During the early stages of the Industrial Revolution, advertising was a relatively straightforward means of announcement and communication and was used mainly to promote novelties and fringe products. But when factory production got into full swing and new products, e.g. processed foods, came onto the market, national advertising campaigns and brand-naming of products became necessary. Before large-scale factory production, the typical manufacturing unit had been small and adaptable and the task of distributing and selling goods had largely been undertaken by wholesalers. The small non-specialized factory which did not rely on massive investment in machinery had been flexible enough to adapt its production according to changes in public demand.

But the economic depression which lasted from 1873 to 1894 marked a turning point between the old method of industrial organization and distribution and the new. From the beginning of the nineteenth century until the 1870s, production had steadily expanded and there had been a corresponding growth in retail outlets. But the depression brought on a crisis of over-production and under-consumption – manufactured goods piled up unsold and prices and profits fell. Towards the end of the century many of the small industrial firms realized that they would be in a better position to weather economic depressions and slumps if they combined with other small businesses and widened the range of goods they produced so that all their eggs were not in one basket. They also realized that they would have to take steps to ensure that once their goods had been produced there was a market for them. This period ushered in the first phase of what economists now call ‘monopoly capitalism’, which, roughly speaking, refers to the control of the market by a small number of giant, conglomerate enterprises. Whereas previously competitive trading had been conducted by small rival firms, after the depression the larger manufacturing units and combines relied more and more on mass advertising to promote their new range of products.

A good example of the changes that occurred in manufacture and distribution at the turn of the century can be found in the soap trade. From about the 1850s the market had been flooded with anonymous bars of soap, produced by hundreds of small manufacturers and distributed by wholesalers and door-to-door sellers. Competition grew steadily throughout the latter half of the century and eventually the leading companies embarked on more aggressive selling methods in order to take custom away from their rivals. For instance, the future Lord Leverhulme decided to ‘brand’ his soap by selling it in distinctive packages in order to facilitate recognition and encourage customer loyalty.

Lord Leverhulme was one of the first industrialists to realize that advertisements should contain ‘logical and considered’ arguments as well as eye-catching and witty slogans. Many advertisers followed his lead and started to include ‘reason-why’ copy in their ads. For example, one contemporary Pears soap ad went into great detail about how the product could enhance marital bliss by cutting down the time the wife had to spend with her arms in a bowl of frothy suds. And an ad for Cadbury’s cocoa not only proclaimed its purity but also detailed other benefits: ‘for the infant it is a delight and a support; for the young girl, a source of healthy vigour; for the young miss in her teens a valuable aid to development...’ and so on. As the writer E. S. Turner rightly points out, the advertising of this period had reached the ‘stage of persuasion as distinct from proclamation or iteration’. Indeed advertise or bust seemed to be the rule of the day as bigger and more expensive campaigns were mounted and smaller firms who did not, or could not, advertise, were squeezed or bought out by the larger companies.
1. An example of a product which might well have been advertised during the early stages of the Industrial Revolution is
   a a cooking utensil   b a new child’s toy   c tinned fruit   d household soap

2. The small-scale manufacturers of this period did not need to advertise because
   a there was no competition between different firms.
   b customers bought goods directly from the factory.
   c the demand for those goods was fairly constant.
   d they were not committed to producing one type of product.

3. It is explained that during the depression small businesses combined in order to
   a spread their commercial risks.
   b gain control of the market.
   c increase their profits.
   d finance mass advertising.

4. The account of the soap trade in paragraph 3 illustrates how
   a products came to be distributed by travelling salesmen.
   b products came to be given separate identity.
   c leading manufacturers produced an excess of goods.
   d wholesalers drove their competitors out of business.

5. The Pears soap advertisement suggests that, compared with similar products, Pears soap
   a is more economical in use.
   b is more pleasant to use.
   c makes the task less difficult.
   d makes the task less lengthy.

6. Early twentieth century advertising differed from previous mass advertising in that it
   a contained more factual information.
   b included more pictorial detail.
   c relied more on appearing rational.
   d relied more on memorable phrases.

Task 2 Read some reviews. For questions 7–21, choose from the reviews A–F. The reviews may be chosen more than once.

