

# ტესტი ინგლისურ ენაში

## IV ვარიანტი

### ინსტრუქცია

თქვენ წინაშეა საგამოცდო ტესტის ელექტრონული ბუკლეტი.

ტესტი შედგება 8 დავალებისაგან და ამოწმებს ინგლისურ ენაზე მოსმენის, კითხვისა და წერის უნარებს.

ყურადღებით გაეცანით ტესტის ყოველი დავალების პირობას და ისე შეასრულეთ დავალებები.

პასუხები გადაიტანეთ პასუხების ფურცელზე. გახსოვდეთ, რომ სწორდება მხოლოდ პასუხების ფურცელი.

ტესტის მაქსიმალური ქულაა 80.

ტესტზე სამუშაოდ გეძლევათ 2 საათი და 30 წუთი.

გისურვებთ წარმატებას!



**Task 1:** You are going to listen to five texts. For each of them answer the two questions given. Mark the correct answer A, B or C. You have 20 seconds to look through the questions. You will then hear the recording twice.

*(10 points)*

## **Text 1**

### **1. The speaker wants to**

- A. teach languages at school in Obcha.
- B. develop wine tourism in her native area.
- C. turn a family business into a big business.

### **2. What makes the speaker feel proud?**

- A. That her brother is a student.
- B. That Imereti is popular with tourists.
- C. That her brother wants to work with her.

## Text 2

**3. The Quarrymen was the name of**

- A. John Lennon's group.
- B. Paul McCartney's song.
- C. George Harrison's company.

**4. After the Beatles split up, George Harrison**

- A. stopped doing charity.
- B. started to perform alone.
- C. gave up writing songs.

### Text 3

**5. How often does Red Nose Day happen?**

- A. Once a year.
- B. Every spring.
- C. Once in two years.

**6. What is the text mostly about?**

- A. A popular event.
- B. An official national holiday.
- C. The founders of a charity organisation.

## Text 4

### **7. Why did the plane land on the Hudson River?**

- A. The Captain was injured.
- B. A passenger got seriously ill.
- C. The birds' attack damaged the plane.

### **8. Who received the medal for heroism?**

- A. The captain of the plane only.
- B. Both the captain and his crew.
- C. All the plane passengers.

## Text 5

**9. Why did Columbus want to find a new route to India?**

- A. To spend more time at sea.
- B. To please the King of Portugal.
- C. To bring some Indian products to Italy.

**10. What did Columbus call the people of San Salvador?**

- A. Indians
- B. Bahamians
- C. San Salvadorans

**Task 2:** Listen to the text and for each question (1-8) mark the correct answer A, B or C. You now have 30 seconds to look through the task. You will then hear the recording twice.

*(8 points)*

**1. The speaker and her mother's apartment rent was often paid by**

- A. the speaker's father.
- B. the speaker's mother.
- C. the government.

**2. How old was the speaker when she got influenced by the Spice Girls?**

- A. Four.
- B. Fourteen.
- C. Nineteen.

**3. The speaker's singing career began when she**

- A. joined a pop group the Spice Girls.
- B. contacted Artists and Repertoire.
- C. signed a contract with XL Recordings.

**4. What happened to the speaker's first album?**

- A. It was a big success.
- B. It failed to win any awards.
- C. It was liked only in Britain.

**5. How did the speaker feel after her boyfriend broke up with her?**

- A. Angry.
- B. Indifferent.
- C. Unhappy.



**6. Why did the speaker cancel her shows in 2011?**

- A. She had to release a new album.
- B. She had a problem with her voice.
- C. She had to sing live on French radio.

**7. At the 2012 Grammy Awards the speaker received**

- A. more awards than Beyoncé.
- B. as many awards as Beyoncé.
- C. fewer awards than Beyoncé.

**8. For what did the speaker receive a Golden Globe Award?**

- A. For a song in a James Bond film.
- B. For a leading role in a James Bond film.
- C. For producing one of the James Bond films.

