

LISTENING (recommended time: 15 minutes)

National Heroes

You hear a talk on national heroes. Listen and choose the correct answer for each question.

1. What was people's general reaction to the poll?
 - A They found it amusing.
 - B They thought it was important.
 - C They were not very interested.
 - D They were disturbed by it.

2. The speaker says the British are
 - A not inclined to show their patriotism openly.
 - B proud of their country.
 - C frequently inclined to demonstrate their patriotism.
 - D not as patriotic as some other nations.

3. The speaker's reaction to national heroes who actually never existed is
 - A gratitude that this is not true of his country's main heroes.
 - B indifference.
 - C sympathy for the country concerned.
 - D amusement.

4. One additional element that contributed to Nelson becoming a national hero was
 - A he did not survive.
 - B he was fighting a traditional enemy.
 - C he was already well known.
 - D he was a sailor.

5. The writer says that most national heroes
 - A are credited with doing more than they actually did.
 - B were recognised as great while they were still alive.
 - C are heroes only to their own countries.
 - D played an important role in their country's history.

6. What is the speaker's feeling about the story of Nelson?
 - A He would never become a hero today.
 - B Nelson's achievement has been overestimated.
 - C People are wrong to continue to see him as a hero.
 - D The story still has significance for him.

7. How does Wellington compare with Nelson according to the speaker?
- A He was less brave.
 - B What he did was not as important.
 - C He was less attractive to the public.
 - D He had less ability.
8. What is the meaning of the Greek saying that the speaker quotes?
- A Some people are not worthy of approval.
 - B Who you choose as a hero reveals your character.
 - C Be careful who you make friends with.
 - D A hero will help you as you go through life.
9. The speaker says most of the people who got a lot of votes in the poll
- A tended to be scientists.
 - B had no military connections.
 - C were mostly writers.
 - D had no political connections.
10. Who won the poll?
- A Brunel
 - B Nelson
 - C Newton
 - D Shakespeare

READING (recommended time: 25 minutes)

Task 1.

Read the text and do the tasks below.

NAMES IN BUSINESS

I. The Importance of Names

1. The names of companies and products have many different origins. Older companies often got their names from people. Car companies are a good example. Many car companies, such as *Ford*, *Toyota*, and *Tata* (the largest Indian automobile company), all have the names of the men who started them. Other car companies, such as *SAAB*, *FIAT*, and *BMW* have names that are initials. For example, *BMW* are the initials for Bavarian Motor Works. Today, most new companies do not choose names like these. They want more interesting names, because they know that company and product names are very important.
2. A new company must choose its name carefully. It must also think carefully when it names its products. A name can influence what people think about a company or a product. People will remember a good name. They may choose that company or product because of its name. This means that a company or a product with a good name may not need many advertisements. This can save the company a lot of money.

II. Connecting a Name to a Company

3. Some companies choose their own name. However, because this is a very important decision, other companies ask professionals to help them. There are businesses that do just one thing: they think of names for new companies and products. They research names and give advice about how people will respond to them. If it is an international company, they consider international factors. Companies want to know how people all over the world will respond to their company or product name. International companies have to be careful. Sometimes a good name in one language could also mean something bad or embarrassing in another language.
4. Companies consider many things when they choose a name. They want a name that customers will connect with the company or product. If a company makes shoes for running, it should consider names that are related to feet or shoes. *Green Moon* or *Crazy Cow* would not be good names for shoes. A good name should also be easy to remember. However, the name should not be too ordinary. It is probably not a good idea to choose a name like *Best Shoes* or *The Shoe Company*. These names are boring and do not show how the company is unique.

III. Emotional Response to Names

5. Perhaps the most important factor that a company must consider is the emotion that people will feel when they hear the name of the company. What will they think about when they hear the name? When the online company *Amazon* began, it sold only books. The founder of the company chose the name because the Amazon River is vast and powerful. It is the largest river in the world. He wanted his company to be the biggest bookseller in the world.
6. A good name tells a story. If a shoe company chooses a name like *Fast Feet*, this explains the business to the customers. There is a clear connection between shoes and their purpose, but the name is a little ordinary. Two companies that make running shoes chose names that are more interesting: *Nike* – the Greek goddess of victory – and *Reebok* – a large animal from Africa that runs very fast. These names tell good stories. The companies hope their customers will think about victory and speed when they buy their shoes.
7. The names of some electronic and technology products also provide good examples of responses to products. The names for these products should make people think about modern science and technology. Sometimes this choice relates to sounds. For example, words that begin with *e-* or *i-*, like *e-mail* and *iPhone*, make people think about technology. In English, words that begin or end with *x*, such as *x-ray*, often sound very scientific or technical. A good example of a product name is *Xerox*. It sounds very technical, but it is also easy to remember. Another good example is the company name *Google*. This name comes from the word *googol*, which means a very large number: 10^{100} . The company's original name was *Back Rub*, but as it grew, the directors decided it needed a better name. They chose the new name because it makes the company sound scientific and powerful. Today, Google is a very successful company.