A. Complete Guide to Life in a Cold Climate by Richard Sale
   This book is packed with information and deserves to be the ultimate Arctic wildlife guide for a long time to come. It begins well, with an introduction to Arctic geology, climate and habitats, an overview of all the people living and working in the region. The bulk of the book is an extensive field guide to Arctic birds and mammals, with distribution maps and information on confusing species. Its scope is broad and generous, but I have a few niggles. It should really include Arctic plants, fish and invertebrates. This would have doubled the size of the book and made it unwieldy and impractical, but it’s fair to say that the title is misleading. But I’m being picky here, and these minor shortcomings don’t detract from the overall value of the book.

B. Burton Holmes Travelogues
   Burton Holmes was the greatest traveler not just of his own time but perhaps of all time. A pretty big claim, but there’s evidence to back it up. Over a 60-year period, Holmes visited nearly every country on the planet, photographed all he saw, and invented the term ‘travelogue’. His pictures are stunning, both as social history and as art. Holmes photographed everything: the dead on battlefields; the running of bulls in
Spain; a mule train in Death Valley. A sequence of Vesuvius erupting in 1906 includes a shot of a woman under an ash-strewn sky that is positively apocalyptic, but Holmes’ work wasn’t restricted to the large canvas - he was as capable of capturing an intimate portrait of a chicken vendor in Bangkok market as he was revealing the vastness and intricacy of the construction of the Panama Canal.

C. No More Beyond by Simon Nasht
In Simon Nasht’s brilliant biography of Sir Hubert Wilkins, he says that his subject isn’t like other great explorers, primarily because most of us have never heard of him. He had no lust for fame, instead being driven by a thirst that led him to remote environments and places that cried out for exploration, rather than towards the popular challenges so desired by newspaper editors of the day. Nasht couldn't believe “a man could achieve so much and yet be so little remembered.” In 1917 Wilkins was under the command of veteran polar explorer and photographer Frank Hurley in the Australian Flying Corps. Their mutual interests were vital to the development of aerial photography as an integral part of modern geography.

D. Farmland Wildlife by James McCallum
As a refuge for wildlife, British farmland has had a bad press in recent years. Fortunately, the artist’s beautiful visual journey through the seasons presented in this book reveals that there is still an abundance of wildlife if you know where to look for it and what to look for. Mc Callum shuns detailed portraiture in favour of sketches capturing the spirit of his subjects – and hooray for that. If I need precise anatomical detail, I can look at a photograph. But if I want to grasp how a stoat rolls an egg, how a male whitethroat makes his fluttering display-flights or how long-tailed tits work together to build their nests, then I need something more – and McCallum is stunningly good at translating these complex movements and behaviors onto the page. His simple explanatory captions – taken from his notebook – are a bonus.

E. Troubled Waters by Sarah Lazarus
Sometimes it seems as though the size of books on whales is led by the size of the subject matter. This, however, is a small, readable book. There are no detailed species accounts and the text is almost entirely devoted to the threats that whales and dolphins face, such as chemical and noise pollution, ship strikes and entanglement in fishing nets. A careful read reveals factual errors but, on the whole, these do not affect the thoughtful and concise discussion. It is notoriously difficult to get to the bottom of the whaling issue, and here Lazarus struggles a bit. The International Whaling Commission comes in for a lot of criticism, which would perhaps have been better directed at the three of its members who have chosen not to abide by the spirit of its conservation decisions.

F. The High Lowlands by Derek Ratcliffe
For some, the south of Scotland is the plainer and less charismatic sibling of the breathtaking Highlands and the rugged West Coast. But it’s every bit as wild as those famed areas, but with a gentler appeal. This book describes an unexpected Eden, a place whose heart pulses to a different beat. This is an epic piece of writing, its subject matter covered in a manner more akin to the journals of a Victorian chronicler than a modern natural history book. Derek Ratcliffe’s recordings of the natural goings-ons in this lonely land spanned 50 years. His intimacy is apparent on every page. Everything is catalogued and described in meticulous detail, and few questions are left unanswered. It’s a great pity that Derek did not live to see his life’s work in print. This is a book for everyone, but it’s a huge volume that you couldn't take with you on holiday unless you’ve got a pretty hefty rucksack and a strong back.
Task 3  Read an extract from a newspaper article. Six paragraphs have been removed from the extract. Choose from the paragraphs A-G the one which fits each gap 22-27. There is one which you don’t need to use.

