

TEXTO

READING PART (3 points)

Shopping Science

You only have to go to a modern shopping centre to see that shopping has become one of our favourite hobbies. This has meant that there has been a shopping explosion, with more and more shops selling enormous quantities of competing products. To be really competitive and sell more, shops are going to have to study the 'science of shopping'.

There are special companies which study shoppers while they are shopping. They use cameras, video recorders, and employ people to follow and observe shoppers. They observe, for example, how many products are touched by the shopper, how much information about products is read, which signs are ignored, which products are opened...

One thing that was discovered from this observation was the importance of a 'transition zone' in shops. Shop managers used to think that the best place to put products was right at the entrance of the shop. But now they have discovered that when people walk into a shop they need to walk seven to ten metres to become familiar with the light and sounds in the shop. As a consequence, they don't pay attention to products which are too close to the entrance.

Another discovery that was made by observing customers in action was that 86% of women look at prices when they shop, in comparison with only 72% of men. On the other hand, 65% of men who try on clothes in a shop will buy them, in comparison with only 25% of women. So many clothes shops now try to make it easier for men to get to the changing room to try on clothes.

The 'science of shopping' isn't necessarily a bad thing. It means that shops will pay more and more attention to our needs and desires, and they will make the act of shopping easier and more comfortable for us. Of course, the problem is that if it's easier for us to shop, it's also easier for us to spend a lot of money buying things that we don't really need!

1. Read the text "Shopping Science" and decide if these statements are true or false. Copy the evidence from the text to support your answers. NO marks are given for only true or false. (1 point = 0,25 each correct answer) a) Some companies are studying the 'science of shopping'. True / False

a) Some companies are studying the 'science of shopping'. **True**

- Evidence: **There are special companies which study shoppers while they are shopping.**

b) Shoppers are observed only using cameras and video recorders. **False**

- Evidence: **They use cameras, video recorders, and employ people to follow and observe shoppers.**

c) More women than men look at how much a product costs before they buy it. **True**

- Evidence: **86% of women look at prices when they shop, in comparison with only 72% of men.**

d) The writer thinks that the 'science of shopping' may make shopping harder for us. **False**

- Evidence: **they will make the act of shopping easier and more comfortable for us.**

2. Answer these questions with information from the text. Write full sentences. You can copy from the text. (1 point= 0,50 each correct answer)

a) Why is it important for shops to study the science of shopping?

It is important for shops to study the science of shopping because they need to be really competitive and sell more.

b) What is the 'transition zone' in a shop?

The transition zone in a shop is seven to ten metres at the entrance to become familiar with the light and sounds in the shop.

3. Read the following text. Complete the blanks with the correct sentences from the box. Write your choices (a-j) next to the numbers below. (1 point = 0,10 each)

| | |
|-----------------------|-----------------------------|
| a) into reality | f) at the idea |
| b) a lot of money | g) will probably cost |
| c) wrote a story | h) travelling into space |
| d) about how to carry | i) a little boring |
| e) goes up | j) scientists and engineers |

In 1972, Roald Dahl __C__ (1) for children called Charlie and the Great Glass Elevator, and in 1979 the science fiction writer Arthur C Clarke wrote a book called Fountains of Paradise. In the book he described __H__ (2) in a space elevator. Now a group of 70 __J__ (3) are trying to turn the idea __A__ (4). At a meeting in Santa Fe they are talking __D__ (5) satellites, spaceships and even tourists thousands of kilometres into space.

Many people laugh __F__ (6) of a space elevator. But the American space agency NASA isn't laughing. It is spending __B__ (7) on the project. The idea is to build a strong, thin cable 100,000km long. A satellite will take the cable into space. Special cars will go up the cable from a platform in the Pacific Ocean. The project __G__ (8) about seven billion dollars.

For tourists the elevator will be a cheaper way to visit space and travel to other planets. But will they want to go? The problem is that it's going to be __I__ (9). There's no smoke, no fire and no loud noises like with a spaceship. There's just a platform that slowly __E__ (10) the cable into space.

