

Listening Comprehension Test

For 8th Form Students

DICTIONARIES ARE NOT ALLOWED

You are going to hear part of a radio interview with a man called Simon, who is a usability expert. For questions 1-7 choose the correct answer (A, B or C)

1. How does Simon explain the meaning of usability?

- A It considers design from different points of view.
- B It focuses on the use of an object.
- C It focuses on the attractiveness of an object.

2. What does Simon say about the design of the traditional potato peeler?

- A People think it is too complicated.
- B It is not as easy to use as modern versions.
- C It is still popular.

3. What was the problem with the cash machine?

- A The instructions were difficult to read.
- B The instructions were in the wrong order.
- C There were too many instructions.

4. What area of usability is Simon no longer involved in?

A household appliance

B software

C websites

5. What does Simon think is the main cause of poor web design?

- A Planning is carried out too quickly.
- B There are technical problems
- C The design is too simple.

6. What does Simon say about most companies now?

- A They do not realize the importance of good design for websites
- B They appreciate the need to keep their customers happy.
- C They offer training in usability.

7. According to Simon, what kind of people enters the field of usability?

- A computer programmer
- B people who have just finished university
- C people from other areas of work

Statements 8 through 15 (on your answer sheet circle + if the statement is true, - if it is false).

8. Usability is a way to design objects to make them efficient and easy to use.

9. People have been using the traditional old-fashioned potato peeler because it is uncomplicated.

10. An example of inefficient design is the screen of a cash machine.

11. Simon is involved now in working with companies making household appliances.

12. The biggest mistake of web designers is the emphasis on the technical issues.

13. Modern companies are hardly concerned about usability of their products that is why a usability expert is a non-demanding job.

14. 7. People can get into the usability field without previous experience and special knowledge.

15. A convenient web design is nowadays considered to be essential while offering services and products.

8th grade

Task 1

Read about this traditional wedding, then answer the true/false questions

Everybody loves a good wedding and I'm no exception. I've been to a load of them in my native Britain and I must say that I usually have a great time. I've also been to a few abroad, including the Caribbean and Spain, and most recently (last week in fact) to one in the mountains of Sardinia. No two weddings are ever the same and I really enjoyed this one for one or two of the differences from those in the UK.

First, the two families spent at least three weeks before the big day preparing all the food, from wonderful home-made delicacies to simple traditional breads and pastas. In my experience, in the UK that onerous task is left to the caterers! In the week leading up to the wedding there is a dinner or some form of celebration every day - training for the stomach I guess. I know that we have the traditional Bachelor party and Bachelorette party, but this is more family orientated and certainly a little less rowdy. This particular ceremony was in a beautiful country church and afterwards the couple was driven to the reception in a wonderfully decorated classic Fiat 500, which was really similar to what happens in the UK, even down to the string of tin cans trailing behind the car!

The reception itself was also very similar until I realized that the seven tables in the hall each sat sixty guests (that's four hundred and twenty, for those of you who didn't study Math), an average number for Sardinia but would be considered a very large wedding where I'm from.

The wine flowed, as did the chatter - the famous Italian exuberance showing itself to the full. There were the five or six courses of wonderful food, screaming kids running wild, the ceremonial cutting of the cake by the bride and groom - but no speeches! Not one. In the UK it's traditional for the father of the bride to propose a toast,

followed by the groom and finishing up with that of the best man. His is meant to be the highlight of the lunch \ dinner, generally having a good laugh at the groom's expense, but here the groom was spared that particular discomfort.

Instead there was a delightful custom which I'd never seen before, in which six or seven of the male guests pass round the hall banging trays, drums, pots, pans or basically anything that makes a horrendous noise, selling pieces of the groom's tie which has been cut into tiny bits. The money raised is then given to the happy(!) couple to help them set up their new life together. Really nice. Finally the evening saw a lot of traditional dancing, a little disco dancing and some karaoke. Pretty much the part I like best, and again I wasn't disappointed. Can't wait for the next one.