A two-minute film of penguins is a sure-fire way to improve a person’s mood. There’s something about penguins slipping on the ice that seems to make everyone smile, a fact that psychologists have put to good use in their laboratory investigations of mood.

22  
Moods, and bad moods in particular, often appear to come from nowhere. We all have a tendency to notice the negative feelings rather than the positive feelings, but the good news is that we are happier than we tend to think. When a leading Canadian psychologist asked people to keep a diary of every mood they experienced throughout the day, it was the negative moods that predominated. But when he paged the people at random intervals and asked them how they were feeling at that exact moment, it was clear that they felt good most of the time.

23  
Moods are not just feelings we experience; they affect the way our minds work. When we are feeling happy we notice a lot of what’s going on around us, but the moment anxiety strikes our attention narrows. If you’re phobic about spiders, once you realize you’re in a room with a spider, you focus on that and disregard almost everything else.
Moods even influence the way we retrieve memories. A person feeling sad finds it easier to remember other sad occasions, while a happy person remembers other happy times. This can make it hard to shake off a bad mood. While you sit fuming with anger that a friend of yours has upset you, happy events do not tend to pop into your head. Instead you are more likely to think of other times when friends have let you down.

Hope - the feeling that good things might happen in the future - is so powerful that it can even affect our health. Hope gives us energy, and research has shown that hopeful people are more likely to succeed in work, in sport, in academia and in politics. They are also happier and better at both persevering with a task and solving problems.

Positive emotions have clear and tangible benefits - hope, can even make you live longer. But however destructive they seem, even temper tantrums, and sulks have their uses. Emotions are all about communication. They give us information about the way other people feel. If no one ever got angry with you or stopped talking to you, you might never know you had upset them.

Looking at the research on moods, it is clear that we don’t need to be afraid of our negative emotions. We imagine that it's essential to get control of our bad moods and it's true that emotional management is a crucial part of our personal development and relationships. But there is another aspect to our emotional ups and downs: our feelings have important things to tell us, and we do well to listen to them.

In one study, which shows just what sort of ramifications this could have, job interviewers who were feeling happy (because they'd just been told they had done well on a test) rated applicants more positively and were more likely to say they would hire them. Meanwhile the interviewers who were told they had done badly on the test viewed applicants less favorably.

Now, it could be argued that this is all a media stunt. Following a thoroughly frustrating half hour listening to unbearable music while you wait to get through to a call centre, only to find that they cannot solve your problem, you might well feel pretty angry. But eventually, and probably without consciously thinking about it, you will distract. You are employing coping strategies to help to change your mood.

If words are flashed up on a computer screen it takes us longer to read a word associated with our anxieties than other words. So people with eating disorders take a fraction of a second longer to read words such as 'food' and 'meal' than everyone else. Because these words make a person anxious, they actually slow down their thinking.

Also, anger readies our bodies for attack, giving us extra vigour that might prove essential in a fight. No other emotion is able to keep the body at a high pitch for such long periods. Energy is diverted towards the muscles, a feature that many sports people use to their advantage, deliberately stoking up their anger towards their opponent.

One reason why hopeful people succeed is that they set themselves higher goals and more goals at a time, which buffers them against disappointment if one plan does not work out. In one extraordinary study, students' feelings of hope when they started college were a better predictor of their final results six years later than their entrance exam marks. Levels of hope even foretold the students who were later to drop out.
F Indeed we are far more likely to notice and remember negative moods. Whether it’s anger, fear or pure joy, moods can feel overwhelming and beyond our control. Just one careless comment or email can trigger a new mood. They change very fast.

G Take part in an experiment on mood and the chances are that you will be shown a video of penguins. Over the past decades, in particular, psychologists have been using such laboratory experiments to investigate what moods are and why it is that they can fire us up one moment and drain us of energy the next.

