

**МОДУЛЬ 1**

**TIME 50 minutes**

**USE OF ENGLISH**

**PART 1**

For questions 1–8, read the sentences below and choose the option that best fits each gap.

<b>1</b>	I _____ from China.		
	<b>A</b> are	<b>B</b> am	<b>C</b> is
<b>2</b>	This is _____ car.		
	<b>A</b> she	<b>B</b> hers	<b>C</b> her
<b>3</b>	I _____ a letter to my mum yesterday.		
	<b>A</b> am writing	<b>B</b> write	<b>C</b> wrote
<b>4</b>	I like listening _____ rock music.		
	<b>A</b> to	<b>B</b> at	<b>C</b> on
<b>5</b>	_____ I have a glass of water, please?		
	<b>A</b> Must	<b>B</b> Can	<b>C</b> Should
<b>6</b>	Frank is my _____ brother. He is my uncle.		
	<b>A</b> fathers	<b>B</b> father's	<b>C</b> father
<b>7</b>	New York is _____ than Miami.		
	<b>A</b> interesting	<b>B</b> more interesting	<b>C</b> the most interesting
<b>8</b>	_____pencils are mine.		
	<b>A</b> This	<b>B</b> Those	<b>C</b> That

**Answer Keys:**

- 1. B**
- 2. C**
- 3. C**
- 4. A**
- 5. B**
- 6. B**
- 7. B**
- 8. B**

## **PART 2**

For questions 1 – 8, read the text below and choose the option that best fits each gap.

### **Flexible Working**

The term "flexible working" has become familiar to any company, regardless of size, that needs to look at how individual jobs are structured. The thinking behind this is not only the realisation that this **(1)** has potential cost benefits, but also the recognition that it can lead to a more productive and contented workforce.

One company with a long history of flexible working is Remploy, the UK's largest employer of severely disabled people. Remploy has a UK workforce of more than 11,000 **(2)** in 89 factories working in various sectors of the economy including textiles, furniture and manufacturing services.

Training and development **(3)** are a key aspect of Remploy's employment policy, and each hourly-paid employee has an individual training and action **(4)**. Throughout the company, there is also an awareness that progression, and the opportunity to progress, is a **(5)** factor. In the Manufacturing Services Group, for example, the policy is to **(6)** as many employees as possible in two of the core businesses. Once they have achieved this, the employees are **(7)**.

In addition, Remploy has responded to changing markets in recent years by changing products in over a third of its factories. This has enabled the company to remain competitive and keep the workforce in full-time **(8)**. On these occasions, Remploy's flexible approach has enabled employees to be fully retrained whilst continuing to work.

1	A	course	B	manner	C	approach	D	technique
2	A	employees	B	colleagues	C	subordinates	D	workmates
3	A	agendas	B	lists	C	programmes	D	tables
4	A	project	B	plan	C	system	D	procedure
5	A	prompting	B	motivating	C	persuading	D	moving
6	A	train	B	improve	C	guide	D	learn
7	A	raised	B	supported	C	promoted	D	developed
8	A	use	B	engagement	C	exercise	D	employment

### **Answer Keys:**

1. C
2. A
3. C
4. B
5. B
6. A
7. C
8. D

### ***PART 3***

For questions **1–8**, read the text below and think of the word that best fits each gap. Use only **one** word in each gap. There is an *example (0)* at the beginning.

(0) ***In*** January 1952, 23-year-old medical student Ernesto ‘Che’ Guevara and his friend Alberto Granado, a 29-year-old biochemist, set (1) \_\_\_\_\_ from Buenos Aires, Argentina on a sputtering single cylinder motorbike. They wanted to discover (2) \_\_\_\_\_ South America they had read about in books. (3)\_\_\_\_\_ the end of the journey, they had travelled over 8,000 kilometres across such inhospitable places (4) \_\_\_\_\_ Andes, the Atacama Desert and the Amazon Basin.

The journey had a significant impact on Guevara, (5) \_\_\_\_\_, after witnessing extreme poverty and social injustice, vowed to do something about it. The (6) \_\_\_\_\_ significant moment for Guevara was his visit to a leper colony. (7) \_\_\_\_\_ was here that Guevara decided (8) \_\_\_\_\_ to continue his career in institutional medicine. Instead, he would become a "doctor of the people" – tending those who could not afford the treatment. As he travelled from one country to another, he had another vision: to see all the countries of South America united.

#### ***Answer Keys:***

- 1. off***
- 2. the***
- 3. By***
- 4. as***
- 5. who***
- 6. most***
- 7. It***
- 8. not***

## READING

### PART 1

You are going to read an article about advertising in different cities. For questions 1–6, choose the option that you think fits best according to the text.

### *Social networks*

#### **Business applications**

Social networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact base. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the world.

#### **Medical applications**

Social networks are beginning to be adopted by healthcare professionals as a means to manage institutional knowledge, disseminate peer to peer knowledge and to highlight individual physicians and institutions. The advantage of using a dedicated medical social networking site is that all the members are screened against the state licensing board list of practitioners. The role of social networks is especially of interest to pharmaceutical companies who spend approximately "32 percent of their marketing dollars" attempting to influence the opinion leaders of social networks.

#### **Languages, nationalities and academia**

Various social networking sites have sprung up catering to different languages and countries. The popular site Facebook has been cloned for various countries and languages and some specializing in connecting students and faculty.

