

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

Liz: Would you like to come to Janet's surprise party tomorrow night?
Harry: I'm going to a concert tomorrow. I wish I could be two places at once.

What does Harry mean?

- 1) He'll attend both the concert and the party.
- 2) He'll change his plans at once. 3) He has saved a place for Janet.
- 4) He regrets that he can't go to the party.

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

- A. How long have you been working professionally as a flamenco guitarist?
- B. When my family lived in Madrid. A teacher used to come to our flat and give me lessons.
- C. I think I look Spanish, but when I travel, people always think I'm from their country and people have stopped me in the street to ask me for help, so I must have an international face.
- D. Do you think you look more Spanish than English?
- E. I started when I was 17, I mean that's when I started to get paid for my first concerts.
- F. When did you start learning to play the guitar?

- 1) DCABFE 2) DCFBAE 3) ABFCDE 4) AEDBFC

A coincidence is a surprising thing that (1) ... to us. For example, two friends go shopping alone on the same day. When they (2) ... up afterwards, they discover that they've each bought an identical T-shirt. Many people (3) ... coincidences as significant or mysterious. But the simple (4) ... could be that friends tend to have (5) ... taste in clothes. In reality, life is (6) ... of coincidences, but normally we don't notice them. For example, in almost fifty percent of all football matches, two players (7) ... the same birthday. This seems surprising, given that there are 365 possible birthdays in the year. But most of these matches will be played without anybody being (8) ... that the coincidence exists. Unless your birthday is today or tomorrow, you don't generally go around telling people when it is. What's more, without realising it, you probably (9) ... into contact with lots of people born on the same day as you. But when a coincidence is (10) ... to your attention, it still seems amazing.

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

- 1) happens 2) arises 3) develops 4) appears

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

- 1) unite 2) see 3) combine 4) meet

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

- 1) think 2) regard 3) find 4) believe

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

- 1) make 2) come 3) have 4) go

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.

7. 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

8. 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

9. 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

10. 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

Before I went for my interview for the job with Cramer and Blake Services, I (1) ... to a few people and found out some information about the company. This strategy worked very effectively as it gave the impression that I was keen and responsible and I (2) ... the job on the spot. I was absolutely delighted at first, but soon I discovered that my new boss, Tom, worked very hard, spending all his time in the office. He expected the same level of commitment from his employees. He said each time, "If you (3) ... overtime, you will let the team down." I (4) ... up with the situation for a couple of months without complaining, before finally I had to confront Tom. I wasn't prepared to work so hard for such a low salary. Tom said that I had great potential and (5) ... to the top if I made an effort. However, he totally refused to reduce my workload and so in the end I decided to hand in my resignation. Just a week later I got another job. Now I (6) ... twice as much as my old boss, and my job is twice as interesting. I (7) ... to the top yet, but I am well on the way!

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

1) have been talking 2) have talked 3) talked 4) was talked

12. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (5).

1) will easily get 2) would easily get 3) was easily getting
4) had easily got

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

1) will be earned 2) am earned 3) earned 4) am earning

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

1) didn't get 2) haven't got 3) am not getting 4) won't get

§ 1. Over the past four hundred years, 450 types of plants and trees around the world have become extinct as a result of the combined effects of global warming, population growth, flooding and the fact that deserts are **advancing** in some regions at a rate of nearly four miles a year. Scientists estimate a quarter of the world's remaining 270,000 plant species will be under threat of extinction by 2050.

§ 2. In 1997, in an attempt to try to prevent the loss of plants, volunteers all over Britain began collecting seeds (*семена*). The seeds collected are now housed in the Millennium Seed Bank, which is expected to become the world's biggest seed bank and, apart from preserving almost all the plant life in Britain, it also aims to have saved the seeds of almost a tenth of the world's flowering plants in the next twenty years. If they are successful, the Millennium Seed Bank Project will be one of the largest international conservation projects ever undertaken.

§ 3. In order to achieve this aim, the Millennium Seed Bank has a team of scientists who travel to distant corners of the world to find and collect seeds. They also help local botanists to set up their own seed banks. They spend a great deal of time negotiating with governments to allow them to collect the seeds and bring them back to Britain for storage in the Millennium Seed Bank.

