

Reading.

Task 1

Read the text and decide whether these statements are true or false (T/F):

Are You Aware of all these Tricks?

Shopping is not as simple as you may think! There are all sorts of psychological and eye-deceiving tricks at play each time we reach out for that particular brand of product on the shelf.

Coloring, for example, varies according to what the manufacturers are trying to sell. Most cosmetics are packaged in delicate pastel colors such as pink. Health food come in greens, yellows or browns because we think of these as healthy colors. Ice cream packets are often blue because we identify that as a cool color; and luxury goods, like expensive chocolates, are invariably gold or silver.

When a brand of pain killer was brought out recently, researchers found out that pastel colors turned the customer off because they made the product look weak and ineffective. Eventually, it came on the market in a dark blue and white package – blue because we associate it with safety, and white for calmness.

The size of a product can attract a shopper. But quite often a jar or bottle doesn't contain as much as it appears to. Recently a cosmetics company was successfully prosecuted for marketing a jar of make-up which gave the impression it contained far more than it actually did.

All the research behind the wording and presentation of packaging is obviously expensive, and there are no prizes for guessing that it is the customer who foots the bill. However, there are signs of revolution against fancy packaging: The Body Shop, for instance, sells its products in containers with handwritten labels. These bottles are practical as well as cost-effective and can be used again.

It is estimated that the more established cosmetics companies spend, on average, 70 per cent of the total cost of the product itself on packaging!

1. Shopping is not so easy as some people may think. _____
2. Coloring changes according to what manufacturers are trying to sell. _____
3. Ice cream packets are often green because we identify that as a cool color. _____
4. We associate white color with calmness. _____
5. The size of a product can attract a customer. _____
6. The Body Shop sells its products in containers with handwritten labels. _____

Use of English

<p>1. I _____ very hard at the moment. A) work B) am working C) will work</p>
<p>2. Water _____ at 100°C. A) boils B) is boiling C) boiled</p>
<p>3. I _____ at 6 o'clock in the morning. A) gets up B) getting up C) get up</p>
<p>4. Their mother _____ the party yesterday. A) did not enjoy B) is not enjoying C) were not enjoying</p>
<p>5. She has _____ big black cat. A)a B)the C) –</p>
<p>6. Rice _____ in Britain. A) does not grow B)is not growing C)has not growing</p>
<p>7. There was _____ puddle on _____ floor. A)a, - B)the, the C)a, the</p>
<p>8. Mozart _____ more than 100 pieces of music. A)wrote B)has written C)had written</p>
<p>9. Please don't make so much noise! I _____ to sleep. A)am trying B) try C)have tried</p>
<p>10. It is the most boring film I _____ ! A)have ever seen B)have seen C)saw</p>
<p>11. Jeans _____ in the USA at the beginning of the 20th century. A)are invented B)were invented C)is invented</p>
<p>12. . If you _____ hard, you _____ your test! A) don't study, don't pass B) won't study, won't pass C) don't study, won't pass</p>
<p>13. The lesson starts _____ 7:30 p.m A)in B)on C)at</p>
<p>14. We _____ the accident happen while we _____ the street A) saw, cross B)were seeing, crossed C) saw, were crossing</p>
<p>15. He promised me that he _____ my room the following day. A)would clean B)cleaned C)will clean</p>
<p>16. All the _____ for the job seem to have a lot of experience. a)expenses b)applicants c)staff d)applications</p>
<p>17. The students _____ had finished were allowed to leave.</p>

a)whose	b)who	c)whom	d)which
18. Let's hope the weather ___ up before the wedding.			
a)clears	b)cleans	c)comes	d)goes
19. I asked Eric If he'd broken the window, but he ____ it.			
a)denied	b)admitted	c)accused	d)refused
20. My dad's really looking forward to his business ____ to Amsterdam.			
a)trip	b)journey	c)travel	d)excursion
21. Have you ever thought of doing ____ work, maybe for a charity?			
a)expensive	b)voluntary	c)simple	d)valuable
22. People say my brother's _____. He likes giving gifts to his friends.			
a)brave	b)modest	c)generous	d)optimistic
23. If you ever ____ truant again, you will be in big trouble.			
a)do	b)make	c)play	d)are
24. I wonder why the all dinosaurs ___ extinct at the same time.			
a)did	b)made	c)became	d>went
25. My sister avoids _____ fast food because it's unhealthy.			
a)eating	b)eat	c)eats	d)having
26. _____ a social networking is simple.			
a) setting up	b)giving up	c)putting up	d)coming up

Загалом 32 позиції, кожна позиція – 0,37 б

Відповіді

Test 1

1T 2T 3F 4T 5T 6T

Use of English

1 B	11 B	21 B
2 A	12 C	22 C
3 C	13 C	23 C
4 A	14 C	24 C
5 A	15 A	25 A
6 A	16 B	26 A
7 C	17 B	
8 A	18 A	
9 A	19D	
10 A	20 A	

Загальний підрахунок по правильним відповідям

**4 поз-3б, 7 поз-4б, 10 поз- 5б, 13 поз – 6б, 16 поз – 7б, 18 поз -7б, 21 поз 8б, 24 поз- 9б,
27 поз-10б, 30 поз- 11б, 32 поз – 12б.**