USE OF ENGLISH

<table>
<thead>
<tr>
<th>Task 4</th>
<th>For questions 28 – 35 think of one word from the list (a - p) which can be used appropriately in all three sentences. There are more words than you will need.</th>
</tr>
</thead>
<tbody>
<tr>
<td>28.- One doesn’t need to be an expert to _____________ the beauty of classical music.</td>
<td></td>
</tr>
<tr>
<td>- I’ll always ___________ your help and support.</td>
<td></td>
</tr>
<tr>
<td>- He seems confident that houses in this area will ___________ in value in the next few years.</td>
<td></td>
</tr>
<tr>
<td>29. - The examiner gave the candidate no _______ as to whether she had passed.</td>
<td></td>
</tr>
<tr>
<td>- A helpful ___________ is to put the mixture in the fridge for 10 minutes before baking it.</td>
<td></td>
</tr>
<tr>
<td>- It’s a delicious dish with just a ___________ of allspice and nutmeg.</td>
<td></td>
</tr>
<tr>
<td>30. - Despite lack of practice, his _______ improved as the chess match progressed.</td>
<td></td>
</tr>
<tr>
<td>- Hunters returned empty-handed, the _______ having been protected by animal rights activists.</td>
<td></td>
</tr>
<tr>
<td>- It was the first _______ of the season and ten goals were scored.</td>
<td></td>
</tr>
<tr>
<td>31. - Parker _______ in a brief speech that he would be leaving the country.</td>
<td></td>
</tr>
<tr>
<td>- It was once believed that dreams _______ future events.</td>
<td></td>
</tr>
<tr>
<td>- The driver _______ left but immediately turned right.</td>
<td></td>
</tr>
<tr>
<td>32. - We _______ your lateness just this once.</td>
<td></td>
</tr>
<tr>
<td>- The houses _______ a school playing field.</td>
<td></td>
</tr>
<tr>
<td>- Fred didn’t _______ the pains in his chest. He immediately consulted the doctor.</td>
<td></td>
</tr>
<tr>
<td>33. - The child looked up pitifully at his mother, aware that he hadn’t received a fair _______ when the cake had been handed out.</td>
<td></td>
</tr>
<tr>
<td>- The manager informed his staff that despite the economic downturn, there was every reason to believe that the forthcoming _______ would go ahead as planned.</td>
<td></td>
</tr>
<tr>
<td>- It is a sad fact that in every newspaper there’s a good _______ of material that you can flick through mindlessly.</td>
<td></td>
</tr>
<tr>
<td>34. - Because he failed to _______ up for the job interview, Mr Garrard has been crossed off the list of applicants.</td>
<td></td>
</tr>
<tr>
<td>- In terms of recognition, Ann had little to _______ for all the effort she’d put into reorganizing the office.</td>
<td></td>
</tr>
<tr>
<td>- Despite her poor reception in New York, the artist is still keen to _______ her work across the rest of the country.</td>
<td></td>
</tr>
</tbody>
</table>
35. - After such a _______ meal, the Prescotts thought it better to go for a walk.
- The _______ bracelet was engraved with flowers and leaves.
- Reports have been coming in of _______ traffic on all routes leading out of the city.

<table>
<thead>
<tr>
<th>a. witness</th>
<th>g. hint</th>
<th>m. share</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. indicated</td>
<td>h. demonstrate</td>
<td>n. appreciate</td>
</tr>
<tr>
<td>c. value</td>
<td>i. show</td>
<td>o. piece</td>
</tr>
<tr>
<td>d. deal</td>
<td>j. predicted</td>
<td>p. game</td>
</tr>
<tr>
<td>e. heavy</td>
<td>k. overlook</td>
<td></td>
</tr>
<tr>
<td>f. smell</td>
<td>l. substantial</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task 5 For questions 36-44 choose a sentence (a,b,c,d) that is the same meaning with the given sentence.</th>
</tr>
</thead>
</table>

36. She thought she might want to buy some souvenirs so she took some extra money with her.  
   a. She thought it could be a good idea to buy some souvenirs if she had some extra money.  
   b. She took some extra money with her in case she wanted to buy some souvenirs.  
   c. If she had wanted to buy some souvenirs she would have taken some extra money.  
   d. She might have taken some extra money if she intended to buy some souvenirs.  

