

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. Прочитайте предложения. Выберите один из предложенных вариантов ответа.

Let's talk about something... — this subject is depressing.

- 1) more serious 2) less serious 3) the least serious
4) the most serious

2. Прочитайте диалог. Ответьте на вопрос, следующий после диалога, выбрав один из предложенных вариантов ответа.

Man: I need to go out. Is it still raining?

Woman: Yes, but it's starting to clear up.

What does the woman mean?

- 1) The rain has just begun. 2) It's not raining as hard now.
3) It only rained a little bit. 4) It's raining too hard to go out.

3. Расположите реплики так, чтобы получился связный диалог. Выберите один из предложенных вариантов ответа.

A. How would you answer the criticism that fox hunting is cruel?

B. You are a member of the local hunt, Mr Scott, aren't you?

C. Of course I am. I know what some people think, but they are usually city folk who don't really understand country life.

D. But you must be aware of the fact that there are a lot of people who disagree with fox hunting and who think it's cruel.

E. That's right. I really love fox hunting.

F. The fox is a pest which causes a lot of damage on farms. We do farmers a favour by hunting them and the farmers support us.

- 1) ACBEDF 2) FADEBC 3) BEDCAF 4) BEACDF
5) FAEBDC

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.

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 (6) 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

A recent survey has been analysing information about the time that people in the UK take off work because of illness. The study was carried (1) ... in 4,300 businesses around the country. The analysts looked (2) ... the number of absences, when they took place and the reasons given (3) ... them. It was found that Manchester was the city where people took most days off- an average of 11 days a year. People were off the least time of all in London (only 7 days (4) ... average). Employers also claimed that many workers chose to be absent when there was something good (5) ... television. (6) ... most employers thought their employees often did not tell (7) ... truth about why they were taking time off. Bosses said that they believed that less than 10% of (8) ... sick notes they received were genuine.

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

1) on 2) out 3) by 4) to

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

1) at 2) for 3) after 4) down on

9. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (3).

1) on 2) for 3) to 4) with

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

1) at 2) in 3) with 4) on

§ 1. Though he is, in many ways, unremarkable and we have never met before, and he hasn't given me any particular clues to help me pick him out, it's not hard to spot Steve Sires in the lobby of his hotel, simply because he's the only man here who looks exactly like Bill Gates, the computer millionaire and head of Microsoft. "I **figured** you'd recognise me," he says, rising from his chair to shake my hand, in his Bill Gates glasses, with his Bill Gates hair, Smiling his Bill Gates smile. Steve Sires is a civil engineering consultant who runs his own business and, twice a month or so, gets paid to jet across the continent and look like Bill Gates. He's hired for business functions mostly - product launches, industry seminars and conferences. He isn't the only professional Bill Gates lookalike in the world, but he is, by most accounts, the best.

§ 2. We walk over to a business-district restaurant. I'd made a reservation for two, under 'Gates'. I'm worried this might annoy Sires, but he just laughs and admits that it's something he's never tried himself. The hostess doesn't even blink when I drop the name. As she leads us to our table I imagine a few glances sent our way, but they're likely just that, my imagination. Sires assures me that he causes much more talk back in Seattle, where the real Gates is occasionally known to walk among the masses. "People have reported **spotting** Bill at Burger King or eating popcorn at a movie, Sires says. "I wonder how many times people see me and think "Why in the world would Bill Gates be shopping in a cheap supermarket?"

§ 3. When Sires moved to the Seattle area he had no idea why people kept stopping him on the street or asking him for stockmarket tips in the checkout line. "I didn't know who this Gates guy was," he says. "Turns out I lived 20 minutes from his house." Sires initially ignored the much-remarked-on resemblance. Then, his wife cut out a newspaper ad placed by a local agent who handles lookalikes. She'd called the agent. He got me a job at the grand opening of a performing arts centre. I did it for free. But my picture was picked up by Associated Press." Soon, Sires was travelling to events, his appearance fee running to several thousand dollars.

§ 4. So Steve Sires is famous. Actually, what he has is better than fame — it's celebrity, without any of the complications of actually being Bill Gates. "I've got a great deal," he admits. "I get a *little* attention. It's fun to get a little attention. But at the end of the day, I can always go home to my real life."

