

При выполнении заданий с кратким ответом впишите в поле для ответа цифру, которая соответствует номеру правильного ответа, или число, слово, последовательность букв (слов) или цифр. Ответ следует записывать без пробелов и каких-либо дополнительных символов. Так как на экзамене распознавание апострофа в бланках ответов будет затруднено, записывайте ответ в полной форме, например: donotknow, вместо don'tknow.

В заданиях, где нужно установить соответствие между двумя столбцами, ответ запишите в виде сочетания букв и цифр, соблюдая алфавитную последовательность букв левого столбца. Некоторые данные правого столбца могут использоваться несколько раз или не использоваться вообще. Например: A1B1B4Г2.

Если вариант задан учителем, вы можете вписать или загрузить в систему ответы к заданиям с развернутым ответом. Учитель увидит результаты выполнения заданий с кратким ответом и сможет оценить загруженные ответы к заданиям с развернутым ответом. Выставленные учителем баллы отобразятся в вашей статистике.

1. Выберите реплику-стимул, подходящую по смыслу к предложенной ответной реплике.

Yes, I'm afraid so.

- 1) I expect it will clear up later,      2) It looks like rain, doesn't it?      3) What a charming city Blackpool is!  
4) He is a very intelligent man, isn't he?

2. Прочитайте предложения. Выберите один из предложенных вариантов ответа.

After several minutes of aerobic exercise, breathing continues to rise but at a... rate.

- 1) much more slower      2) much slower      3) more slower      4) most slowest

3. Выберите ответную реплику, подходящую по смыслу к предложенной реплике-стимулу.

Could you hold the door for me, please?

- 1) It doesn't matter.      2) Sorry, I'm afraid I don't.      3) Very much.      4) No, thanks, I can manage.      5) No problem.

A few years ago, a company called Space Marketing came up with a plan to send a mile-long advertisement into space. Using light reflected from the sun, it would beam out a message as large as the moon that could be seen by every single person on the planet as it orbited the Earth.

This would have been one advert that couldn't have been thrown out with the junk mail or switched off by remote control. (1)\_\_\_ Advertising standards agencies eventually decided not to allow Space Marketing to go ahead with their plans and they were forced to abandon them, but not before several major companies had made serious enquiries about launching their logos into space.

Space may indeed be the final frontier for advertisers, because on Earth we are already surrounded by advertising wherever we are and whatever we are doing. (2)\_\_\_ There are the promises of health and vitality on the cereal packet weate from this morning, for example, and the ad that we saw on the side of the bus we caught to work. Most of the time, we are probably not even aware of these less obvious advertising tactics, but that doesn't mean that they aren't effective. (3)\_\_\_ You are in a packed cinema, watching the latest Hollywood blockbuster. There are adverts before the film or during a break in the film, but are there any during the film? Well, look carefully at the make of car your favourite actor is driving. And what about his watch? Can you see what brand it is? Chances are, you can, and the company that owns the brand is likely to have paid thousands for it to appear in the film.

Whilst products are most often placed in this way in movies and TV series, they also sometimes appear in music videos, video games, plays and even books. (4)\_\_\_ You may not realise you are being influenced by a technique that sounds so simple, but advertisers consider product placement to be a highly effective form of advertising. After all, they would not be willing to spend as much money as they do on it if they didn't truly believe it worked.

In fact, associating products with cool, exciting lives seems to be one of the most common forms of advertising. (5)\_\_\_

And let's not forget the power of pure entertainment (6)\_\_\_ If the consumers are looking forward to the next 'episode' of an ad, once again the product has become associated with something 'cool' and is therefore likely to see a considerable rise in popularity.

So, whether Space Marketing eventually succeeds in launching ads into space or not is perhaps a less important issue than it might seem.

4. Прочитайте текст. Заполните пропуск (1) одним из предложенных текстовых фрагментов.

1 — Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.

2 — However, this is a truly inescapable form of advertising.

3 — To advertising executives and agencies, it would have been 'a dream come true'.

4 — Take 'product placement', for example.

- 1) 1      2) 2      3) 3      4) 4

5. Прочитайте текст. Заполните пропуск (2) одним из предложенных текстовых фрагментов.

1 — Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.