**Task 3: Read the questions (1-8) and find the answers to them in the paragraphs (A-F) of the text. Some paragraphs correspond to more than one question.**

*(8 points)*

***Which paragraph***

1. says why companies need more imagination to sell things?
2. mentions how a commercially successful camera-phone became the product of the year?
3. explains why stealth marketing companies pay actors money?
4. mentions many different forms of advertising?
5. lists some good sides of stealth marketing?
6. names a company which advertised their new product through stealth marketing?
7. could have the title: 'A negative side of stealth marketing'?
8. could have the title: 'A product secretly advertised in the streets of the USA'?

**A secret strategy for selling products**

**A.** Have you ever thought how many advertisements we see daily? Hundreds? Thousands? Advertising\* is all around us, it is a part of everyone's life that cannot possibly be avoided. It is just like the air we breathe. Everywhere we go, we see an advertisement in some form or another, telling us what product to buy or what service to use. These days, we are bombarded by advertising and marketing messages. Adverts appear on television, on radio, on the Internet. There are adverts on the underground, posters in the streets, junk mail sent to our homes. In fact, it is believed that we receive several thousand marketing messages every day.

**B.** But it's not only these clear and direct forms of advertising that help us to decide what to buy. In fact, we often ignore these, because we are so tired of all the advertising. We know it is advertising and we don't really trust it. This is why companies have to become more creative and use more imagination to make us buy things. One new form of advertising, which is becoming more and more common, is known as stealth marketing\*. But what is it? The term 'stealth marketing' is used to describe any method of advertising that is done secretly. It is a marketing technique that advertises a product to people without them even realising it.

**C.** In other words, stealth marketing is advertising that can't easily be noticed. New products are advertised to people like you and me, but we might never realise that what we see is actually advertising. We think that what we see is real. For example, you might be in a café and you hear people talking about a new mobile phone or a new kind of service. You think they are ordinary people, so you might think that what they are recommending to each other is an honest and true source of information. But you could be wrong. Stealth marketing companies employ actors, who are paid money in order to go to busy places where they act out a dialogue and talk about particular products or services.

**D.** This marketing method was first used in 2002 by one of the biggest mobile phone companies at that time - Sony Ericsson - to promote their new camera-phone called T68i. Back then, camera-phones were a new product which most people were not familiar with. So, Sony Ericsson used 60 actors who went to ten different cities of the United States. They behaved as if they were tourists and asked strangers on the street to help them take a picture. When the strangers agreed, the actors would demonstrate how to use the camera-phone and would talk enthusiastically about how well their new mobile phones worked. They would do all of this without letting the other person know that they were working for Sony Ericsson.

**E.** The aim of the campaign was to get as many people as possible to talk about their unique experience with a new camera-phone. The campaign was considered a success - the T68i became one of the best-selling phones of the year in several countries. This stealth marketing campaign helped to spread information about the new product quickly. However, from

this example we can see that stealth marketing can deceive\* customers. For this reason, many people think that stealth marketing is dishonest and unethical. They think it's unfair that this secret form of advertising involves an intentional lie, which means no one would even know that the product is being advertised.

**F.** Anyway, when used well, stealth marketing can have some positive sides: it's a very quick, effective and low-cost way to get a lot of attention for a product. As a result, this marketing technique has been widely used by many large as well as small companies to generate public interest in newly-developed products. So, the next time you're in a café or just sitting on a train and you hear people talking about something they've bought, think again. Could it be that they are just actors advertising a new product?

\* advertising: რეკლამირება    \*stealth marketing: ფარული მარკეტინგი    \* deceive: მოტყუება

**Task 4: Read the text and the questions which follow. For each question mark the correct answer (A, B, C or D).**  
*(8 points)*

*This is a true story told by a person whose family immigrated from Mexico to the USA.*

My family now lives in the United States, but we come from Mexico. I was brought up in a big family consisting of my parents, my grandparents, three brothers and my aunt Lola. When I was growing up, there was one thing at home that made everyone uncomfortable. My Aunt Lola used to call it the shame of our family. It was a dark secret that my relatives didn't like to talk about, although it affected many Latino-American families just like ours. Latinos are people, who live in the USA and whose families come from Latin America. The reason for this shame was the fact that my brothers and I didn't speak Spanish, our native language. Worse, we didn't care about speaking Spanish. My older brother's interest in Spanish began and ended with curse words\*. I only learned enough to get good grades in high school, and my younger brother didn't learn Spanish at all. To this day, I'm the only one in my family who is good but not very good at Spanish.

