

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 full podcast. Choose the correct option to make true sentences.

- 1 The main reason that people work *is / isn't* money.
- 2 According to Lewis, climbing mountains is a *waste of time / a good challenge*.
- 3 Lewis *enjoys / says it's not easy* working with a team.

 Listen again. Are these statements true (T) or false (F)?

- 1 The TED Talk is about following your dream. ☐
- 2 Mountain climbing shows that people choose to do difficult activities. ☐
- 3 Lewis says that climbers often don't notice nature's beauty around them. ☐
- 4 Lewis says he likes making something that people use. ☐
- 5 Because of the money, Lewis never stops working. ☐
- 6 According to the podcast, employers should understand human motivation. ☐

2.- Put the words and expressions in the correct order to make sentences.

- 1 the week / with / start / a quick / We / meeting / usually / .

- 2 work / Do / for / you / travel / sometimes / ?

- 3 for / arrives / work / late / never / She / .

- 4 I / weekend / don't / at / often / the / take / home / with / work / me / .

- 5 to / speak / you / David / Do / once a week / ?

- 6 work / to / I / underground / the / take / don't always / .

- 7 minutes / The / twenty / team / meets / rarely / for / than / more / .

- 8 work / don't / usually / on / I / Mondays / .

3. Complete the text. Use the present simple or present continuous of the verb in brackets. (left)
 4. Complete the text (right)

Running a business on social media: success stories

Twitter

Alter (@AlterBrooklyn), an independent clothes shop,
 1 _____ (have) three locations in New York City. The business 2 _____ (post) tweets about five times daily to show followers their new designs or photos of fashion photographers and models at work. In addition, at the moment, they 3 _____ (increase) their number of followers in the area by using Twitter's Promoted Accounts. This service 4 _____ (target) users by location, interests or other information and quickly 5 _____ (attract) people who may be interested in Alter's products.

Facebook

Vodafone Deutschland, a mobile phone provider,
 6 _____ (use) Facebook to spread its brand. Right now, the company 7 _____ (try) to reach teenagers – and 8 _____ (succeed). Facebook advertisements 9 _____ (reach) users – 8.2 million so far – and 10 _____ (increase) sales. The company 11 _____ (be) very happy with the results that its Facebook ads 12 _____ (achieve).

WeChat

Chinese business student Du Hailong and five friends
 13 _____ (own) a small business that delivers fresh fruit on their university's campus. They 14 _____ (connect) with their customers on WeChat, the Chinese social media site that 15 _____ (have) 1.1 billion accounts. Customers 16 _____ (follow) Weiguofang – the name of the business – and 17 _____ (see) special offers on fruit. They 18 _____ (place) orders and 19 _____ (pay) for them in cash when they are delivered. Du 20 _____ (live) his dream of owning a company, and the business 21 _____ (grow) bigger and bigger.

Complete the text. Use these verbs in the correct form of the present simple.

be	carry	communicate	connect	love
make	meet	not speak	not use	show



That's a cool job!

In 2004, Nathan Sawaya left his job as a lawyer to become a full-time artist. He now 1 _____ sculptures, but he 2 _____ traditional materials such as stone, wood or metal. Sawaya works with Lego bricks, and 3 _____ his work in exhibitions all over the world.

On his travels, Sawaya – an American – often 4 _____ a lot of people, especially kids. Often, they 5 _____ English, but they 6 _____ with Sawaya through the language of art – and Lego. Sawaya 7 _____ working with Lego because both kids and adults 8 _____ with it. For Sawaya, the best part 9 _____ thinking of good ideas. He 10 _____ a paper with him at all times to note down ideas.

5. Choose the correct option to complete the text

The end of cash?

A lot of people carry ¹ *any / a little* cash to pay for small, everyday items. But in ² *some / the* countries – Iceland and Sweden, for example – cash is disappearing. Card payments are becoming a lot more common, and Apple, Samsung and ³ *a few / much* other companies want to replace coins and paper money with ⁴ *the / –* mobile payment systems, which ⁵ *– / a little* shoppers can use to pay for things with ⁶ *a / –* mobile phone.

However, in ⁷ *much / many* parts of the world, ⁸ *the / many* public isn't ready for the change. According to research in the UK, ⁹ *a few / a lot of* British shoppers – more than 70% – are worried about mobile payments.

There's one other possible problem with cashless payments. According to research by the American Psychological Association, with cash, we can easily see how ¹⁰ *much / a few* money we have. So when we use it to pay, we feel ¹¹ *a little / many* pain – it hurts to spend money. With card payments, however, we don't have ¹² *some / any* way to see that our money is disappearing, and so it's easier to spend more.

6. Read the article below. Choose the correct option to complete the sentences.

- 1 All of the people below have *earned money / become famous* because of the projects they've done.
- 2 *Some / All* of them started their own company.
- 3 They were all *sixteen or younger / teenagers* when they began their work.

Read the article again. Are the statements true (T) or false (F)?

- 1 Robert Nay became rich from the first million downloads of Bubble Ball. ☐
- 2 Nay now runs his own games company. ☐
- 3 Laetitia Mukungu's customers are clothing designers. ☐
- 4 Mukungu pays her workers with money and rabbits. ☐
- 5 João Romão's customers are other companies. ☐
- 6 Emer Hickey discovered something that may help plants to grow better. ☐

Success Stories: Four Young Business People



Robert Nay

App Store hit

Robert Nay started selling his Bubble Ball game in the Apple App Store in December 2010. Two weeks later, a million people downloaded it – more than Angry Birds, and Apple's

most popular free game for some time. Nay, aged fourteen when he started selling the product, began earning income from the popular game after offering more levels that users could buy. He is now CEO of Nay Games. Anscamobile, the company that makes the software which Nay used to create the app, made Bubble Ball the number three app in its Hall of Fame.

Rabbit farm success

The tiny farming village of Bukura in Kenya, seems an unlikely place to start a successful business. However, Laetitia Mukungu, at the age of fourteen, did exactly that. The Women's Rabbit Association sells the animals for their meat, which is popular in the hotels and restaurants of Kenya's capital, Nairobi. The successful business supports local women, who work on the rabbit farm for a salary, and for seeds to grow plants on their own farms. Mukungu was a finalist for the African Leadership Academy's Anzisha prize for young business people who have helped their community.

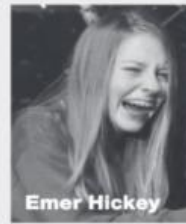


João Romão

B2B achievement

João Romão of Lisbon, Portugal, started a business based on sharing gift lists online. He was nineteen at the time. The business didn't succeed, but Romão didn't stop working. He went on to start GetSocial, a B2B (business-

to-business) company which uses social networks to advertise companies and try to understand the results. Romão told the BBC that the first business taught him how to build a start-up. Romão was given the European Young Innovator of the Year award by the European Commission.



Emer Hickey

Science win

Emer Hickey of Kinsale, Ireland, was a young teenager when she discovered something strange growing on a pea plant in her garden. Her science teacher explained that it was bacteria, a type of tiny, natural, living thing, which helped the plant grow. With her friends

Sophie Healy-Thow and Ciara Judge, she did research and experiments. The girls discovered that they could use the bacteria – called rhizobia – to improve crops and be useful to farmers. Bigger, healthier plants might help fight world hunger. As a result of their work, the girls, now aged sixteen and seventeen, won \$10,000 for their school and a ten-day National Geographic Expeditions trip at the Google Science Fair.