2 — However, this is a truly inescapable form of advertising.

3 — To advertising executives and agencies, it would have been 'a dream come true'.

4 — Take 'product placement', for example.

- 1) 1      2) 2      3) 3      4) 4

6. Прочитайте текст. Заполните пропуск (3) одним из предложенных текстовых фрагментов.

- 1 — Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.  
 2 — However, this is a truly inescapable form of advertising.  
 3 — To advertising executives and agencies, it would have been 'a dream come true'.  
 4 — Take 'product placement', for example.

1) 1      2) 2      3) 3      4) 4

7. Прочитайте текст. Заполните пропуск (4) одним из предложенных текстовых фрагментов.

- 1 — To a certain extent, this would not change a thing.  
 2 — The hope is to convince people to believe that if they can have the products, then they can have the cool, happy lifestyles of their heroes, too.  
 3 — Nowadays, many TV adverts have become more like soap operas with a series of humorous adventures complete with their own cast.  
 4 — Some advertising companies even employ 'cool hunters' or marketing professionals to find out for them exactly what young people find cool.

1) 1      2) 2      3) 3      4) 4

§ 1. 'Hollywood' is a household name. This small district is the centre of the American film industry and the source of over 2.6 billion yearly cinema ticket sales. Most of the films we watch come straight out of Hollywood. But have you ever heard of 'Bollywood'? It is the name given to the Hindi language film industry based in Mumbai, India. Contrary to popular belief, it far outperforms Hollywood. Last year alone, over 1000 films were produced and 4 billion cinema tickets were sold, showing that Indian cinema is far more powerful than people think.

§ 2. Many likely Bollywood fans are often concerned that they will not be able to understand the language used in the films. But there is no need to worry. Although the scripts have historically been written in Hindi, more and more films use the English language, showing India's respect for the languages that make up its culture. You will also find that most films come with English language subtitles.

§ 3. So what do you get out of a Bollywood film? It is difficult to define a film as belonging to a certain category, because there is no such thing as a typical Bollywood film. The plots can focus on the drama of a love triangle, but they can also be packed with laugh-out-loud comedy or **edge-of-your-seat** action. The only guarantee is that a Bollywood film won't end without several catchy song and dance routines.

§ 4. Many Bollywood films are over three hours long. Some people might think that this is too long, but there is a good explanation. The film companies say the aim is to give you, the audience, your 'money's worth'. If you are going to spend good money on a ticket, the film should be really exciting.

§ 5. There is no shortage of aspiring young actors and actresses hoping to get a role in the next blockbuster. Big shot movie producers and casting agents are always looking out for new talent. India has its own Brad Pitts and Angelina Jolies — spectacular actors who ensure you have a truly enjoyable viewing experience!

§ 6. Shilpa Shetty is the perfect example of a Bollywood megastar. A picture of beauty and raw acting talent, she has achieved success beyond the borders of India, most notably in the UK following her appearance on the 'Celebrity Big Brother' TV series. Since then she has **turned down** roles in several British TV shows. Instead, she has returned to Mumbai and continues to shoot films in the land that made her a star.

§ 7. Once you get into Bollywood, you'll never want to stop watching.

8. Прочитайте текст. Ответьте на вопросы.

What does the writer say is 'contrary to popular belief'?

- 1) That more Hollywood films are sold than Bollywood films.      2) That more Bollywood films are sold than Hollywood films.  
 3) That there are more Hollywood performances each year.

9. Прочитайте текст. Ответьте на вопросы.

What does the writer say about the language spoken in the films nowadays?

- 1) Many can't understand the language and miss out on them.      2) They have always been in Hindi and this will continue.  
 3) They increasingly use the English language.

10. Прочитайте текст. Ответьте на вопросы.

What does the writer think is a common element of a Bollywood film?

- 1) Comedy scenes.      2) Action scenes.      3) Musical sequences.