As it turns out, most families in the USA who come from Latino immigrants or immigrants of Latin American origin share our experience. A study published in the journal called *The Review* said that when families move from Latin American countries to the USA, their native Spanish language dies out within a few generations and English becomes their main language. Among third-generation people of Mexican origin, 96% prefer to speak English in their homes. The study found that even in the USA-Mexico border areas, 'Spanish is slowly disappearing among the third generation of US citizens of Mexican origin.' According to the same study, 92% of Latino immigrants think that it is very important for their children to learn English if they want to be part of American society.

For immigrant children America provides bilingual education, which means education in two languages - English and Spanish in this case. Gingrich, an American political consultant, criticises bilingual education. He says: ‘People should learn English - the common language of the country - the language of prosperity and success, not Spanish - the language of people living in a ghetto, which is a poor area of the city.’ His comments are not polite. Gingrich is wrong when he lowers the importance of the native language of such famous Spanish authors as Cervantes, Lorca and Marquez.

When my grandpa arrived from Mexico to the USA in 1914, he immediately started learning the English language so he could find work. While my mother grew up in a bilingual neighbourhood, she and her sisters preferred English. One generation later, my mom was suggesting that I watch the Spanish-language news on TV to broaden my vocabulary. Back then, I did not care at all. It was only as an adult that I came to respect the beauty of the Spanish language. It isn't good to highlight the importance of English by saying that Spanish is the language of poor districts of the USA. As millions of Latinos already know, speaking Spanish has never taken anything from our proud American experience. It has only enriched it.

\* curse words - სალანძღავი სიტყვები

შეკითხვაზე გადასვლა [1,2](#) [3,4](#) [5,6](#) [7,8](#)

**1. This is the story of the children of Mexican origin who**

- A.were not taught Spanish.
- B.didn't want to learn English.
- C.were ashamed to go to school.
- D.weren't interested in learning Spanish.

**2. Of the three brothers who knew Spanish best?**

- A.The author himself.
- B.The author's older brother.
- C.The author's younger brother.
- D.The author and his younger brother.

**3. Among the third generation of the Latino-American community, Spanish is**

- A.the main language.
- B.not widely spoken.
- C.part of Latinos' lifestyle.
- D.slowly replacing English.

**4. According to Gingrich, an American political consultant, Spanish is**

- A.spoken in poor districts of the USA.
- B.the language of wealth and success.
- C.the common language of the USA.
- D.an important language for the US citizens.

დაბრუნება ტექსტზე



**5. The majority of Latino immigrants**

- A. believe that their children should only learn Spanish.
- B. feel equally comfortable speaking both languages.
- C. understand the importance of learning English.
- D. don't understand the importance of speaking English.

**6. Why did the author's grandpa start learning English as soon as he arrived in the USA?**

- A. To watch the news on TV.
- B. To be able to get a job.
- C. To teach his children English.
- D. To be able to talk to other immigrants.

**7. How did the author initially feel about learning Spanish?**

- A.Excited.
- B.Interested.
- C.Not interested.
- D.Comfortable.

**8. Which of the following would be the best title for this text?**

- A.The lifestyle of a big family
- B.The importance of Spanish literature
- C.Spanish – the only language of Latinos
- D.Spanish language and Latino-Americans

დაბრუნება ტექსტზე

**Task 5: Read the text and fill the gaps with the words given. Use each word only once. Two words are extra.**

*(12 points)*

*buildings (A) destroyed (B) disaster (C) house (D) linked (E) place (F) popular (G)*

*roofs (H) started (I) style (J) time (K) towns (L) traditions (M) worked (N)*

**California lifestyles**

The culture of California is closely connected with the culture of the United States as a whole. However, there are features that are unique to California. California integrates foods, languages and ..... (1) from all over the world, which are ..... (2) to the cultures of Spain, Asia and the eastern United States. Many interesting and new things come from California, such as new lifestyles, new kinds of medicine and new religions. Let's take a bungalow, which at the beginning became very ..... (3) in California. A bungalow is a simple, one-storey ..... (4) with a yard around it. Bungalows first appeared in southern California around 1900 and, for a long ..... (5), all bungalows were called 'California bungalows'.

