

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. Установите соответствие между репликами-стимулами и ответными репликами. Выберите один из предложенных вариантов ответа.

РЕПЛИКИ-СТИМУЛЫ

- 1 — I must be off now.
- 2 — It's good to see you again.
- 3 — It seems a longtime since I saw you last.
- 4 — I'm crazy about football.

ОТВЕТНЫЕ РЕПЛИКИ

- A — Yes, time flies.
- B — See you soon then.
- C — Me too.
- D — Delighted to see you too.
- E — I'll see.

- 1) 1B2C3E4A 2) 1E2B3A4C 3) 1C2D3A4E 4) 1B2D3A4C

2. Установите соответствие между репликами-стимулами и ответными репликами. Выберите один из предложенных вариантов ответа. Одна ответная реплика является лишней.

РЕПЛИКИ-СТИМУЛЫ

1. What do you like tea or coffee?
2. Shall I carry the bag for you?
3. What about going to the circus?
4. Will you translate this passage for me?

ОТВЕТНЫЕ РЕПЛИКИ

- A. Agreed.
- B. Either will do.
- C. It sounds great.
- D. That will be helpful.
- E. Not sure I'll be able to.

- 1) 1B2D3C4E 2) 1D2C3A4E 3) 1B2A3D4E 4) 1D2A3E4C

§ 1. My trip around Italy gave me the chance to try some of its regional cuisine. It was such a whirlwind that it is sometimes hard to separate one place from another in my mind. My time in Bologna, however, is perfectly **imprinted** in my memory. There, I had a lunch date to eat the most famous of Italian exports — spaghetti Bolognese!

§ 2. My friend Marco had invited me to Bologna. He always said one day I should visit his home city and eat the well-known Bolognese dish, but, he added, "as you've never tasted it before." I had no idea what he meant, but about one thing I was sure; I had read in my guidebook that the Bolognese sauce, which includes beef, onions, carrot, celery, tomato paste, meat, milk, salt and pepper, dates back to the 5th century!

§ 3. After my train pulled into Bologna station, I wandered towards the famous Piazza Maggiore, the very heart of the city. Passing by a shoe shop window display, a pair of elegant shoes caught my eye immediately. "I must try those on," I thought. Upon entering the shop, an assistant stepped forward to greet me. I began my request in faltering Italian, but the assistant smiled and quickly replied, "I speak English, how can I help you?" "Thank you," I said, "I'd like to try on a pair of shoes in the window." The shop assistant said, "Well, of course, you can try them on in the window, but everyone in the street will be able to see you!" I realised she had taken my words very literally! I smiled, "Sorry, I meant the shoes I'd like to try on are in the window display, but I'll try them on here," I said, sitting myself down on a chair, "in size 6, please." "Size 6? We have sizes 34 to 42." Suddenly, I remembered that sizing on the continent is different to that in the UK. "I'm sorry, that would be size 39, please." I was happy to find that the shoes fitted perfectly.

§ 4. After shopping it was time to head for food I found myself back at the piazza to find Marco had already arrived. We made our way to his grandmother's home for lunch. She was waiting to greet us at the door. I could smell the aroma of home cooking. "I can't wait for the spaghetti Bolognese," I exclaimed.

§ 5. Grandma looked **confused**. "Spaghetti? In Bologna, we never serve spaghetti with Bolognese sauce. We use thick pasta like fettuccine or tagliatelle." Smiling, Marco said, "I told you you'd be surprised. Bolognese sauce might be eaten with spaghetti all over the world, but never in Bologna!" I must say, Grandma's Bolognese was perfect. It had been a lovely day with smart new shoes, great company and delicious food. I could hardly complain!

3. Прочитайте текст. Ответьте на вопросы.

The writer says that Bolognese

- 1) is made in a particular way in Bologna. 2) is a very traditional dish. 3) doesn't always include the same ingredients.

4. Прочитайте текст. Ответьте на вопросы.

In the shoe shop, the assistant

- 1) misunderstood the writer's request. 2) had difficulty in speaking English. 3) didn't understand the writer's Italian.

5. Прочитайте текст. Ответьте на вопросы.

What problem did the writer have regarding her shoe size?

- 1) Her feet are larger than the average Italian's. 2) The shop had run out of her size. 3) She didn't understand the size system.

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 we ate 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.

6. 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

7. 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

8. 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

9. 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. 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.

10. 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.

People (1) ... in the Amazon Basin for 10,000 years when it was "first discovered" by a Spaniard called Don Francisco de Orellana in 1542. He (2) ... for forests of cinnamon and, of course, gold. The Indians promised the Europeans that there was gold because they knew that as long as the Spaniards needed them as guides, the Indians were safe. In fact it was nearly a year before Orellana and his team finally (3) ... the junction of the Napo and Amazon rivers. Originally the new river (4) ... Rio de Orellana after its European discoverer. Although the Spaniards didn't find any gold, they did find the greatest river in the world. However, today we (5) ... the wonderful Amazon rainforests and it (6) ... that the last remaining rainforests could be destroyed in less than 40 years. Moreover, nearly half of the world's species of plants, animals and microorganisms (7) ... over the next 25 years due to rainforest deforestation.