Attitudes towards shopping have changed dramatically over the last decade or so. Some people argue that we have (1) ... a society of consumers, and that nothing but spending money (2) ... us happy. On the other (3) ... , anyone who has worked hard to (4) ... money surely has the right to spend it on whatever they wish. Provided that we are prepared to save enough of our money for a rainy day, there seems little wrong with using the rest to (5) ... for things that (6) ... us pleasure. The delights of shopping are all too obvious. Attractive displays of food on supermarket shelves, and clothes which look fantastic on shop window models, tempt customers to part with their money, even if they do not actually need the goods they are buying. The real question is: would we all be happier if we were (7) ...? The answer is probably that we can be just as happy with money as we can without it. **ERRA**, what we should do is (8) ... an effort to return to the things that really (9) ... in life and share what we have worked so (10) ... to get with others less fortunate than ourselves.

11. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (1).

- 1) begun      2) become      3) gone      4) turned

12. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (2).

- 1) makes      2) does      3) changes      4) fills

13. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (7).

- 1) needless      2) useless      3) priceless      4) penniless

Egypt's prehistoric sites are at risk from tourism. Experts believe that if urgent measures (1) ..., no prehistoric sites in Egypt (2) ... unharmed. Many prehistoric sites in the desert have already been lost to development projects. Now tourists (3) ... the country's remaining prehistoric sites faster than scientists can save them. In the far southwest of the desert is the "Valley of Pictures". Two main caves in the valley (4) ... hundreds of paintings that date from between 7000 and 5000 BC. According to archaeologists, tourists (5) ... water over the figures to make them easily visible. Water (6) ... the surface of the paintings to break off in small thin pieces. "The paintings (7) ... in no time, says one expert. He adds: "The desert is under threat. This area has to be conserved."

14. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (1).

- 1) won't take      2) don't take      3) aren't taking      4) aren't taken

15. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (4).

- 1) are contained      2) contain      3) have been contained      4) had been contained

16. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (6).

- 1) was caused      2) is caused      3) causes      4) has been caused

17. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (7).

- 1) will be destroyed      2) destroy      3) have destroyed      4) are destroying

§ 1. If you've ever thought that talking to someone was a waste of breath, you might be comforted to know that in some cases you are right — the words we utter have very little effect on people compared with how we say them and what we are doing when we say them.

§ 2. Recent research has shown that in a presentation before a group of people, 55 per cent of the effect on the audience is determined by the body language of the speaker, 38 per cent by their tone of voice and only 7 per cent by the actual content of what is being said. Body language speaks louder than words.

§ 3. So can performance and communication skills really be improved? It would appear so, according to Neuro-Linguistic Programming, or NLP, which was developed in the 1970s by therapist Richard Bandler and linguistics professor John Grinder. They asked: "What makes the difference between someone who is competent at something and someone who is excellent?" They examined the behaviour of people generally considered to be examples of excellence in their respective fields to identify what they were doing consciously (*осознанно*) and unconsciously. Surprisingly, they discovered patterns of communication which all these high achievers were using to produce **consistently** positive results. They found that they were able to copy these strategies and achieve similar success, so they developed a way of teaching these skills to other people, a method they called Neuro-Linguistic Programming.

§ 4. They have discovered how people achieve mutual understanding, both consciously and unconsciously, by observing the body language and voice patterns of the person they are talking to. If you're dealing with someone who is painfully shy, you're not going to make a good connection by overwhelming them with your cheerfulness. By matching someone's behaviour we can gain their **confidence**, achieve a good relationship and improve the quality of communication — in other words, we can get on someone's wavelength. NLP practitioners claim anyone can learn how to do this, and quite quickly. NLP is all about taking one's unconscious, not very highly developed skills and practising them consciously.

§ 5. Another powerful aspect of NLP is its use of positive thinking. We can become aware of the negative and turn it to the positive. Once it is framed in a positive way as a goal, the brain can begin to cope with it and then apply itself to achieving that outcome. To put it another way, if you don't know where you're going, it makes it harder to get there.

18. Прочитайте текст и выберите вариант ответа, соответствующий его содержанию.

What has recent research into the way people speak shown?

- 1) Certain kinds of body language create distrust.      2) A person's tone of voice often does not match what they are saying.  
3) Failure to communicate well has little to do with what you say.

19. Прочитайте текст. Выпишите по два лишних слова в порядке их предъявления в тексте.

I've been studying French for six years and it's still such quite difficult to understand native speakers, who often talk too quickly for me. One thing I find it useful is watching French films, which I enjoy doing. The English subtitles help me to pick up the French dialogue.