11. Прочитайте текст. Ответьте на вопросы.

Steve Sires

- 1) runs a business organising parties. 2) is easy to recognise.
3) only needs to work twice a month.

12. Прочитайте текст. Ответьте на вопросы.

In the restaurant

- 1) Bill Gates is a regular customer.
- 2) the writer thinks that people are looking at them.
- 3) Steve Sires booked the table in his real name.

13. Прочитайте текст. Ответьте на вопросы.

When Steve first realised he looked like Bill Gates

- 1) he started selling stockmarket tips.
- 2) he immediately started making public appearances for money.
- 3) he didn't think it was particularly important.

14. Прочитайте текст. Ответьте на вопросы.

How does Steve Sires feel about looking like Bill Gates?

- 1) He enjoys it but he also likes having his own life.
- 2) He finds it a bit confusing at times.
- 3) He would prefer to be famous himself.

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."

15. 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

16. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (3).

- 1) are destroying
- 2) are destroyed
- 3) have been destroyed
- 4) are being destroyed

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

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

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

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

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

For instance, the Western ideal of beauty today there is to be tanned, slim and athletic. It was not always so, nor it is likely to remain the same in the future. However, within the same culture at any given time, most people are agree on which individuals are more or less attractive.

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

He seldom makes the first greeting, (не так ли)?

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

Does Sally (**похожа**) after her grandfather in her talent for design?

1. There are many types of every emergency services, but the three main ones are
 2. the police, fire and ambulance. If you not need any of these services in the United Kingdom, you have to dial 999 and tell the operator what service do you want.
 4. The operator will then put you through to the control room for so that service.
 All
 5. the emergency services which operate 24 hours a day, 7 days a week. Whatever
 6. service you are request, their aim is to get to the scene of the emergency within
 7. 8 minutes. Sometimes this is not such possible especially if the situation is in the
 8. middle of the countryside, far from the city. Each emergency service has been their
 9. own special vehicles with all the equipment what they need. They are all trained to
 10. drive at very fast speeds very safely. This includes driving itself through red lights.

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

There are many types of every emergency services, but the three main ones are

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

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

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

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

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

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

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

30. Прочитайте текст. Из строки (10) выпишите ОДНО лишнее слово.

1. My cousin is a scientist and he is trying to find a cure ... cancer.
 2. I'm very thankful ... all the advice you gave me.
 3. The students were divided ... two teams.
 4. You can wear ... of those two dresses. They don't suit you.
 5. All students ... informed about the new IT course last week.
 6. Scientists are doing research into this rare species ... natural habitat is the bottom of the ocean.

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

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

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

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

35. Прочитайте предложение 5. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

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

1. We had to make a difficult ... (**DECIDE**) about the future of our fashion brand.
2. Teaching is not an appropriate job for an ... (**RELIABLE**) person, as children count on you a lot.
3. Ted is ... (**EXTREME**) determined to get what he wants; he's so pushy.
4. We really need to ... (**STRENGTH**) this step or someone is going to fall through it.

37. Прочитайте предложение 1. От приведенного в скобках слова образуйте ОДНОКОРЕННОЕ слово таким образом, чтобы оно грамматически и лексически соответствовало содержанию предложения. Помните, что заданную форму слова необходимо изменить. Слово должно содержать не более 15 символов.

38. Прочитайте предложение 2. От приведенного в скобках слова образуйте ОДНОКОРЕННОЕ слово таким образом, чтобы оно грамматически и лексически соответствовало содержанию предложения. Помните, что заданную форму слова необходимо изменить. Слово должно содержать не более 15 символов.

39. Прочитайте предложение 3. От приведенного в скобках слова образуйте ОДНОКОРЕННОЕ слово таким образом, чтобы оно грамматически и лексически соответствовало содержанию предложения. Помните, что заданную форму слова необходимо изменить. Слово должно содержать не более 15 символов.

40. Прочитайте предложение 4. От приведенного в скобках слова образуйте ОДНОКОРЕННОЕ слово таким образом, чтобы оно грамматически и лексически соответствовало содержанию предложения. Помните, что заданную форму слова необходимо изменить. Слово должно содержать не более 15 символов.