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

- 1) were lived
- 2) were living
- 3) live
- 4) had lived
- 5) have lived

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

- 1) was looked
- 2) was looking
- 3) has been looking
- 4) has looked
- 5) looks

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

- 1) is believing
- 2) believes
- 3) has believed
- 4) is believed
- 5) has been believing

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

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

Not many people enjoy having their photo taken at a birthday party or special event. However, taking photos could also be damaging our ability to remember special moments: A group of experts (1) ... out an experiment in an art gallery. They wanted to see if people remembered paintings better when they took pictures of them. The first tour guide led one group of people around. As well as learning about the artwork, they were encouraged to take photographs. A second group had the same tour but weren't (2) ... to use their cameras. The next day, their memory was tested to see how much they could remember about the paintings. Although both groups did well in the memory test, the people who didn't take photographs remembered more (3) ... to the others. Despite taking photographs, it seems the photographers didn't (4) ... as much attention to the paintings. So, although they have photographs to look back at, they don't have the memories.

15. Какое слово (словосочетание) пропущено на позиции (1)?

- 1) kept
- 2) made
- 3) appeared
- 4) carried
- 5) led

16. Какое слово (словосочетание) пропущено на позиции (2)?

- 1) afforded
- 2) let
- 3) resembled
- 4) provided
- 5) allowed

17. Какое слово (словосочетание) пропущено на позиции (3)?

- 1) compared
- 2) than
- 3) added
- 4) except
- 5) regarded

18. Какое слово (словосочетание) пропущено на позиции (4)?

- 1) waste
- 2) pay
- 3) spend
- 4) concentrate
- 5) focus

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

South Africa is one of the most beautiful countries in the world and a favourite destination for them many travelers. If you visit it, make it sure you stop off in Cape Town. There is so much to see and do, you'll never get bored.

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

I had to do all the sewing (вручную).

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

I signed the contract the (на днях) day.

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

The two candidates applied for the post, but (ни один) of them had the necessary qualifications.

23. Прочитайте предложения. Заполните пропуски ОДНИМ словом, подходящим по смыслу сразу для двух предложений. Запишите слово в бланке ответов только ОДИН раз.

Kelly walked hand in ... with her father on the beach.

Could you lend me a ... with this piano? I need to move it across the room.

Last year I won a (1) ... in a newspaper and the prize was a holiday for two in a well-known Mediterranean resort. It turned out to be an (2) ... unpleasant experience and one which my husband and I would not like to repeat. Our room overlooked the road, which was unfortunately being widened at that time, and the noise from the machinery was deafening. The road works went on 24 hours a day and as a result we suffered several (3) ... nights. So we decided to (4) ... our stay and catch the first available flight home.

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 (1).

SHORT, SLEEP COMPETE, EXTREME

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 (2).

SHORT, SLEEP COMPETE, EXTREME

26. 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).

SHORT, SLEEP COMPETE, EXTREME

27. 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).

SHORT, SLEEP COMPETE, EXTREME

1. TV documentary maker and environmental Campaigner Sir David Attenborough has perhaps done it
2. more rather than any other British person to educate the public about the natural world. Fascinated
3. by animals since its childhood, he did a degree in Natural Sciences at Cambridge University, and
4. a few years quite later became a trainee producer at the BBC. In the 1950s, he was one of the
5. first people to film animals in their own habitats for television, and far quickly got a lot of positive
6. attention because of the quality of his programmes. To being reward Attenborough for his excellence,
7. the BBC offered him a job such as the head of one of its TV channels, but he wasn't interested.
8. In 1972, he returned to programme-making, and travelled the world as well his projects became
9. even more ambitious. A number of newly discovered both plant, insect and bird species have been
10. named in his own honour. He's thought to be one of the most well-travelled people on the planet.

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

29. Прочитайте текст. Из строки (3) выпишите ОДНО лишнее слово.

30. Прочитайте текст. Из строки (4) выпишите ОДНО лишнее слово.

31. Прочитайте текст. Из строки (5) выпишите ОДНО лишнее слово.

32. Прочитайте текст. Из строки (6) выпишите ОДНО лишнее слово.

33. Прочитайте текст. Из строки (7) выпишите ОДНО лишнее слово.

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

35. Прочитайте текст. Из строки (9) выпишите ОДНО лишнее слово.

36. Прочитайте текст. Из строки (10) 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.

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

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

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

40. Прочитайте предложение 4. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.