Task 4

Read the texts below. Match choices (A-H) to (17-21). There are three choices you do not need to use. Write your answers on the separate answer sheet.

17

Locally grown food

✓ good for the economy ✓ good for the earth
✓ good for your health

But your busy schedule might prevent you visiting us.

With Online Farmers,
Place an order when you need and have it delivered to a convenient location.

You click, the farmers pick!

For more information, visit
www.farmersnearby.com

18

INSPIRED GEMS
We buy unwanted vintage earrings, rings, bracelets and necklaces, coins too.

IMMEDIATE PAYMENT
All transactions are completely confidential

Call in for a free estimate,
9.00 - 17.00
The Arcade,
22C Browning Street
Manchester

19

Get all essential worldwide travel services in one place and

- *order a taxi*
- *hire a car*
- *find accommodation*
- *book flights and trains*
- *check timetables*
- *call emergency numbers wherever you are*

More cities available soon
Download **BELIKEALOCAL** now and start planning your next getaway!

20

Book your package now and get

- **free full breakfast**
- **dinner** in our **award-winning restaurant**
- **access** to our **rooftop pool** and **fitness centre**

- For a limited time only
- Cancel free of charge up to 24 hours before the day of arrival

21

Next Sunday
Village car park

Car boot sale

Come along and grab a bargain!
Clothing, furniture, appliances, and much more!
Refreshments available
Free entry 9.00-14.00

All profits will go to the Village Community Centre

Which of the advertisements is about

_____?

A a special offer
B a travel agency
C a jewellery store
D selling valuables
E an online shopping site
F a charity event
G an app
H a gym subscription

LIVEWORKSHEETS

Task 5

Read the text below. For questions (22-26) choose the correct answer (A, B, C or D). Write your answers on the separate answer sheet.

Land Down Under

Planning your trip to Australia? Or just dreaming of visiting this fascinating continent someday to see all its natural wonders with your own eyes? Then, you must have already done some research into Australia's major attractions or even estimated how much this trip might cost you. However, have you considered any possible pitfalls you may encounter on your arrival there? Not yet? Now it's time to discuss some so that no confusion or embarrassment will spoil your vacation in the country.

Australia is vast, which greatly influences the climate across the whole continent. So, if you expect to enjoy only pleasant summer days travelling from one place to another, be ready to face a variety of weather conditions ranging from heavy rains to unbearable heat waves. Thus, summers in the west of Australia are very dry, while in the east, this season is pretty humid. Summer temperatures in Tasmania rarely rise above 23 degrees Celsius, whereas in Darwin – in northern Australia – it's usually boiling hot all year long.

Although Australia covers a wide range of climate zones, there is one thing that never changes on the whole continent – the amount of ultraviolet radiation. The ozone layer over Australia is thinner, which is typical of the North and South Poles and nearby territories; therefore, Australians get much more solar radiation than people in other countries. On the one hand, this can provide the whole continent with renewable solar energy. On the other hand, it poses real risks to human health – sunbathing or long walks outdoors can result in severe sunburns, so make sure you put on enough sunscreen before exposing your skin to sunlight.

Prior to visiting Australia, many tourists view it as a giant safari park full of wildlife and adventures all around. There is no denying that this continent is home to truly unique (and often dangerous) species of flora and fauna; however, don't expect to see kangaroos or wombats roaming the streets! Like in any other country, urbanization has turned authentic ecosystems into busy cities and towns, making animals migrate to safer and more isolated habitats. So, if you are really keen to explore exotic Australian nature, take a guided tour to one of Australia's wildlife parks far from big settlements where you'll definitely see the whole variety of Australian landscapes and their inhabitants.

And surely, apart from the warnings related to climate and nature, there are some other things you should be well aware of when making the necessary travel arrangements, such as booking accommodation or hiring a car. On most real estate sites advertising flats for rent, you will see surprisingly low prices. Just bear in mind that this is the rent not per month, but the money you'll be supposed to pay for accommodation weekly. Second, like in the UK, Australians drive on the left side of the road, so don't forget to look right when crossing a street there. And lastly, safety and well-being. Irrespective of the danger the locals may find themselves in, they dial three zeros. And right after that, the operator either helps them via phone or directs them to the police, ambulance or fire departments.

LIVEWORKSHEETS

When at some point of your journey you start to feel that you've seen all the country's spectacular sites and experienced all of its adventures, try skiing in the Australian Alps. You may be surprised to find out that Australia has a few ski resorts that can offer as much joy and excitement as their best European rivals. And although many people associate the country with endless summers and heat, it can be quite snowy and cold in the mountains. So, if you want to enjoy winter sports there, set off to the ski resort Mt. Buller, the best value for money, in one of the winter months – June, July or August.

22 Which statement describes summers in Australia?

A Eastern areas of Australia are arid.
B In the south it's hotter than in the north.
C In the north, the weather varies from month to month.
D Summer weather depends on a particular area of the country.

23 What is TRUE about ultraviolet radiation in Australia?

A It's advantageous to spend lots of time outdoors.
B Its amount on the continent is moderate.
C It's a valuable natural resource.
D Its amount is not the same across the country.

24 Where are you most likely to see the unique flora and fauna of Australia?

A in remote territories
B in severely inhabited areas
C in its one and only safari park
D in homes and houses of urban citizens

25 Which of the following is FALSE according to PARAGRAPH 5?

A Australian traffic rules are similar to those of another country.
B Real estate agencies announce prices for annual payments.
C Accommodation for rent isn't that cheap in Australia.
D There is a universal emergency number in Australia.

