

## Task 4

Read the texts below. Match choices (A-H) to (17-21). There are three choices you do not need to use. Write your answers on the separate answer sheet.

17

If you don't know how to drive but enjoy travelling, then this service is definitely **for you!**

Choose an instructor, a destination point and vehicle!

Select everything from a sedan to a jeep and go to any part of the world!

Price: **360\$ per day!**

Additional fee is for **petrol**.

Go to our website [www.nodrivingslicence.com](http://www.nodrivingslicence.com)

18

No ideas for **presents** or some of them are too expensive or of poor quality.

Check out a new online stock, where you may buy goods at **wholesale prices!**

**Free shipping** if you order three items at once!

*We save your money and time!*

[www.goodstore.com](http://www.goodstore.com)

19

You feel not well, stressed, worn out and irritated!

Nothing makes you happy, and it's too long to holidays!

We know how to help you!

A nice massage, facial procedures, a warm swimming pool and steam tubs will return you to a **balanced life!**

**Book on +1-678-098-2311**

Email us at [lifegood@gmail.com](mailto:lifegood@gmail.com)

20

Dancing is your **passion!**

You start moving once you hear **music!**  
Than join our team of professionals and make it you lifestyle!

We are hiring now a talented dance instructor with a year of teaching experience.

*Sent application forms to [danceschool@gmail.com](mailto:danceschool@gmail.com)*

21

Tasty and healthy food, caring nannies and professional teachers, who develop small learners through games and entertainments- our childcare centre is the best place for your babies.

We provide **24/7** support to create comfort for you and your family!

Visit our **Parents Day**

July, 13<sup>th</sup>

**45, Farmland Str.**

**Which of the advertisements deals with:**

.....?

- A** a spa saloon
- B** the Internet shopping
- C** a car rent
- D** a house rent
- E** a job vacancy
- F** a kindergarten
- G** a hospital
- H** a sports centre

**Task 5**

Read the text below. For questions (22-26) choose the correct answer (A, B, C or D). Write your answers on the separate answer sheet.

**The Ice Hotel**

As a rule, people imagine holidays somewhere in warm countries staying at a luxurious hotel with a picturesque view from the room. Although the owners of the 30,000 cubic meters of snow and ice introduced another approach to the interior of hotels and built the ice hotel. It has been built annually since 1939 in Sweden.

Ice Hotel is located in the village of Jukkasjärvi in northern Sweden. Guests are provided with rooms made entirely of ice extracted from the nearby river Turn. It also has warm rooms. For a surcharge and at the time of booking, guests can use the sauna with a hot tub and a warm shower. In the main hall, there is a unique big glass pot with hot coals and wood inside, which produces more heat for those visitors, who require a bit higher temperature. Also, all guests are provided with hot tea and coffee, since alcohol is forbidden.

Rooms and halls of Ice Hotel in 2017 were decorated with carvings and unique sculptures by 36 artists and decorators from 17 countries. Each of them has an exclusive decoration and its own concept. Each room has its unique name for example «Space Room», «Queen of the North», «Monster», «King Kong» and «Daily Travelers». Almost all suites maintain a temperature of -5 to -8 degrees Celsius and are featured with handmade furniture made of ice by masters from around the world. Guests are provided with sleeping bags on exclusive Carpe Diem beds covered in deer skins. They can relax in the shared sauna in the morning. The warm rooms have a flat-screen cable TV, a dining area and a private bathroom with a shower. Free Wi-Fi is available in all rooms.

Ice Hotel's restaurant serves traditional local dishes. Hot drinks and snacks are served in the warm lounge and cocktails in iced glasses can be enjoyed at the Ice bar below 0 degrees. To the convenience of guests, who travel with family, a menu for children is provided. Lately, meat-free and animal fat-free dishes have been offered on the requirement.

A free 30-minute English or Swedish guided tour of the Ice Hotel is provided daily. Ice Hotel provides dog sledging, snowmobile tours, deer sledging excursions and other winter activities. Since the demand is high enough you need to book everything beforehand. In addition, the hotel offers rafting, hiking and fishing for guests and no previous reservation is required. Everyone will have the opportunity to enjoy the polar day in the summer. If you're lucky, guests may find the Northern lights.

- 22** What is special about the ice hotel?
- A. It has picturesque views from the windows.
  - B. It was built in 1930<sup>th</sup>.
  - C. It has been constructed every year.
  - D. There are old decorations back from 1939.
- 23** What facilities are there in the ice hotel?
- A. all rooms are warm
  - B. fishing is allowed in the river near the hotel
  - C. sauna and hot tub for free
  - D. an unusual fireplace in the lobby
- 24** What is NOT true about the Ice Hotel?
- A. All rooms are equipped with a flat-screen cable TV.
  - B. There is no the same name of the suit.
  - C. There is a shower in the warm rooms.
  - D. Each hotel room is decorated with exclusive items.
- 25** What can visitors eat while staying at the Ice Hotel?
- A. snacks and iced drink in the warm lounge
  - B. a national cuisine of Sweden
  - C. family meals only
  - D. vegetarian dishes on a permanent basis
- 26** What outdoor activities are there for the visitors?
- A. the Nothern lights are guaranteed to see
  - B. pre-booked hiking and rafting
  - C. getting suntanned during the polar summer day
  - D. bilingual excursions held every day



**Task 6**

Read the texts below. Match choices (A-H) to (27-32). There are two choices you do not need to use. Write your answers on the separate answer sheet.