37. Men outnumber women by two to one in this profession.  
   a. There are twice as many men as women in this profession.  
   b. There are two times more women than men in this profession.  
   c. Men work twice as much as women in this profession.  
   d. The number of women working in this profession decreased two times.  

38. If you don’t get a permit, someone may tow your car.  
   a. Your car will not be towed if you don’t get a permit.  
   b. You’d better have the car pulled unless you don’t have a permit.  
   c. Unless you have a permit someone will have your car to be pulled.  
   d. Get a permit for your car if you don’t want to have it towed.  

39. My brother Victor is a doctor. He lives in Paris  
   b. My brother Victor lives in Paris, who is a doctor.  
   c. My brother Victor is a doctor, who lives in Paris.  
   d. My brother Victor, who lives in Paris, is a doctor  

40. French is the only language other than English spoken on five continents.  
   a. Unlike French, English is spoken on five continents.  
   b. French and English are the only languages that are spoken on five continents.
c. Before English, French was the only language spoken on five continents.
   d. Worldwide, French is the most widely taught second language after English.

41. **Vera admitted that she had never been as comfortable as her sister Dora when telling people what she thought.**
   a. Vera hasn’t even tried to be as comfortable as her sister Dora in telling people what she thinks.
   b. Both Dora and Vera are comfortable with frankly telling people what they need to know.
   c. Dora is no less comfortable than Vera in expressing herself and saying what she feels.
   d. Dora has always been more comfortable than Vera telling people what she thinks about them.

42. **The customs officer ordered Nora to hand over her documents.**
   a. Nora was made hand over her documents.
   b. Nora had her documents handed over to her.
   c. Nora was made to hand over her documents.
   d. Nora’s documents had to be handed over to her.

43. **I know why Adam failed the exam. It happened because he completely ignored the instructions on the paper. The instructions appeared at the top of every page.**
   a. Adam failed to ignore the instructions printed at the top of every paper.
   b. No matter how completely Adam ignored the instructions printed at the top of every page of the paper, he failed.
   c. Even though Adam ignored the instructions printed at the top of every page, he didn’t succeed.
   d. Adam didn’t succeed because he completely ignored the instructions appearing at the top of every page of the paper.

44. **Mr McGregor regretted working for his brother’s company.**
   a. Mr McGregor regretted his decision to terminate his contract with his brother’s company.
   b. Mr McGregor wished he hadn’t worked for his brother’s company.
   c. If only Mr McGregor wasn’t working for his brother’s company!
   d. Mr McGregor wished he had worked for his brother’s company.

**Task 6. For questions 45 - 59 choose the best variant (a,b,c,d)**

45. ”I overslept and was late for work again.”
   “You _____ that clock fixed. It hasn’t worked for over a week now”.
   a. had rather have  b. should rather have  c. would better to have  d. had better have

46. “Do you mind if I tell Mary about your trip?”
   “Well, I’d rather you _____ anyone else about it.
   a. wouldn’t tell  b. didn’t tell  c. won’t tell  d. haven’t told
47. “You are looking tired”
   “Well, I’m rather exhausted. I wish my neighbors _______ loud music when I am trying to sleep.”
   a. haven’t played  b. are not playing  c. wouldn’t play  d. won’t play

   “May I suggest _______ carefully before rushing into it”
   a. that you should think  b. you having to think  c. your thinking  d. to think

49. “Is there any news about the ex-President?”
   “Well, he is reported _______ the country last week”
   a. to be leaving  b. to have left  c. to have been left  d. having left

50. “Did they find out who had taken the money?”
   “Yes. Robert finally admitted _______ it all”
   a. to spend  b. to have spent  c. to having spent  d. having to spend

51. ‘What would you do in my place?”
   “_______ like that, I’d complain to the manager.”
   a. Were I to be  b. Was I to have been  c. If I have been  d. If only I would be

52. “You can congratulate me on getting a bonus. I am in two minds how to spend the money”
   “We’d sooner you _____ your bonus on something useful – a new computer, for example”
   a. would spend  b. spent  c. spending  d. will spend

53. “Where have you been, Mary? What have you been doing?”
   “Well, my tutor ______ some research into post graduate studies.”
   a. made me to do  b. had me to do  c. got me to do  d. urged me doing

54. “What are you doing over summer?”
   “I’ve got a temporary job ______ I can save some money.”
   a. so that  b. in case  c. so as to  d. in order

55. “I am going out now”.
   “_______ you happen to pass a chemist, could you get me some aspirin?”