#### **Social networks for social good**

Several websites are beginning to tap into the power of the social networking model for social good. Such models may be highly successful for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested and passionate users. Users benefit by interacting with a like-minded community and finding a channel for their energy and giving.

#### **Business model**

*Few* social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds. Companies such as MySpace and Facebook sell online advertising on their site. Hence, they are seeking large memberships, and charging for membership would be counter productive. Some believe that the deeper information that the sites have on each user will allow much better targeted advertising than any other site can currently provide. Sites are also seeking other ways to make money, such as by creating an online marketplace or by selling professional information and social connections to businesses. **Privacy issues**

On large social networking services, there have been growing concerns about users giving out too much personal information and the threat of sexual predators. Users of these services need to be aware of data theft or viruses. However, large services, such as MySpace, often work with law enforcement to try to prevent such incidents. In addition, there is a perceived privacy threat in relation to placing too much personal information in the hands of large corporations or governmental bodies, allowing a profile to be produced on an individual's behavior on which decisions, detrimental to an individual, may be taken.

#### **Investigations**

Social network services are increasingly being used in legal and criminal investigations. Information posted on sites such as MySpace and Facebook, has been used by police, probation, and university officials to prosecute users of said sites. In some situations, content posted on MySpace has been used in court.

**1 According to the text, social networks**

- are being used by businesses for marketing.
- are about friendships.
- can damage business reputations.
- advertise on business web sites.

**2 Why do advertisers like social network sites?**

- Detailed information on each user allows targeted ads.
- They are cost-effective to advertise on.
- Most users have high disposable income.
- They can influence consumer behaviour.

**3 What does the word “Few” at the beginning of paragraph 6 mean?**

- Hardly any
- Not any
- Some
- Only

**4 What should users not do on social networks?**

- be too free with their personal information
- download viruses
- contact predators
- upload copyrighted music

**5 Personal information on social network sites**

- can be used in court
- gives a good description of the user's personality
- is sold to the government
- is translated into many languages

**6 Social networking is great for**

- groups of people separated over wide areas
- academic organisations
- people who write too much information about themselves
- the law enforcement agencies

***Answer Keys:***

- ***1. are being used by businesses for marketing.***
- ***2. Detailed information on each user allows targeted ads.***
- ***3. Hardly any***
- ***4. be too free with their personal information***
- ***5. can be used in court***
- ***6. groups of people separated over wide areas***

## **PART 2**

You are going to read a magazine article in which five people talk about their favourite places. For questions **1–10**, choose from the people (**A – D**). The people may be chosen more than once.

### **FAVOURITE PLACES**

#### **A**

##### **Sophia**

There is a miniature railway that goes from Hythe to Dungeness, run by amateurs. I always travel first class as it doesn't cost much more than the regular fare. The scenery is not spectacular. The train moves across Romney Marsh with its sheep, and alongside a canal. But there is one point on the journey that I always look forward to – when our miniature world takes a detour through back gardens. For a few moments, we passengers spy on people at random points in their day, making a cup of tea, doing the washing up, unfolding a deckchair. I see myself in their eyes, a woman in a tiny train carriage, looking into other people's homes. It's the ordinariness of the landscape that attracts me. Just fields and sheep and a distant grey sea. That makes me look more closely, to search for something that opens my eyes.

#### **B**

##### **Matthew**

The Hartland Peninsula is a remote and lovely coast. The beaches are hard to reach and scattered with rocks, so crowds are largely non-existent here. They attract a few brave surfers but most visitors prefer instead to reflect on the majesty of the sea. The coast, which faces the Atlantic, is notorious for shipwrecks. There are coast walks which you can combine with trips inland up beautiful damp valleys, full of oak trees, ferns and wild flowers. We stay in modest self-catering accommodation with a family who have some property in the village of Southole.

#### **C**

##### **Annette**

My favourite place in England is the Trough of Bowland, a landscape of wide-open moorland which is perfect for hiking. There are not many residents and not many visitors either. It's an unknown corner, empty and remote, and I like the feeling of space. I discovered the area by chance when I was a student, and since then I've made an annual visit, either alone, or with my boyfriend, and now with my son. It has changed little since my first visit. Having a child makes these visits more special. It makes me sad that he's growing up in an urban environment.

#### **D**

##### **James**

I purchased Glenthorne, my favourite house in Britain. It was a question of obtaining pure peace and reconnecting with my English roots and coming home. I grew up in what is now known as Sri Lanka, but at the age of twelve went to school in Devon, in the west of England. I used to cycle around the moors and village backstreets. We had a story about a place we would never cycle past: if you went down the driveway you'd never return. That place was Glenthorne. It's the place of my dreams. It's a magic, secluded, romantic house. You can't hear anything except sea, wind and birds.

***Which person or people...***

appreciates a little luxury?	<b>1</b>
enjoys an area that they appreciated as a child?	<b>2</b>
enjoys watching other people in their everyday lives	<b>3</b>
appreciates the plantlife in their favourite place?	<b>4</b>
appreciates a lack of noise?	<b>5</b>
stays in inexpensive accommodation?	<b>6</b>
finds changing circumstances add to their appreciation of the place	<b>7</b>
admits the landscape is not very special?	<b>8</b>
experienced a variety of landscapes while still a child?	<b>9</b>
has been keen to share their enthusiasm with others?	<b>10</b>

***Answer Keys:***

- 1. A**
- 2. D**
- 3. A**
- 4. B**
- 5. D**
- 6. B**
- 7. C**
- 8. A**
- 9. D**
- 10. C**