26 What do we learn about skiing in Australia?

A It's extremely costly to ski in Mt. Buller.
B The best time for skiing is Australian summer.
C Australian ski resorts can compete with those in Europe.
D There is a considerable number of places in Australia to go skiing.

LIVEWORKSHEETS

Task 6

Read the texts below. Match choices (A-H) to (27-32). There are two choices you do not need to use. Write your answers on the separate answer sheet.

How Different Brand Names Appeared

27

Vodafone

Now, this is an international telecom company that has millions of customers in various countries, including Ukraine. It was founded in 1983 in the UK and was first called *Racal Strategic Radio Ltd*. After *Racal Strategic Radio Ltd* had merged with another telecom company, *Millicom*, the company changed several names until it finally got its present one. By the way, *Vodafone* was composed of "voice", "data" and "phone", which reflect the services the company provides.

28

Starbucks

What we now know as a network of trendy coffee bars, which attract tourists from all over the world, started as a small coffee shop in Seattle. It was opened by three friends – two teachers and a writer. While brainstorming the ideas to name their coffee shop, the writer, Gordon Bowker, spotted a small town Starbo on the map. This made him think of captain Starbuck from the novel *Moby Dick*. Consequently, the shop was named *Starbucks* and later developed into a big and profitable business.

29

Coca-Cola

The story of *Coca-Cola* began in 1885 when John Pemberton invented a drink whose recipe was based on two key ingredients – an extract from the cocoa leaf and the kola nut. So, it won't take you long to guess how the world-famous brand name appeared. However, the inventor slightly modified the name of the drink by replacing "K" in "Kola" with "C" to make the logo more visually appealing. Even though the cocoa leaf is no longer used for producing *Coca-Cola*, the drink's name hasn't changed over time.

LIVEWORKSHEETS

30

Google

At present, *Google* is by far the most popular search engine in the World Wide Web whose brand name is really catchy; however, did you know that at first, this search engine was called *BackRub*? It is believed that later, the inventors of the search engine didn't like its initial name, and their friend suggested the alternative – *Googol* – the word used in mathematics to define figure 1 followed by 100 zeros. Finally, *Googol* was transformed into *Google* – the brand name we are very well familiar with now.

31

Nike

The company was founded in 1964 as a distributor of training shoes manufactured in Japan and was called *Blue Ribbon Sports*. In 1971, its founders decided to start producing their own training shoes. Soon after that, their first sports footwear was ready. But when it came to creating the brand name, none of the suggested options – *Dimension Six*, *Peregrine*, and *Bengal* – appealed to all of the business partners. Finally, just before the shipping of the newly produced shoes, one of the employees came up with the iconic *Nike*, the name of the Greek goddess of victory.

32

Apple

Have you ever wondered how the well-known brand name appeared? In fact, there is a wide variety of ideas, each of which seems to be convincing. Some believe that it's connected with Isaac Newton and the apple that fell upon the scientist's head and led him to the world-changing discovery. Others assume that it's about the forbidden fruit from the Garden of Eden. Many sources state that it originated from Steve Job's passion for apples and his intention to make the brand name catchy and easy to spot among their competitors in the technology market. The latter assumption is regarded as the most trustworthy, though.

Which brand name _____?

A emerged from the name of a famous scientist

B was a last-minute decision

C is thought to have different theories of origin

D resulted from blending several words

E was inspired by the fictional character

F comes from a scientific term

G was initially used by a Japanese shoe-making company

H initially indicated the product's components

LIVEWORKSHEETS

Task 7

Read the text below. Choose from (A-H) the one which best fits each space (33-38). Write your answers on the separate answer sheet.

Fairtrade

When going shopping for food in a local grocery store or an outdoor market, check if any of the products on offer have a round green-and-blue label on their package. "What is that and why is it important?" you may ask. Let's find out what is so special about the core FAIRTRADE Mark and why the goods **(33)**_____.

Fairtrade is a global non-profit organisation **(34)**_____ and provides a number of economic, social and environmental benefits. Compared to most food industry giants, small farming businesses make too little money by **(35)**_____, whose wholesale and retail prices are lower than the prices for mass-produced goods. *Fairtrade Foundation* has established a set of regulations that help small businesses promote their agricultural produce and make it more sellable. This saves many local enterprises from financial losses or bankruptcy.

Along with supporting small farming businesses, this non-profit organisation protects workers' rights and ensures **(36)**_____. Among other *Fairtrade* policies, special attention is paid to prohibiting child labour.

And last but not least, this global movement aims **(37)**_____ by setting specific standards, which include using eco-friendly practices of growing crops, sustainable use of natural resources and waste management. All these are supposed to reduce environmental pollution, greenhouse effect and positively affect climate on the planet.

Although the *Fairtrade* project has already done a lot to make a difference, there are still a number of areas where the foundation needs **(38)**_____ and raise people's environmental and economic awareness.

A that share more information about global warming

B that they earn competitive salaries and have good working conditions

C to minimise the negative impact of food industries on the environment

D to campaign for fair treatment of human labour

E seeing how many goals can be achieved through this programme

F that works towards empowering small farming businesses

G selling their products

H featuring this logo are worth buying

LIVEWORKSHEETS