8. Finally, sometimes businesses want to find a new name. *Kentucky Fried Chicken* sells lots of fried chicken. Today, many customers worry that they eat too much fat. *Kentucky Fried Chicken* didn't want its customers to just think about its fried food. The company decided to change its name to *KFC*. *KFC* wanted customers to think about its other products, which are not fried. A company may also change its name when something bad happens. For example, there was an airplane crash in Florida in 1997. Many people died in the crash. The company that owned the airplane, *ValuJet*, wanted its customers to forget the crash, so it changed its name to *AirTran*.
9. Choosing and changing names is an important part of any business. Names can have a powerful influence on customers. With a good response from customers, a company can make a lot of money. With a bad response, a company may lose a lot of money.

1. Match the main ideas below to FIVE of the paragraphs in the text.

Ideas:

- A. Product names can tell a story.
- B. Many companies hire professionals when they need to choose a name.
- C. Customers' emotional response to a name is very important.
- D. A name should have a clear connection to a product.
- E. Companies sometimes need to change their name.

Paragraphs: 1, 2, 3, 4, 5, 6, 7, 8, 9

2. Reread paragraph 1. What were two common choices for company names in the past? В данном задании несколько верных ответов. Укажите все, которые Вы считаете верными, однако обратите внимание, что в случае, если не все верные ответы отмечены или отмечен неверный вариант, балл обнулится.

- a. The name of the person who started the company
- b. The name of a famous person
- c. Initials
- d. A name that people would remember

3. A good name can save money for a company. True or False? (par.2)

4. What do some professionals do to find names for new businesses or products? Find three answers. (par. 3) В данном задании несколько верных ответов. Укажите все, которые Вы считаете верными, однако обратите внимание, что в случае, если не все верные ответы отмечены или отмечен неверный вариант, балл обнулится.

- a. They do research about how people will respond to a name.
- b. They give advice about names.
- c. They find customers for the company.
- d. They think about international factors.

5. What is the most important thing that companies must consider when they choose a name for a new product? (par.5)

- a. International factors
- b. Customers' emotional response
- c. The connection between the name and the product
- d. Scientific or technical value

6. What do you think companies hope that customers will think about when they see these product names? Match the product in the left column to an idea in the right column. (pars. 6 and 7)

- | | |
|----------------|-------------------------------|
| 1 Nike shoes | a) the power of large numbers |
| 2 Xerox | b) victory |
| 3 Goggle | c) speed |
| 4 Reebok shoes | d) modern technology |

7. The name Google is a new word that the company invented to sound technical and powerful. True or False (par.7)

8. Which three letters sound technical or scientific in English? (par. 7) В данном задании несколько верных ответов. Укажите все, которые Вы считаете верными, однако обратите внимание, что в случае, если не все верные ответы отмечены или отмечен неверный вариант, балл обнуляется.

- a) i b) z c) x d) e

9. Why do some companies decide to change their name? (par. 8)

- a. They want customers to change their ideas about the company or product.
- b. They think customers will be more interested in a new name.
- c. They think the old name has become too boring.
- d. They hope that the new name will save the company money.

Task 2.

Find the words in the text that complete the following definitions.

- 1. _____ are things that companies make and sell. (n pl) par.1
- 2. To ____ is to study something carefully and find out information about it. (v) par. 3
- 3. A/An _____ is something that is important enough to change a result. (n) par. 3
- 4. A/ An _____ is a strong feeling. (n) par.5
- 5. If something is _____, it is based on new ideas. (adj) par. 7
- 6. Something that has good results is _____. (adj) par. 7

USE OF ENGLISH (recommended time: 25 minutes)

Task 1.

