

G R A M M A R

Read the article below. For each question 1 – 15, write ONE word in the space provided below the text.

Paid to Play

The Internet is (0) full of websites which seem to offer dream jobs. There are quotations from people who seem to have succeeded (1) _____ making large amounts of money without having to (2) _____ any real work at all. Instead, these lucky people have (3) _____ able to earn enough to live well by playing various kinds of computer games and then evaluating (4) _____. It seems too good to (5) _____ true! There are also other jobs in (6) _____ people seem to be paid to play, or to do work that is such good fun it does not seem (7) _____ work at all. For example, (8) _____ you like cinema and computer games, then being the manager of a video shop (9) _____ be very enjoyable because you have to watch or play with all the latest releases so that you (10) _____ decide what to buy for the shop. Obviously, playing a sport like tennis or volleyball professionally is really being paid to play, but even working (11) _____ a travel guide or doctor on a cruise ship can also be quite good. (12) _____ of my friends, (13) _____ had spent years working long hours in hospitals, was (14) _____ to get work as a doctor with an adventure travel company. She now spends (15) _____ life trekking in Nepal or white-water rafting in New Zealand – and being paid for it!

0 _____ full _____

8 _____

1 _____

9 _____

2 _____

10 _____

3 _____

11 _____

4 _____

12 _____

5 _____

13 _____

6 _____

14 _____

7 _____

15 _____

Total ____/15pts

VOCABULARY

Use the word given in capitals at the end of each line to form a word that fits in the space in the same line.

WOMEN DOCTORS

Throughout history, women have had (0) responsibility for healing the sick. However, it is only in (1) _____ recent times that they have been allowed to train as doctors at (2) _____ schools in Britain. Yet in that short time, they have made an enormous (3) _____ to modern medicine. The first female doctors were priestesses who gave (4) _____ about diseases and (5) _____ and prepared medicines. In ancient Rome, women healers were considered (6) _____ and respected. In Britain, for centuries male doctors were (7) _____ of women who practised medicine (8) _____ and in 1512 a law was passed making it (9) _____ for them to do so. Women couldn't study medicine at universities until the 19th century and they only began to gain (10) _____ with male doctors in the 20th century.

RESPONSIBLE**COMPARE****MEDICINE****CONTRIBUTE****ADVISE****INJURE****SKILL****SUSPECT****PROFESSION****LEGAL****EQUAL****Total ___/10 pts**

READING COMPREHENSION (1)

Read four descriptions of products and how they were marketed. For each of the statements, choose from the products A – D.

A THE BREAD SLICER

Two American towns claim to be the home of sliced bread: Chillicothe in Missouri and Battle Creek, Michigan. Journalist Kim Riplay is in favour of Chillicothe. When she was researching the town's history, she came across a news item dated 7 July 1928 announcing that Chillicothe Baking Company had started marketing wrapped loaves of sliced bread. There was an advertisement on the same page that read "The greatest forward step in the baking industry since bread was wrapped: Sliced Kleen Maid Bread." Riplay did some more research and found that the inventor of the slicing machine, Otto Rohwedder, had almost vanished from the history books. Otto, a jeweller by trade, spent 13 years working on his invention before persuading bakers to give it a try. He sold his patent in 1930 before sliced bread had really caught on. It was the Wonder Bread company that made sliced bread truly famous.

B THE SKATEBOARD

It is impossible to say who was responsible for the invention of the skateboard. In the 1950s many Californian surfing enthusiasts, frustrated that weather and waves were not always suitable for surfing, began nailing the bases of roller skates to the front and back ends of wooden planks. Although these boards were very unstable, they allowed for "sidewalk surfing" along streets and down hills. It was not long before the fad spread through the major cities of the United States and beyond. The first commercially-produced boards were made by Makaha Skateboards and designed by surfer Larry Stevenson. Makaha chose a team of top riders to showcase their boards. Soon bicycle manufacturers and toy companies were following suit and producing stable, unbreakable boards with more speedy and reliable plastic wheels. Skateboarding is the 6th most popular sport in the USA.

C TRAINERS

In 1958, Phil Knight, a student at the University of Oregon and an athlete, complained to his coach, Bill Bower, about the clumsy American running shoes of the time. They formed a company in 1964 to market a lighter and more comfortable shoe designed by Bower. In 1968, this company became NIKE, named after the Greek goddess of Victory. At first, Knight and Bower sold their shoes in person at athletics meetings but soon this wasn't necessary. Knight's first great marketing ploy was announcing that "four of the top finishers" in the marathon at the 1972 Olympic Trials had worn Nikes. Through the '80s and '90s, Nike's advertisements helped make it the foremost retailer of athletic shoes worldwide, thanks to endorsements from superstars like Michael Jordan.

D LIP BALM

Chap Stick was the brainchild of a Lynchburg, Virginia, doctor named C.D. Fleet. His product, which was distributed locally, was not very successful, however. In 1912 he sold the rights to John Morton, another Lynchburg resident, for only 6 dollars. Morton marketed the product so well that today it makes its manufacturer 63 million dollars a year. Both the way the lip balm is presented and its ingredients have changed a lot since the 1880s, when it was first produced. Now, apart from sticks, there are tubes and jars and the balm itself comes in many different flavours such as cherry and chocolate. Although Chap Stick has long been a leader in the lip balm market, it was overtaken in 1996 by another company, Blistex.

READING COMPREHENSION (2)

This product...

- 0/ ... is no longer the most popular brand. D
- 1/ ... followed another important development.
- 2/ ... had the support of famous people.
- 3/ ... was made by someone who we know very little about.
- 4/ ... made very little money for its inventor.
- 5/ ... was developed by two people working together.
- 6/ ... was demonstrated by people who knew how to use it.
- 7/ ... was copied and improved.
- 8/ ... was originally sold to customers by its inventors.
- 9/ ... outsold its competitors for two decades.
- 10/ ... was invented because people were not satisfied with another product.

Total ___/10

LISTENING

You will hear part of a radio programme about a man called Dominic, who has an amazing memory. First, read through the gapped sentences below to get a general idea of what the programme is about. Complete the blanks using the information you hear.

As a schoolboy Dominic had problems seeing (1) _____ clearly.
Dominic's teachers thought he was a (2) _____ student. Dominic did not manage to complete his education at (3) _____. After watching someone on (4) _____, Dominic worked out a way of training his memory. Dominic can now remember a sequence of nearly (5) _____ cards. Dominic remembers each card by thinking of it as the (6) _____ of someone famous. Dominic makes up a story about a (7) _____ to help him memorise the order of the cards.

Because of Dominic's skill with cards, he is not allowed to go into (8) _____ anymore. Dominic now runs courses for people such as (9) _____ who want to improve their performance. Dominic thinks his memory will improve as his (10) _____ increases.

Total ___/5

Literature:

Longman, Megan Roderick, Activate B1+, adapted, page 62, 69
Colonna Scuola, Jessica Jacobs, Use of English, adapted, page 31
Fragment, Word formation, adapted
Tim Falla, FCE Results, adapted, page 69

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