56. “Has Tom been told the whole story yet?”
   “Not yet. I dread ______ out the truth. It will make him unhappy.”
   a. him finding  b. of his finding  c. him to find  d. that he finds

57. “It was unwise of David to make light of such a sensitive issue.”
   “Exactly. No sooner ______ the joke than everyone got up and left”.
   a. has he told  b. he told  c. had he told  d. he was told

58. ‘So, what did the President have to say?’
   “He mentioned pension reform and went on ______ that he would reduce unemployment figures”.
   a. adding  b. having added  c. to be added  d. to add
59. “I dislike Winston, I have to admit that he came up with some brilliant suggestions at the management meeting”.
“Thats true. I liked his Research & Development Project”

a. Much as  b. No matter  c. However  d. Nevertheless

**Task 7** For questions 60 - 69 choose the best ending from a – p

60. Students may be asked to compare many alternative .. ___
61. I like your essay but I want you to illustrate .. ___
62. The measurements taken by researches must be accurate … ___
63. All the cars on the market today have to conform … ___
64. In this lecture I want to give you a brief sketch… ___
65. University courses used to be very rigid … ___
66. From a very early age, children develop a spatial … ___
67. Many people working today find it difficult to tolerate … ___
68. Increasingly, universities are being asked to undertake … ___
69. As people now can make purchases on impulse … ___

a. high levels of stress and insecurity.
b… with credit cards, buying habits have changed.
c…local companies in developing economies willing to act as partners.
d… theories, from which they have to select the most convincing.
e…of choosing extra subjects to study if they wish.
f…but today they are much smaller.
g…and offered students no real choice of flexibility.
h…awareness allowing them to understand where things are around them.
i…rather than speak in great detail about this new topic.
j…the company, which many had thought was beyond hope.
k…if we can prove it by using logic and reasoning.
l…to the same safety and pollution regulations.
m…otherwise the conclusions they come to will be useless.
n…many alternative impressions and to base decisions on facts instead.
o…your points by providing some supporting examples.
p… research in order to develop new products on behalf of large companies.
Task 8  For questions  70-81 choose one word from a – q which can be used in place of the words in bold without changing the meaning of the sentence.

70. University regulations state that students must pass 18 modules to graduate.

71. Environmentalists are keen to persuade us to throw away rubbish and waste in more environmentally friendly ways.

72. Those who support military service claim that it promotes discipline, while opponents argue that such service disrupts young people’s education.

73. Most metals shrink when they become cooler.

74. The lecturer tried to explain her point more clearly by using another example more familiar to her studies.

75. By the age of three, most children are able to talk with an adult in a limited fashion.

76. Students should not read every page of a book but instead identify and then take out only those ideas which are relevant.

77. There is growing pressure on governments to protect forests and wild animals.

78. The witness was so nervous that he refused to give evidence when the case came to court.

79. The international Space Stations circle the Earth about every 90 minutes.

80. Most mammals will attack their animals which try to enter their territory.

81. When the government increased the tax on petrol, there was a resultant rise in transport costs.

a. conserve
b. comply with
c. negotiate
d. orbit
e. space
f. fulfill
g. contract
h. extract
i. obvious
j. clarify
k. consequent
l. advocate
m. converse
n. dispose of
o. testify
p. specify
q. get rid from
**Task 9** For questions **82-90** choose the appropriate idiom from the list **a-m** to complete the sentences. There are more idioms than you will need.

82. It isn’t a good idea to ____________ and give up your academic career to set up your own business.

83. You are too young and inexperienced to run your company. Don’t you think you should ________ before it is too late. You should get more practice.

84. You might find your new job confusing at first as there are a lot of different departments you will have to work with. Don’t worry, you will soon ________ .