**The shopping malls to admire**

**27** Today, the largest shopping mall in the world is Dubai Mall, opened in 2008. The total area of 1 million square meters is more than 50 football fields. There are not only more than a thousand shops and 120 restaurants in its territory. The Dubai Mall has a five-star hotel, a cinema with many halls and the world's largest screens, themed entertainment venues for children of all ages and more.

**28** Located in Zaragoza, Puerto Venecia is the largest center in Europe. And its location makes it unique: the center was built in the middle of a large artificial lake. On it, everyone can ride a boat or relax on the beach, equipped in the form of a beach with seating areas. In winter, the lake freezes and becomes an excellent ice rink.

**29** It is Asia's largest shopping mall. Unofficially, the complex was called «The Great Wall of China». The centre has perhaps the largest dining area in the world, huge electronics stores, an indoor ice rink, chic jewellery shops and of course entertainment venues and attractions for every taste. A green area of 30 thousand square meters with dozens of trees and bushes, located on the roof makes this mall indeed unique.



**30** West Edmonton Mall was built in Edmonton in 1981. There are 800 stores, the Galaxy Land Amusement Park, a casino, a contact zoo, and a water park. What is more, it is the world's largest indoor swimming pool with two-meter artificial waves, seventeen slides of various types and a pool with trained sea lions right in the middle of the trading halls.

**31** Since July 2013, the title of the largest building in the world belongs to the global complex New Century Global Centre in the Chinese city of Chengdu. The glass and metal building is located on 18 floors, which is 20 times of the «shells» of the Sydney Opera House. The Centre has many marketplaces; there are numerous conference rooms, offices, commercial centres, as many as two five-star hotels, an IMAX cinema, and most importantly a local university.

**32** It is one of the most beautiful shopping and entertainment complex – the whole mini-city surrounding the artificial canal, opened in 1996. There are shops, cafes and restaurants along the shores. The mall is interesting for its impressive Japanese-style fountains and water figures. Ramen Stadium, which houses many outlets with various types of traditional food, occupies one of the floors of Fukuoka's Canal City – Ramen noodles.

**Which shopping mall \_\_\_\_\_?**

- A** can be reached only by boat or canoe
- B** offers the facilities of the sheltered aqua park
- C** provides the opportunity to visit an open-air garden
- D** owns a large area devoted to a national cuisine
- E** allows booking suites and renting apartments for staying
- F** has an educational establishment located
- G** is located near the Great Wall of China
- H** gives a chance to experience skating in the period from December to February

**Task 7**

Read the text below. Choose from (A-H) the one which best fits each space (33-38). There are two choices you don't need to use. Write your answers on the separate answer sheet.

**The Oldest Advertisement**

The first promotional information of the ancient world was the Egyptian papyrus, which informed the process of selling the slave. Also, some Egyptologists believe that they used stone writing to send a promotional message. One such stone was found in the city of Memphis, which was the first capital of ancient Egypt.

The promotional text could also be found on walls and boards painted or coloured.

In Greece and Rome, all promotional messages were written on special boards, later on, parchment. All kinds of advertisements were placed on market squares, (33)\_\_\_\_\_.

But the most global period in advertising history began only after the advent of the printing press and the mass appearance of books. The Boston News newspaper appeared in the American colonies in 1704 and (34)\_\_\_\_\_.

In 1729, The Pennsylvania newspaper was founded. It had a huge circulation and a large amount of print advertising. In the mid-eighteenth century, the industrial revolution began in England, and in the early nineteenth century in North America. Merchants were aware of the true effect of advertising and how effectively it could be used (35)\_\_\_\_\_. Due to the emergence of photography in 1839, advertising information began to go along with pictures and images of a product, which in turn created greater confidence in the product.

In 1884 the telegraph was invented (36)\_\_\_\_\_. Since then, advertising has become one of the main marketing functions. Advertising has now been a powerful weapon in a privileged society and has helped the elite create demand in a market economy.

Over time, special agencies and firms began to work in advertising. Separate advertising units of trading companies, organizations and publishing houses were created. Advertising agencies of the XIX century began their work on the purchase of the land (37)\_\_\_\_\_.

In 1890, the first advertising agency in Philadelphia, Ayer and Son, was created. It was one of the first to plan and carry out work on the creation of advertisements. The agency had existed for 100 years (38)\_\_\_\_\_.

Today, downtown New York has some of the largest US advertising agencies employing over thirty thousand people! But these are by no means all US advertising agencies. There is at least one advertising agency in almost every North American city.

- A** before it closed in 2002
- B** was fully focused on advertising
- C** to generate high profits
- D** in bringing income to them
- E** as the reason for advertising on the market was a large crowd
- F** for combining cities and villages to the capital
- G** to connect the outlying areas of large cities with their center
- H** and their subsequent resale with enormous revenue