USE OF ENGLISH (5 points)

4. Choose the correct options to complete the sentences. (2 points= 0,10 each)

1. My brother _____ my laptop, so I can't use it right now.

a) uses b) **is using** c) used

2. We _____ when you arrived.

a) have lunch b) **were having lunch** c) will have lunch

3. What time _____ you _____ your homework last night?

a) do / finish b) **did / finish** c) was / finishing

4. How often _____ you _____ your emails?

a) does / check b) is / checking c) **do / check**

5. Alcohol _____ in some countries.
a) don't drink b) aren't drank c) **isn't drunk**
6. A lot of houses _____ by the fire last night.
a) are destroyed b) **were destroyed** c) was destroyed
7. Look! I've just found a holiday resort _____ we can take our pets.
a) that b) **where** c) which
8. There's the astronaut _____ we met on the cruise ship.
a) whose b) which c) **who**
9. I want to meet someone _____ dreams are the same as mine.
a) **whose** b) who c) that
10. My dad _____ the sports programme on TV last Friday.
a) don't see b) **didn't see** c) doesn't saw
11. I think I'm _____ than most of my friends at the moment.
a) **happier** b) happyer c) most happy
12. Jake _____ in Lisbon for a year.
a) lives b) **has lived** c) have lived
13. My friends _____ at a hotel in Ibiza for the last two weeks.
a) stay b) has stayed c) **have stayed**
14. How long _____ here?
a) do you live b) you have lived c) **have you lived**
15. When he was a child, he _____ swim very well. He won two medals.
a) had to b) can c) **could**
16. You _____ drink more water. It's really good for your health.
a) **should** b) don't have to c) shouldn't
17. Ten years ago, Richard _____ ride a bicycle.
a) can b) **could** c) can't
18. Mary _____ study. She has got an important exam tomorrow.
a) **has to** b) doesn't have to c) have to
19. We _____ use our mobile at school. It's against the rules.
a) don't have to b) **mustn't** c) could
20. Sam _____ to study harder. His marks are very good.
a) mustn't b) shouldn't c) **doesn't have to**

5. Write questions for the following answers. (1 point= 0'25 each)

- 1- **Where does she come from?** - She comes from London
2- **Who were you waiting for?** - I was waiting for Sam.
3- **Have you ever been there?** - No, I have never been there.
4- **Who bought it?** - Jennifer bought it.

6. Put the verbs in the correct form to make conditionals sentences. (0,50 points = 0,10 each)

- a) We'll go for a walk tomorrow if it **gets** (get) warmer.
b) Peter **doesn't like / won't like** (not like) the food if it is very spicy.
c) If I could have a superpower, I **would choose** (choose) to be invisible.
d) If I were you I **would listen** (listen) to your sister.
e) We won't go to the beach if it **rains** (rain).

7. Complete the sentences to report what Frodo said. (0,80 points= 0,20 each)

a) "I'm a hobbit." said Frodo.

Frodo said **that he was a hobbit.**

b) "I need to destroy the ring." said Frodo.

Frodo said **that he needed to destroy the ring.**

c) "I don't like Golum." said Frodo.

Frodo said **that he didn't like Golum.**

d) "My friends are going to help." said Frodo.

Frodo said **that his friends were going to help.**

8. Complete the dialogue with seven of the words in the box. (0,70 points = 0,10 each)

| | | | | | | | | | |
|----|-----|------|----|-----|------|-----|-------|-------|------|
| is | has | hear | go | use | will | are | heard | going | used |
|----|-----|------|----|-----|------|-----|-------|-------|------|

Stephen: Have you ever (a) **heard** the song 'Our House'?

Mike: No. Who (b) **is** it sung by?

Stephen: A group called Madness. They always (c) **use** the song in adverts. For example, it's (d) **used** at the moment in an advert for mobile phones.

Mike: In that case I'm sure that if I (e) **hear** it one day on the radio I (f) **will** recognise it.

Stephen: My sister likes it so I'm (g) **going** to buy it for her birthday

WRITING PART (2 points)

9. Write about your favourite hobby – it can be music, sport, going out in a town or city, going to the country, shopping Include this information:

- What is the hobby exactly?
- Why do you like this hobby?
- How often/ When/ Where do you do this hobby? Who do you do this hobby with?
- When did you begin this hobby?

My favorite hobby is skating. I love it because it makes me feel free and is a great way to exercise. I skate at the park two times a week, usually on weekends, with my friends. We have a lot of fun trying new tricks together. I started skating when I was ten years old, and I've enjoyed it ever since.