85. We did our best to ____________ to be nice to him but he wasn’t at all grateful.

86. Don’t try to please your boss and his supervisor. It will put you ________ .

87. If you are not satisfied with how I did my part of the job, I want to see what you can do. So, _____ now.

88. Next time you will have to ____ at the meeting. Never say to your boss that his ideas are not so good.

89. When we were young we used to have a lot of disagreements with our parents, but that’s _____ now.

90. We’ll have to ________ to get this project finished. It’s the first of January today and we only have a month left.

   a. work against the clock  
   b. find your feet  
   c. all water under the bridge  
   d. break a leg  
   e. bend over backwards  
   f. the ball is in your court  
   g. take a rain check  
   h. between a rock and a hard place  
   i. jump the gun  
   j. bite your tongue  
   k. hold your horses  
   l. tongue-in-cheek  
   m. under the weather

---

**Task 10**  **ENGLISH LANGUAGE QUIZ**

These are the names of characters in popular fiction. For questions **91-95** put each name in its correct place. Choose from **a-j**

91. Our firm is on the verge of bankruptcy. I don’t think it can survive. We don’t need a new General Manager. We want a ________ badly.

92. In the life of many people there are times when they want to get away from it all, escape the pressures of hectic city life and live a more simple, basic kind of ________ existence.

93. I don’t understand Derek. He is usually reasonable and polite but there are times when he gets very bad-tempered and almost violent. He’s got a ________ personality.

94. Hey, wake up ________ ! It’s nearly lunch time.

95. I had a long talk with Adam yesterday. You won’t believe it. He sounded impressive when he described his adventures and achievements. He is a ________ character.
a. Billy Bunter
b. Rip Van Winkle
c. Walter Mitty
d. Man Friday
e. Big Brother
f. Superman
g. Robinson Crusoe
h. Little Lord Fauntleroy
i. Jekyll and Hyde
j. Robin Hood

For questions 96 – 97 choose the correct answer.

96. Charlie Chaplin didn’t star in the film:

   a. ”The Gold Rush”
   b. “The Great Train Robbery”
   c. “The Great Dictator”
   d. “The Kid”

97. Which American film director has the record number of Oscars?

   a. Steven Spielberg
   b. Woody Allen
   c. John Ford
   d. Martin Scorsese

For questions 98 – 100 choose the song that doesn’t belong to the following British rock groups:

98. LED ZEPPELIN

   a. Stairway to Heaven
   b. Let it Loose
   c. Good Times Bad Times
   d. Since I’ve Been Loving You

99. THE BEATLES

   a. Come Together
   b. Yesterday
   c. Don’t Let Me Down
   d. Whole Lotta Love

100. PINK FLOYD

   a. You don’t fool me.
   b. Another Brick In The Wall
   c. Things Left Unsaid
   d. Wish You Were Here
KEYS

Reading

Task 1  1 b;  2 d;  3 a;  4 b;  5 d;  6 c;
Task 2  7 B;  8 F;  9 C;  10 A;  11 E;  12 C;  13 F;  14 E;  15 F;  16 D;  17 D;  18 C;  19 D;
        20 A;  21 B;
Task 3  22 G;  23 F;  24 C;  25 A;  26 E;  27 D;

Use of English

Task 4  28 n;  29 g;  30 p;  31 b;  32 k;  33 d;  34 i;  35 e;
Task 5  36 b;  37 a;  38 d;  39 d;  40 b;  41 d;  42 c;  43 d;  44 b;
Task 6  45 d;  46 b;  47 c;  48 a;  49 b;  50 c;  51 a;  52 b;  53 c;  54 a;  55 c;  56 a;  57 c;
        58 d;  59 a;
Task 7  60 d;  61 o;  62 m;  63 l;  64 i;  65 g;  66 h;  67 a;  68 p;  69 b;
Task 8  70 p;  71 n;  72 l;  73 g;  74 j;  75 m;  76 h;  77 a;  78 o;  79 d;  80 e;  81 k;
Task 9  82 i;  83 k;  84 b;  85 c;  86 h;  87 f;  88 j;  89 c;  90 a;

English Language Quiz

Task 10  91 f;  92 g;  93 i;  94 b;  95 c;  96 b;  97 c;  98 b;  99 d;  100 a