

EXAMEN	PRIMER PARCIAL	ASIGNATURA	English		FECHA
NOMBRE DEL ALUMNO					
NOMBRE DEL DOCENTE					
SEMESTRE		GRUPO		TOTAL DE PUNTOS	
				ACIERTOS	
					CALIF. DEL EXAMEN
DURACIÓN DEL EXAMEN		FECHA DE REVISIÓN		FIRMA DE REVISIÓN	

1.- Listen to the podcast, Are the sentences True or False?

- 1 Dan Phillips isn't a cowboy and he makes jokes. ☐
- 2 He isn't that interested in what materials he uses. ☐
- 3 Ninety per cent of his building materials are recycled. ☐
- 4 Karen tends to replace broken items with new ones. ☐
- 5 Phillips chooses to use things that are not perfect. ☐

2.- Complete the definition. Use these words.

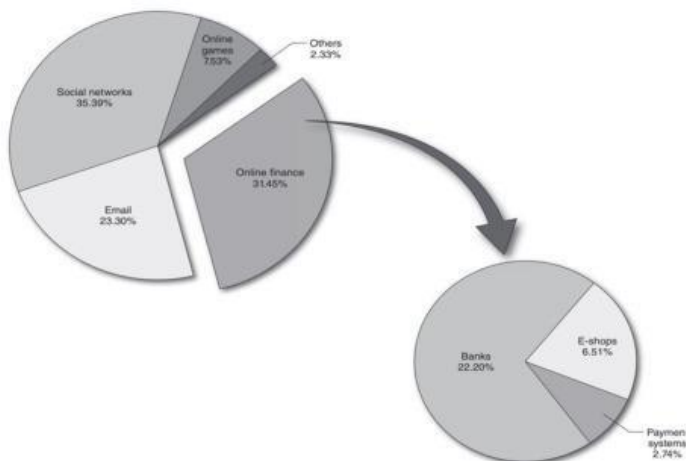
defrauding impersonating obtaining revealing using

Phishing is:

- 1 _____ someone by 2 _____ a real company online.
- 3 _____ money dishonestly online.
- 4 _____ a false email or web address in order to trick someone into 5 _____ passwords or other sensitive information.

Look at the pie charts showing phishing targets in 2013. Then match the two parts of the sentences.

- 1 A little over a third ☐
 - 2 A small number ☐
 - 3 A little less than a quarter ☐
 - 4 About half of targets ☐
 - 5 About twice as many ☐
 - 6 The vast majority of ☐
 - 7 A sizeable portion of ☐
- a target online games.
 - b e-shops are targeted as payment systems.
 - c online finance targets involve banks.
 - d involve email or online finance.
 - e online finance targets involves e-shops.
 - f target email services.
 - g involve social networks.



3. Read the interview with a barista. Choose the correct options to complete the questions (a–e).

Q: (a) So, how long *did you work / have you been working* here?

A: Oh I dunno ... I guess I ¹ _____
(work) here on and off since 2005.

Q: (b) Have you *been working / worked* anywhere else?

A: My grandparents have a café and I ² _____
_____ (work) there for fun before I worked anywhere for money.

Q: (c) It's delicious coffee. How have you *perfected / been perfecting* the art?

A: I ³ _____ (have) to practise making a perfect latte, but I think it's in my blood.
I ⁴ _____ (watch) coffee-making rituals before I even went to school and I ⁵ _____
(spend) hours sitting in cafés since I can remember.

Q: What's the secret to making a really great coffee?

A: Well, you have to ⁶ _____ (buy), roasted and ground good beans first. Then it's the combination of temperature and pressure.

Q: Anything else?

A: You have to ⁷ _____ (heat) the perfect cup too! And then drink it in great company.

Q: (d) How many coffees *have you made / did you make*, do you think?

A: Fewer than my grandpa ⁸ _____ (make) and not as many as I ⁹ _____ (make) by the time I retire.

Q: (e) So, have you *found / been finding* your vocation?

A: Well, I absolutely love what I do. In a few years, I ¹⁰ _____ (inherit) the café and can keep the family business going. But until then I can work in other places and study a little too.

Q: What are you studying?

A: I ¹¹ _____ (start) a business course to help me run the business.

4. **1** Tick [✓] the statements from the advert that are cleft sentences.



Is PR for you?

- | | |
|--|---|
| 1 If you are an excellent communicator and thrive in a competitive environment, Public Relations (PR) is for you. ☐ | 5 It's great communication skills that can make or break a career in PR. ☐ |
| 2 We'll show you how to connect customers with organizations and services through information and events. ☐ | 6 If you need help using the range of multimedia and communication channels available today, we'll work with you to improve your repertoire. ☐ |
| 3 The thing about PR is knowing the sources and the market forces well. ☐ | 7 It's creating the right message that is the real skill of PR. ☐ |
| 4 You'll learn about these with expert lecturers and relevant work placements. ☐ | 8 What PR people of the future need is familiarity with many different applications from press releases to Twitter. ☐ |

5. Read the article *The story of Freakonomics*. Which statement best sums up the brand, a, b or c?
- a Crazy economics ideas from the past tested out in modern day situations
 - b An economist's unusual take on everyday problems packaged in a readable way
 - c Understandable economics for non-academics with humour and a modern twist

Read the article again. Answer the questions.

- 1 How did the Freakonomics partners meet?
- 2 What does the brand include?
- 3 What unique point does each partner bring to the mix?
- 4 What do they have in common?



The story of Freakonomics

The Freakonomics brand started in 2005 with two young Americans. Stephen J. Dubner, a journalist, had been assigned to interview and write an article about Steven D. Levitt, the economist and university professor. Instead of taking a couple of hours

to collect information for the profile, Dubner reportedly took three days. The article was very well received and they were offered a book deal. Their first book, which applied economic theory to unusual subject areas such as cheating in sumo wrestling, gave the brand its name 'Freakonomics'. It has since sold millions of copies worldwide and has been translated into 35 languages.

The book became a brand with a radio show, podcasts, blogs, four more books, and even a film. The podcast gets five million downloads a month. In 2015, the pair published their fifth best-selling book, *When to rob a bank*, a bound collection of their blogs. It marks ten years of their collaboration.

A key principle of the 'Freakonomic' philosophy is not to accept conventional wisdom but to try things out. The founders take their experimenting seriously and, for example, have a part of their website dedicated to gathering data on such things as whether tossing a coin to make a decision is as good a way as any of deciding something and they encourage visitors to the site to have a go.

The key to the success of their brand is the combination of Levitt and Dubner's different personalities. Levitt has a quirky way of looking at the world, everyday life and economics, and Dubner can tell a great story for a modern, lay audience. With their insatiable curiosity, quick wit and enthusiasm for finding things out, it's a match made in heaven.