

## Вариант 8

### Раздел 1. Аудирование

1

Вы услышите 6 высказываний. Установите соответствие между высказываниями каждого говорящего 1—6 и утверждениями, данными в списке A—G. Используйте каждую букву, обозначающую утверждение, только один раз. В задании есть одно лишнее утверждение. Вы услышите запись дважды. Занесите свои ответы в поле справа.

- A. It is good to be spontaneous when travelling.
- B. Weekends can be really boring.
- C. Weekends are perfect for long walks.
- D. The best thing about Saturday morning is breakfast.
- E. It's good to get outside at the weekend.
- F. Sundays are for meeting friends and chatting.
- G. Sport is more about fun than prizes.

1

2

Вы услышите разговор брата и сестры о планах на отпуск. Определите, какие из приведенных утверждений A—G соответствуют содержанию текста (1 — True), какие не соответствуют (2 — False) и о чем в тексте не сказано, то есть на основании текста нельзя дать ни положительного, ни отрицательного ответа (3 — Not stated). Занесите номер выбранного Вами варианта ответа в таблицу. Вы услышите запись дважды.

- A. Katie's initial view about Paul's summer plans is entirely positive.
- B. Katie enjoys department store work.
- C. They finally agree that there is no excuse for not being computer literate.
- D. In the summer Paul will work individually with every trainee.
- E. Paul has been a volunteer before.
- F. Katie never volunteered for anything.
- G. Paul believes they share the same motives for their summer holidays.

2

В заданиях 3—9 обведите цифру 1, 2 или 3, соответствующую выбранному вами варианту ответа. Вы услышите запись дважды.

3 Viral marketing is used to promote

- 1. only chocolate, health products and football teams..
- 2. things that potential buyers need badly.
- 3. all types of goods, products and other things.

3

4 What is TRUE about Viral marketing and advertising?

4

1. It is inexpensive compared to traditional advertising.
2. It is always more successful than "hard sell" advertising.
3. It randomly contacts huge numbers of people.

5 What is NOT TRUE about Viral advertising and marketing?

5 1 2 3

1. It forces people to buy unnecessary things.
2. It only works on teenagers or people with hobbies.
3. It is the practice of placing messages on Internet sites.

6 It is called an epidemic when

6 1 2 3

1. huge numbers of people buy what they really need.
2. lots of people become internet friends.
3. huge numbers of people pass on a sales message.

7 Many believe that viral marketing is wrong because

7 1 2 3

1. it steals peoples secrets.
2. hired people pretend to be members of a chat group.
3. it puts innocent comments on the internet.

8 Astroturfing is about

8 1 2 3

1. sharing and discussing political opinions.
2. spontaneous "word of mouth" opinion sharing.
3. falsely creating public opinion.

9 The writer believes the best way to get an opinion is to

9 1 2 3

1. be cautious about astroturfing techniques.
2. hear it in real conversations.
3. avoid fake messages.