

## Вариант 8

### Раздел 1. Аудировanie

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.

1

- 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.

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.

2

- 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.

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 1 2 3

4

- What is TRUE about Viral marketing and advertising?

4 1 2 3

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?

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.

5 1 2 3

6 It is called an epidemic when

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.

6 1 2 3

7 Many believe that viral marketing is wrong because

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

7 1 2 3

8 Astroturfing is about

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

8 1 2 3

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

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

9 1 2 3