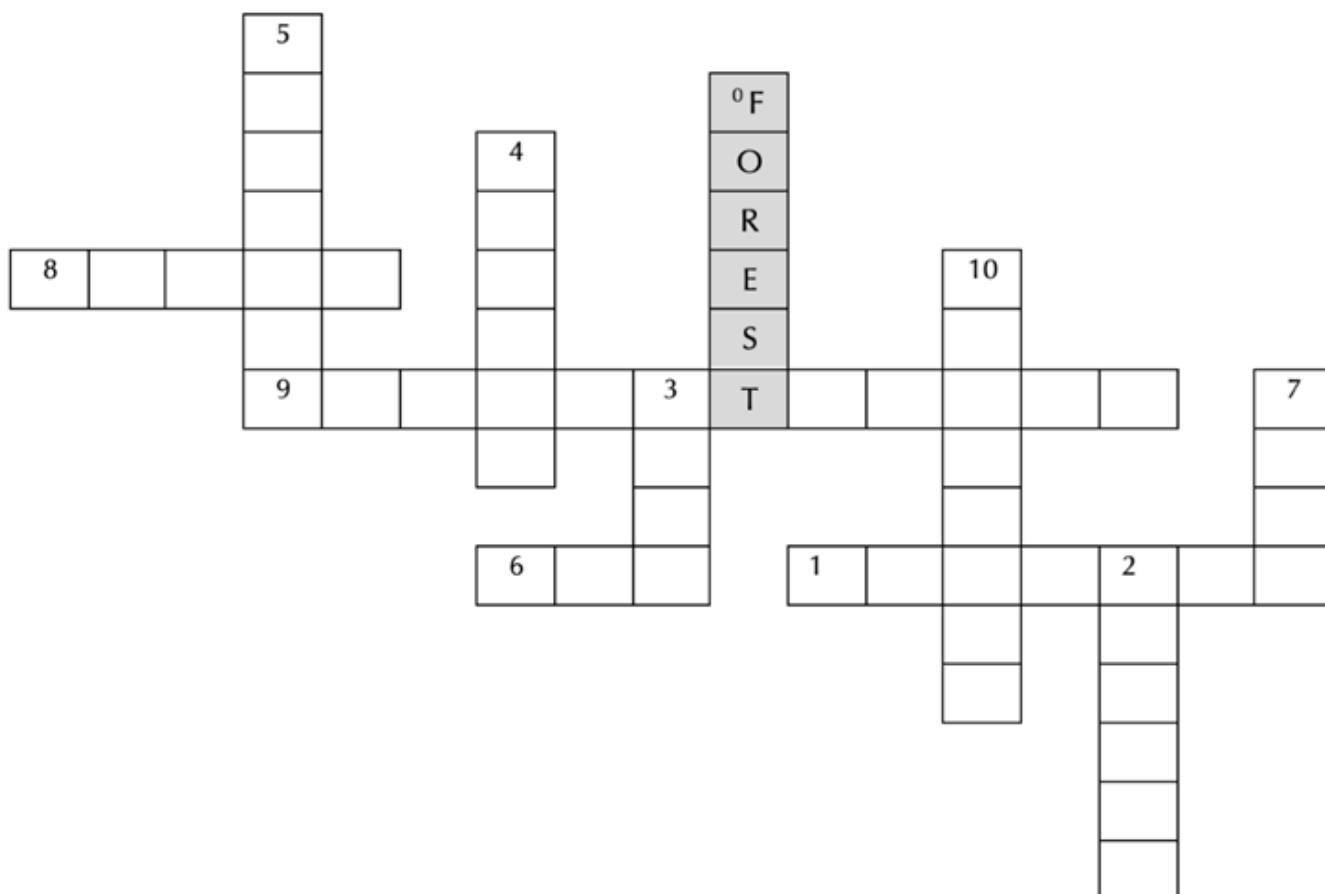
For items 1-10, solve the crossword using the definitions of the required word given in brackets. The first example (0) is done for you.

Dancing Forest

Between the Baltic Sea and the Curonian Lagoon, on the Kruglaya Dune of the Curonian Spit, there is a **0. forest** (*a large area of land covered with trees and plants, usually larger than a wood*) where the pine trees look **1. _____** (*something that is bent or turned in a way that is not straight*). Many trees in Russia's Dancing Forest have **2. _____** (*the thick main stem of a tree, from which its branches grow; plural*) that twist into circles and other shapes, but no one knows why. The trees were planted in the early 1960s to keep the **3. _____** (*tiny grains found on beaches and deserts, often made from worn-down rocks*) in place, but some think the shifting sand makes the trees grow oddly. Locals call it the Drunken Forest.

Studies have tried to find out why this happens, but there are no clear answers. One idea is that caterpillars damaged the young trees, making them grow at strange **4. _____** (*the space between two lines or surfaces that meet at a point, measured in degrees; plural*). As plants grow **5. _____** (*in the direction of something or someone, indicating movement closer to it*) the sun, they corrected themselves but kept their **6. _____** (*unusual or different from what is normal, often causing curiosity or surprise*) shapes. Some people blame strong **7. _____** (*moving air that can be gentle or strong, often felt outdoors*) or human actions. Others think it's because of mysterious forces in the area.

A local **8. _____** (*a narrative about events or experiences, either real or imagined, told to entertain or inform*) says the trees twist because long ago, they were made to dance to show the power of the Christian God. This **9. _____** (*a belief that certain actions or events can bring good or bad luck without scientific proof*) has made the Dancing Forest a popular place: People say **10. _____** (*the activity of going up a steep surface, such as a mountain or tree, using hands and feet*) through one of the rings can add a year to your life or grant you a wish.