20. Переведите на английский язык фрагмент предложения, данный в скобках.

You should (гордиться) pride in your work.

21. Переведите на английский язык фрагмент предложения, данный в скобках.

Susan will probably (испытывать) pride in wearing school uniform.

It's hard to find a place to eat which satisfies the whole family. I remember my parents taking me as a child to the most (1) ... restaurant they could find. They didn't think it was worth spending a lot of money on someone who had notable manners. Today the choice of restaurants is so great, however, that total (2) ... is rare. It's difficult to explain exactly what I am looking for in a restaurant. It's certainly not (3) ... surroundings, although I must admit that I'm usually (4) ... to go into a place that looks dirty.

**22.** Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (1).

WILL, DISAPPOINT, EXPENSE, LUXURY

**23.** Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (2).

WILL, DISAPPOINT, EXPENSE, LUXURY

**24.** Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (3).

WILL, DISAPPOINT, EXPENSE, LUXURY

**25.** Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (4).

WILL, DISAPPOINT, EXPENSE, LUXURY

1. Have you ever heard of Shinsegae? And do you know what does the word means? Well, Shinsegae
2. is the world's largest department store and there is located in South Korea. The word means "New
3. World". In this enormous twelve-floor building where you can find everything from shops, travel
4. agencies and beauty salons to ice rinks and cinemas. If you are keen on these clothing which
5. is in fashion, there are much plenty of shops to choose from. If you can afford something really
6. expensive, you should visit one other of the designer shops such as Louis Vuitton and Prada.
7. Those of you who are unable to spend a fortune and are looking for a few bargain can visit
8. the shops which are stock more affordable items of clothing for you to try on. Many people visit
9. Shinsegae, but it never feels overcrowded so it won't take you else ages to get to the till (*касса*)
10. to pay. And you can always pay in every instalments if you don't have enough money on you.

**26.** Прочитайте текст. Из строки (8) выпишите ОДНО лишнее слово.

1. ... conclusion, I would like to thank you all for your help.
2. Clare is very optimistic ... her chances of winning a gold medal.
3. The variety of accommodation available ranges ... a studio flat to a four-bedroomed house.
4. This flat has a bigger living room than the other one we saw, but I'm afraid ... of them has cable TV.
5. The first cheese ... probably made in Asia around four thousand years ago.
6. A chameleon is a kind of lizard ... skin changes colour to match the colour of its surroundings.

**27.** Прочитайте предложение 1. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

**28.** Прочитайте предложение 2. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

**29.** Прочитайте предложение 3. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

**30.** Прочитайте предложение 6. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

1. The Internet became much available to the public in the 1990s. In 1994, the Stanford
2. Federal Credit Union was the first bank in the world to offer it's online Internet banking.
3. By 1995, people around the world were starting themselves to have the Internet in
4. their homes. The Internet in those days which was very slow because they had to
5. use it a dial-up connection. The computer needed to use a telephone line and sent
6. every noisy signals like a fax machine does. One of the problems was that if you
7. were using the Internet, you couldn't then to make or receive phone calls. Over
8. the years, the Internet has became faster and faster as there was no need to use
9. the telephone line for the Internet. Today, the Internet connects either computers
10. and other gadgets in a network millions of times very bigger than the original one.

**31.** Прочитайте текст. Из строки (1) выпишите ОДНО лишнее слово.

**32.** Прочитайте текст. Из строки (2) выпишите ОДНО лишнее слово.

33. Прочитайте текст. Из строки (3) выпишите ОДНО лишнее слово.
34. Прочитайте текст. Из строки (4) выпишите ОДНО лишнее слово.
35. Прочитайте текст. Из строки (5) выпишите ОДНО лишнее слово.
36. Прочитайте текст. Из строки (6) выпишите ОДНО лишнее слово.
37. Прочитайте текст. Из строки (7) выпишите ОДНО лишнее слово.
38. Прочитайте текст. Из строки (8) выпишите ОДНО лишнее слово.
39. Прочитайте текст. Из строки (9) выпишите ОДНО лишнее слово.
40. Прочитайте текст. Из строки (10) выпишите ОДНО лишнее слово.