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Nokia

Reading Comprehension Questions



Read through the source texts about Nokia, and fill in the table below.

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Text #	What Happened	Year
1	Fredrik Idestam started wood pulp mill – Finland	
1	Nokia Company (NC) almost bankrupt - Finnish Rubber Works bought NC	
1		1967
1		1984
1	First GSM network delivered (Finland)	
1		1992
3		1998
3		1999
3	Nokia – earning > 50%of profits in mobile phone industry	
2	Nokia launched its first touch-screen smartphone	
2		2009 & 2010
4	Nokia made partnership – Microsoft – Lumia phones released	
4		2012

Find the answers to the questions below in the source texts.

1. Which two main reasons for Nokia’s decline are described in the texts?

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Reason

1: _____

List 3 examples to support this:

- _____
—
- _____
—
- _____
—

Reason

2: _____

List 3 examples to support this:

- _____
—
- _____
—
- _____
—

2. Which company released a touch-screen smartphone a year before Nokia did?
(Text 2)

3. What happened to Nokia and iPhone sales in 2008? (Text 2)

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4. In 2011, what did Stephen Elop say? Rewrite his quote in your own words (keeping the same meaning). (Text 3)

5. Look at the graph on page 3. Describe what happened to Nokia's global market share of the smartphone market during the periods given. The vocabulary in the word box below can help you:

Verbs: fell dropped fluctuated

Adverbs: slightly dramatically

Prepositions: between around from in

- a) Q1 '07 to Q2 '08:

- b) Q2 '08 to Q1 '10:

- c) Q1 '10 to Q2 '13:

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