1	The writer generally likes weddings.	
2	He didn't particularly enjoy the Sardinian one.	
3	The families helped the caterers to prepare the food.	
4	There is usually a dinner the night before the wedding.	
5	The groom meets the bride outside the church.	
6	UK wedding receptions are often a lot smaller than Sardinian ones.	
7	The writer found it hard to understand the speeches.	
8	The staff of the reception hall cut the cake for the guests.	
9	There is an auction to sell the groom's tie.	
10	The money from this helps to pay for the reception.	

Task 2

Read the text. For questions 1-6, choose the correct answer, A, B, C or D

Colours and the consumer

by Tim Roberts

In today's competitive market, shops need to pay attention to the colours they use to attract customers. All colours are associated with different emotions, so they have to choose them carefully. Here's a brief outline of the effect of different colours on the typical consumer.

RED

Red is the colour of extremes and strong emotions: passion, danger and anger. It's associated with speed and excitement, so it's no surprise that red is the most popular colour for sports cars. It is the most noticeable colour in ¹⁰ the spectrum, so it's used for everything that wants to attract our attention in a hurry, such as warning signs on the road and fire engines. This is why you often see 'SALE' signs in red. The colour red makes your heart beat faster and attracts people who buy things on impulse.

BLUE

Blue is the colour of security, loyalty and honesty. This is why it's used by so many banks. If blue is used on a website, customers will trust the site with their credit card details. Blue is a calm, relaxing colour, often used to attract careful customers rather than impulse buyers. When blue lighting was installed on the streets of Glasgow, crime fell dramatically.

GREEN

Green has always been the colour of growth and nature. Now it has become the symbol of ecology and the environment. This is why it's often used on food packaging. There are different shades of green and it's a colour that has to be chosen carefully. Light green is fresh and eco-friendly, while dark green may be associated with negative emotions such as jealousy and greed. In western cultures, green is a lucky colour.

PURPLE

Since Roman times, purple has been associated with royalty. It suggests magic and mystery, wealth and luxury. Expensive anti-aging beauty products are often packaged in purple, especially to attract the older and wealthier customers. Shops must use purple with care - it can easily look old-fashioned.

YELLOW

Yellow is the colour of youth, happiness and creativity. Bright and cheerful, yellow is a colour that makes people feel energetic. If a shop window has yellow in it, customers will be attracted to the shop.

PINK

Pink is the colour of pre-teen girls. For products that focus on this age group and gender, pink is the colour that shops always choose. Pink suggests love, friendship and kindness. While red is passionate, pink is romantic and sweet.

ORANGE

Children love orange. It's fruity and fun. In shops it may suggest that a product is economical or cheap, it's no surprise that it's the colour of cheap airlines like easyJet and the online bookstore Amazon.

COLOUR COMBINATION

Pink and yellow are used for logos by McDonald's, Burger King and Kentucky Fried Chicken. It's difficult to see this combination without thinking of fast food.

11. Red is used for warning signs because it is the most

- A dangerous.
- B exciting.
- C visible.
- D impulsive.

12. What is people's attitude to the colour blue?

- A It makes them do things more carefully.
- B It makes them feel safe.
- C It makes them report crimes.
- D It makes them decide to buy things quickly.

13. Which colour is not associated with positive feelings?

- A light blue
- B dark green
- C purple
- D bright yellow

14. What do yellow, pink and orange have in common?

- A They appeal to younger people.
- B They have to be used carefully.
- C They are rarely used in advertising.
- D They are associated with happiness and fun.

15. An advert with red and yellow

- A makes you think of fast food.
- B can cause confusion.
- C is better than black and white.
- D helps customers understand your product.

Writing Comprehension Test

For 8th Form Students

Directions:

In this test you will select from three writing tasks. Choose the one that you feel you are most capable to write about. You will then begin writing your essay on the pages provided. When you are finished close your papers, lay down your pen and wait for us to collect your test materials.

Writing Comprehension Test for 8th Form Students

1. The English proverb says, “A friend in need is a friend indeed”.

Do you think it's better to have one friend or many? Why?

What do you have in common with your friends? Do you have many friends among your classmates?

Are you a good friend? Are you a reliable person?

2. Imagine you have to write an article to your local newspaper about environmental problems in your area.

Include the following information in your article:

- What are the causes of air and water pollution in your area?
- What are the possible ways to reduce air and water pollution?
- What can schoolchildren do to support environmental protection?