Task 2.

For questions 1-5, think of ONE word only which can be used appropriately in all three sentences. Here is an example (0):

Example:

0. CHARGED

The police have _____ two men with robbery and they will appear in court tomorrow.

When he realised how late it was, George _____ out of the house and ran down the road to catch the bus.

The hotel agreed that it was their mistake and said that I wouldn't be _____ for the phone calls that appeared on my bill.

Questions 1 - 5

1. I've applied for that job I told you about but I think it's _____ unlikely that I'll get it.

Carol's students all think very _____ of her and consider her the best teacher at the college.

The hotel was _____ recommended in the brochure but we found it something of disappointment.

2. The original _____ of the restaurant included an open kitchen by the front entrance.

I have chosen a couch with a floral _____.

I have to admit that I met him by _____; I waited in the lobby until he arrived.

3. He made his _____ on the fashion industry in the 1970s.

The university student was delighted with her _____ in the final examination.

It was a _____ of the child's developing independence that he didn't want to sit with his father on the train.

4. Joe's _____ temper makes everybody avoid him.

The _____ curry made me reach for the iced water.

The _____ news is that the Prime Minister intends to resign.

5. The most memorable _____ we visited was Piazza Navona.

I am the only one in my family whose _____ is normal.

When the road sign came in _____, I realised I only had a few kilometres of my journey to go.

Task 3.

Choose the correct option to fill in the gaps.

1. Yesterday I got lost in the forest. I shouted _____ and _____ but nobody came. Suddenly I felt somebody watching me _____. I ran _____ to the right and soon found myself near the spring, which was _____ to my home. This was the most _____ experience I had ever had.

- A. loudly, longly, close, fastly, closely, excited
- B. loudly, long, closely, fast, close, exciting
- C. loud, long, close, quickly, close, exciting
- D. loud, longer, close, quick, closely, excitement

2. The first English colony in North America _____ by the Pilgrims, who _____ from the English city of Plymouth in the Mayflower and _____ in Massachusetts Bay in 1620.

- A. was founded, had sailed, had landed
- B. was found, sailed, landed
- C. had been found, sailed, landed
- D. was founded, sailed, landed

3. _____ breakfast on dry bread and _____ in his pocket another piece of bread _____ for dinner, he settled himself at a desk of the reading room. He looked forward to _____ his first book.

- A. Having, carrying, serving, take
- B. Having had, having carrying, to serve, take
- C. Having had, carrying, to serve, taking
- D. Having, carried, serving, having taken

4. Don't you remember _____ me at the Browns' last summer? We used _____ at their place every Friday.

- A. to see, to meet
- B. seeing, meeting
- C. to see, meeting
- D. seeing, to meet

5. You were not attentive. If you _____ so nervous, you _____ much better and _____ so many mistakes.

- A. had not been, would have spoken, wouldn't have made
- B. were not, would speak, wouldn't make
- C. wouldn't have been, had spoken, hadn't made
- D. wouldn't be, spoke, didn't make

CULTURE & COUNTRY STUDIES (recommended time: 10 minutes)

Match the quote or description to the person's name from the list. Each name is used only once. There are some extra names, which you do NOT need to use.

Quotes and Descriptions:

1. "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."
2. "That's one small step for a man, one giant leap for mankind."
3. "All the world's a stage, and all the men and women merely players."
4. This British monarch reigned for 70 years and became a symbol of stability and duty.
5. This British Prime Minister during World War II famously said: "I have nothing to offer but blood, toil, tears and sweat."
6. The 16th President of the USA, who delivered the Gettysburg Address, beginning with "Four score and seven years ago..."

The List of People:

- | | |
|---------------------------|------------------------------|
| A. William Shakespeare | F. Abraham Lincoln |
| B. Martin Luther King Jr. | G. Margaret Thatcher |
| C. Winston Churchill | H. Queen Victoria |
| D. Queen Elizabeth II | I. Franklin Delano Roosevelt |
| E. Neil Armstrong | |

WRITING (recommended time: 45 minutes)

You have seen the following advertisement for a summer job in the local newspaper and have decided to apply.

**ARE YOU LOOKING FOR A
SUMMER JOB?**

GREENBRIDGE COMPANY REQUIRES
an office helper

ARE YOU

- 14 or over?



DO YOU

- have relevant skills?

WE OFFER

- excellent conditions • flexible hours • a chance to master office skills

EXPERIENCE IN OFFICE WORK IS AN ADVANTAGE!

Imagine that you are a student named John Smith. Write your letter of application.
Do NOT write your real name and surname.

Include the following:

- The first paragraph
- The main body paragraph(s)
 - what you are doing now;
 - what work experience you have;
 - your relevant skills for the job;
 - your personal qualities suitable for the job.
- The final paragraph

You should write between **120-180 words**.