Questions 1&2: In ancient times the most important examinations were spoken, not written. In the schools of ancient Greece and Rome, testing usually consisted of saying poetry aloud or giving speeches. In the European universities of the Middle Ages, students who were working for advanced degrees had to discuss questions in their field of study with people who had made a special study of the subject. This custom exists today as a part of the process of testing candidates for the doctor's degree. Generally, however, modern examinations are written. The written examination, where all students are tested on the same questions, was probably not known until the nineteenth century. Perhaps it came into existence with the great increase in population and the development of modern industry. A room full of candidates for a state examination, timed exactly by electric clocks and carefully watched over by managers, resembles a group of workers at an automobile factory. Certainly, during examinations teachers and students are expected to act like machines. There is nothing very human about the examination process.	*Read the text and choose the best answer for each question.* **1. Which of the countries in ancient times had poetry as the test subject?** A. China C. Rome B. India D. Britain **2. What is a possible reason mentioned in the passage which brought written examinations into existence?** A. The population increased rapidly. B. The written one was easier to take. C. The spoken test was not fair. D. The test subject was more difficult.
Questions 3&4: Almost everyone agrees that many young criminals are becoming more violent. The number of murders under the age of eighteen has climbed 93 percent since the 1980s. Murder is more common among today's children, many of whom are in trouble because of the violence around them. The Children's Defense Fund, a non-profit organisation, reports that two children under the age of five are murdered in America each day. In the same short period of time, about 7,000 children are reported abused or neglected. Many more cases are not reported.	*Read the text and decide if the statements are true, false or not given.* **3. Most people argue about whether many young people are getting more violent.** True False Not given **4. According to reports by the Children's Defense Fund, young children are murdered in America each day.** True False Not given
Questions 5&6: Studies of native speaker composition classes have also shown similar advantages for computer-networked writing instruction, particularly for students who come into a course less skilled or confident about their writing. Linguists have	*Read the text and decide if the statements agree with the writer.* ***5. In composition classes, native speakers feel more confident about their writing than non-native speakers.***

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found that less confident students not only communicate more during electronic discussions than during face-to-face ones but also make more useful comments in their own writing.	Yes No Not given ***6. Studies show that the use of electronic discussion doesn't work in native speaker composition classes.*** Yes No Not given
Questions 7&8: Terrence Collis, FSA director of communications, dismissed claims that the proposals were not based on science. "We have some of the most respected scientists in Europe, both within the FSA and in our independent advisory committees. It is unjustified and nonsensical to attack the FSA's scientific reputation and to try to undermine its credibility." The FSA is understood to have briefed its ad agency, United, before Christmas, and will aim to air ads that are "non-confrontational, humorous and factual" as a counterweight to industry's efforts about the same time. The agency, however, will have a tiny fraction of the budget available to the industry. Gavin Neath, chairman of Unilever UK and president of the Food and Drink Federation, has said that the industry has made enormous progress but could not accept red "stop" signs on its food. Alastair Sykes, chief executive of Nestle UK, said that under the FSA proposals all his company's confectionery and most of its cereals would score a red. "Are we saying people shouldn't eat confectionery? We're driven by consumers and what they want, and much of what we do has been to make our products healthier," he said. Chris Wermann, director of communications at Kellogg's, said: "In principle we could never accept traffic light labelling."	*Use the information in the text to match the people with their opinions. Drag the name and drop next to the statement.* **Terrence Collis** **Gavin Neath** **Alastair Sykes** **Chris Wermann** **7. The colour-coded labelling system is credible.** **8. We are trying to meet our customers' needs.**
Questions 9&10: A trip to the supermarket may not seem like an exercise in psychological warfare - but it is. Shopkeepers know that filling a store with the aroma of freshly baked bread makes people feel hungry and persuades them to buy more food than they had intended. Stocking the most expensive products at eye level makes them sell faster than	*Complete each sentence below with ONE WORD taken from the text.* **9. In shops, products shelved at a more visible level sell better even if they are more**

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cheaper but less visible competitors. Now researchers are investigating how "swarm intelligence" (that is, how ants, bees or any social animal, including humans, behave in a crowd) can be used to influence what people buy. At a recent conference on the simulation of adaptive behaviour in Rome, Zeeshan-ul- hassan Usmani, a computer scientist from the Florida Institute of Technology, described a new way to increase impulse buying using this phenomenon. Supermarkets already encourage shoppers to buy things they did not realise they wanted: for instance, by placing everyday items such as milk and eggs at the back of the store, forcing shoppers to walk past other tempting goods to reach them. Mr. Usmani and Ronaldo Menezes, also of the Florida Institute of Technology, set out to enhance this tendency to buy more by playing on the herd instinct. The idea is that, if a certain product is seen to be popular, shoppers are likely to choose it too. The challenge is to keep customers informed about what others are buying.	**10. Mr. Usmani thinks that the use of "swarm intelligence" phenomenon can encourage**

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