

EXAMEN	SEGUNDO 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 podcast, Choose the correct option to make true sentences.

- 1 Witold says grit is the ability to work towards a goal for a long time / make and achieve daily goals.
- 2 Witold talks about his experience trying to find a job / speaking in front of a group of people.
- 3 As a result of his experience, Witold worked to find a more suitable job / to develop a new skill.

2.- Complete the text. Use the simple past or past continuous form of the verbs in the brackets

Understanding what's important in life

Ric Elias was born in San Juan, Puerto Rico in 1967. As a child, he ¹ _____ (speak) Spanish at school. After he ² _____ (graduate) from high school, he ³ _____ (move) to the United States to attend Boston College. While he ⁴ _____ (study) he also improved his English a lot, though it was hard work. In his first year, he ⁵ _____ (take) classes that were mainly about maths, and in 1989 he ⁶ _____ (get) a degree in accounting. He ⁷ _____ (complete) an MBA from Harvard Business School in 1994. After that, he ⁸ _____ (have) jobs with several different companies. While he ⁹ _____ (work) for a marketing company he ¹⁰ _____ (meet) Dan Feldstein. Together, in 1999, they ¹¹ _____ (start) an online shopping discount company called Red F. In 2005 Feldstein and Elias ¹² _____ (sell) Red F, because they ¹³ _____ (develop) Red Ventures, a marketing and sales service company, and they ¹⁴ _____ (want) to concentrate on it completely. In 2009, while he ¹⁵ _____ (travel) for work, Elias ¹⁶ _____ (be) on a plane that crashed. He ¹⁷ _____ (not die) and said that the experience ¹⁸ _____ (help) him to understand what's really important in life.

3. Put the words in the correct order to make comparative and superlative sentences. Use the information in the table.

Top five products bought online

Product/service	% of Internet shoppers who have bought this online
Books	44
Clothes	36
Airline tickets	32
Electronics	27
Hotels and tours	26

- 1 are / Books / most / online / popular / product. / the

- 2 and / aren't / as / as / Hotels / popular / clothes. / tours

- 3 books. / Clothes / are / less / popular / than

- 4 Electronics / hotels / are / more / popular / than / and / tours.

- 5 and / are / Hotels / item / least / list. / on / popular / the / the / tours

4. Read the article. Choose the correct option to complete the sentences.

- 1 The article's main topic is online information about *businesses / travel*.
- 2 It explains the issue of *false adverts / incorrect information*.
- 3 Google *denied / fixed* the problem.

Read the article again. Complete the statements.

- 1 The main function of Google Places was _____.
a to help businesses target customers
b to link photographs with locations
c to show businesses on Google Maps
- 2 _____ could update the information on Google Places.
a Members of the public
b Only Google employees
c Registered business owners
- 3 Some businesses were listed _____.
a in the wrong location
b as permanently closed, when they were open
c with the wrong opening hours

When crowdsourcing goes wrong

The Google Maps app first appeared in 2005. It was available for both desktop and mobile devices, and included maps covering the whole world, and options for travel planning. Google then began developing more services for the app, including the popular Street View, Google Maps Navigation for mobile route-finding, and Google Places, which connected business listings and maps.

Google Places was a free service for businesses. Most listings included at least a business's address, and often a description, photos and reviews. It also allowed users to update the information in the listing. This sort of crowdsourcing can be a powerful way of keeping information up to date, because, especially when a business moves or closes down, the owners may not take the time to change or delete it. Google wrote a blog that said, 'Because we can't be on the ground in every city and town, we enable our great community of users to let us know when something needs to be updated.' However, according to the *New York Times*, businesses that were in fact open and doing well were suddenly being shown on Google Places as 'permanently closed', meaning *closed always and forever*.

How did it happen? Each listing also had a 'Report a problem' link, which included, 'This place is permanently closed,' as one of the choices. One person clicking it

wasn't enough to show the business as closed, but if enough people did, it would be listed as 'reportedly closed' and later, as 'permanently closed'. The worst part was that in many cases, businesses that showed online as closed often didn't even realize it. No one from Google checked with them or informed them of the change.

Why were large numbers of people clicking to say a business was closed when in fact it was open? According to the *New York Times*, the main reason was probably that other businesses were trying to win more customers.

When businesses and customers started to notice the problem, and blogs and news articles began to appear about it, Google acted quickly and changed their system so that the 'reportedly closed' listing would no longer be used, and 'permanently closed' would appear only after being confirmed by a Google employee.

A couple of years after that, Google Places was replaced by Google+ Local, which provides maps with business listings and customer reviews and the Google+ social network.