The Spanish style of house also ..... (6) in California. The old Californian 'Spanish Mission' houses have thick walls and round roof tiles. They are cool and comfortable. Every house has heavy wooden doors and tiles on the floor. The story about 'Spanish Mission' houses began in 1925 in Santa Barbara, California. That year there was a big earthquake in Santa Barbara, which ..... (7) many buildings. After this disaster a woman called Pearl Chase ..... (8) hard to bring in new laws. 'All the ..... (9) in Santa Barbara,' she said, 'must be in the Spanish ..... (10), with white walls and red roofs'. Today Santa Barbara is one of the prettiest ..... (11) in the United States. There is no doubt that Californians love the sun and their houses show it. Outside of the house Californians often have a ..... (12) called a 'patio'. It has a solid floor and no roof. Modern houses all over the United States have copied the idea of the Californian patio. The patio of a house serves as a wonderful extension of the indoor living space and offers an additional area for entertainment and relaxation.

**Task 6: Read the text and fill the gaps with one of the following: article, preposition, conjunction or relative pronoun. Insert only ONE word. Do not copy the extra words from the text on the answer sheet.**

*(12 points)*

### **The mystery of the Bermuda Triangle**

A strange triangular area called the Bermuda Triangle covers a large part ..... (1) the Western Atlantic Ocean. It is an area of unexplained mystery. Over the past five centuries ..... (2) lot of ships, planes and people have disappeared ..... (3) this triangle area. Such mysterious events in ..... (4) Atlantic Ocean continue to take place even now. Many of the planes ..... (5) have disappeared had normal radio contact ..... (6) their airports until the very moment they disappeared. In most cases, after the disappearance of ships and planes there was no sign of anything. Warm ocean water, which flows from the Gulf of Mexico\* ..... (7) Europe, is extremely fast. So, it is almost impossible to notice that something bad has happened in that part of the ocean.

A lot of research and explorations have been carried out to solve the mystery. However, there is no single theory that can explain all the incidents of disappearances. The ships ..... (8) planes could have been victims of different tragic cases and things might have happened quickly. About 200 square miles ..... (9) water surrounding Bermuda is full of dangerous underwater reefs ..... (10) have often caused tragedies. The underwater reefs damage the ships that pass over them. Scientists have also found some unusual geological formations ..... (11) the seafloor in the Bermuda Triangle area. The ocean floor in some places is very deep and, in these areas, many ships have been lost. So, the majority of disappearances in the triangle are real and can be explained by ..... (12) area's unique features.

\*Gulf of Mexico: მექსიკის ყურე

**Task 7: The advertisement given below is taken from an online newspaper. Read the advertisement and write an email to the editor of the newspaper asking for more information about the details which are indicated. The beginning is given on the answer sheet. Do not write your or anybody else's name or surname in the letter.**  
*(6 points)*

*Do you like reading? If so, read this advert carefully.*

Biblus is one of the first contemporary bookshops in Georgia which has **several branches** in Tbilisi. One of the latest shops has recently opened in the State Museum hall. Online catalogue of books available. The bookshop is open **five days** only. Membership to the library **doesn't cost much**. If you become a member, you will be allowed to borrow the books for a few weeks. For more information, please contact us at *biblus@gmail.com*

*How much?*

*Which days exactly?*

*How many?*

**Task 8:** Read the essay task and write between 120-150 words.

*(16 points)*

*Some people think that you can read any book online, so nobody will go to the library in future. Do you agree or disagree with this opinion? State your opinion and support it with reasons and examples.*