses, according to paragraph 8?

- A Cheap marketing terms cannot describe the richness of reality.
- B City marketing often overlooks the unique appeal of the countryside.
- C Marketing campaigns falsely imply that country and city are in competition.
- D Marketing tricks can be used to cover up the negative aspects of a place.

1p 17 What is the function of the example used in paragraphs 9 and 10?

- A to clarify that Kansas is a better place to live than a big city
- B to explain why Kansans have a personal interest in strangers
- C to illustrate the true character of the people from Kansas
- D to question if there are good Kansans despite the stereotype

Verschillende mensen komen in de tekst aan het woord en omschrijven kenmerken van de staat Kansas.

2p 18 Noteer bij elke persoon het kenmerk dat het beste aansluit bij hun uitspraken.

Let op, er blijven vier kenmerken over.

- 1 Eric Adams
- 2 Laura Kelly
- 3 Derek Schmidt

- a its controversial history
- b its economic climate
- c its generous people
- d its indistinct identity
- e its rugged landscape
- f its traditional priorities
- g its unorthodox politics