§ 4. When these seeds arrive at the seed bank, they are sorted, cleaned and dried and then X-rayed to make sure that they haven't been damaged in any way that might stop them from growing into healthy plants. Finally, they are placed in ordinary glass jars and stored in three underground vaults (*хранилище*) at temperatures of -20°C . Most plant species have seeds that can be dried, frozen and stored for years and still grow into healthy plants. However, the seeds of some species cannot be dried, so they can't be stored in seed banks in the usual way. Roger Smith, head of the Millennium Seed Bank, explains that scientists at the bank are already working on finding new ways of storing those seeds that cannot survive the drying and freezing process, and also on how to regenerate the seeds when they become extinct in their natural habitats. "At the moment, all we're doing is preserving these plants for the future. We won't have managed to conserve any species until we find the way to successfully regenerate them and grow new plants from them," points out Smith. "But at least this way, when the technology becomes available, and it will, we won't have lost everything."

§ 5. Dr Hugh Pritchard, head of research at the Millennium Seed Bank, says: "While it's true that many of the plants we preserve at the bank aren't useful at the moment, that doesn't mean they won't become useful in the future. Something like thirty per cent of the medicines we use today are based on products or chemicals which have been extracted from plants. So it's easy to see why we need to preserve the **diversity** of the earth's plant life for the future."

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

What do scientists believe will happen by 2050?

- 1) 450 types of plants will be in danger of becoming extinct.
- 2) Part of the world's plant life will face extinction.
- 3) Environmental factors will affect only 450 plant species.

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

The Millennium Seed Bank carries out its work by

- 1) training foreign governments to plant seeds.
- 2) travelling around the world with botanists from other countries.
- 3) collecting international seeds and returning them to Britain for storage.

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

The methods used in storing the seeds show that

- 1) Some species cannot be stored by regular means,
- 2) some of the plant species develop into healthy plants.
- 3) some seeds are damaged when X-rayed.

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

There's orange or tomato juice — you can have (любой).

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

Ben doesn't want to (**рисковать**) such a risk.

Graffiti began in the 1960s in New York City when someone started writing his signature or "tag" on as man surfaces (1) ... he could. Other young people copied him and soon (2) ... were designs and paintings on walls everywhere. Graffiti is something you either love (3) ... hate. It is actually illegal and some countries try to deal with the problem by not allowing people under the (4) ... of 18 to buy spray paints.

21. Прочитайте текст. Заполните пропуск (1) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

22. Прочитайте текст. Заполните пропуск (2) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

23. Прочитайте текст. Заполните пропуск (3) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

24. Прочитайте текст. Заполните пропуск (4) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

The number one gadget for most teenagers today is the mobile phone. They seem to get enormous (1) ... from comparing new models which (2) ... them to send text messages at the speed of life. But most teachers are totally intolerable of mobile phone use in the classroom. Text messaging is completely banned and mobiles should be (3) ... switched off. This approach gets across the message that students need to concentrate. However, it shows that many schools misunderstand the full capability of the mobile phone. After all, a mobile phone is just like a mini computer, with full access to the web. There are many (4) ... ways in which mobiles can be used for learning.

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 (1).

CREATE, ABLE, SATISFY, FIRM

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 (2).

CREATE, ABLE, SATISFY, FIRM

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 (3).

CREATE, ABLE, SATISFY, FIRM

28. 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).

CREATE, ABLE, SATISFY, FIRM

1. She described the whole play to us ... detail.
2. Both my sons are crazy ... old motorbikes.
3. The restaurant prides itself ... having the best pizza in town.
4. There are so ... lemons in the fridge that I can't make lemonade.
5. ... Susan use to be slim when she was at university?
6. Bob Dylan ... original name was Robert Zimmerman won the Nobel Prize in Literature in 2016.

29. Прочитайте предложение (1). Заполните пропуск ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

30. Прочитайте предложение (2). Заполните каждый из пропусков только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

31. Прочитайте предложение (3). Заполните каждый из пропусков только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

32. Прочитайте предложение (6). Заполните каждый из пропусков 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.

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

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

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

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

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

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

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

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