

I. READING

Akio Morita (26 January - 3 October 1999) - co-founder of the Sony Corporation.

He created one of the first truly global companies. His strategy was so successful that Sony was recently voted the number one brand name by American consumers, ahead of Coca-Cola and General Electric.

Morita had a comfortable childhood. He was the eldest son of a wealthy family from Nagoya. He trained as a physicist. Before he celebrated his 26th birthday, he had started his own company with a partner Masaru Ibuka. In 1949 the company developed recording tape and in 1950 sold the first tape recorder in Japan. In 1957 it produced a pocket-sized radio and a year later renamed itself Sony. For the new name Mr Morita combined the Latin word for sound „sonus” with the English expression „sonny boy” to give an impression of a company full of energy and youth. In 1960 it produced the first transistor television in the world.

He moved his family to the USA in 1963. This helped him to understand Americans, their market and customs. Many people believe this was the key reason for his global success. Sony launched the Walkman in 1979 after Morita had noticed young people's love of music.

Morita loved art and music, and was a sports fanatic. He also wrote a book in the 1960 s called „Never mind School Records” which argued that academic achievements are not important for success in business.

1. According to the article, where did Morita's family come from?

- ☐ A) Tokyo ☒ Б) Nagoya
☐ B) Osaka ☐ Г) Yokohama

2. Based on its use in the article, the expression „sonny boy” describes:

- ☐ A) an informal form of address to a former male student of a school or college
☐ Б) a friend
☒ B) an informal form of address used by an older person as a familiar form of address for a young boy
☐ Г) a term of endearment or affectionate form of address

3. According to the context in the article, what does Walkman represent?

- ☐ A) headphones
☐ Б) a cellphone
☐ B) a TV
☒ Г) a portable audio cassette/tape player

4. When did Sony produce the first transistor television?

- ☐ A) 1979 ☐ Б) 1963 ☒ B) 1960 ☐ Г) 1957

5. As it is mentioned in the article, what is the main idea of the book written by Morita?

- ☐ A) academic achievements are linked to success in business
☐ Б) business success depends only on academic achievements
☐ B) to become a noble scientist, people should be in business
☒ Г) academic achievements have no link to successful business

II COMMUNICATION AND VOCABULARY

6. A: Robert, are you going to be in town this weekend?

B:

- ☐ A) That sounds like fun.
☐ Б) Sounds great. Just drop me an e-mail with the time you've picked.
☒ B) I don't have anything scheduled yet
☐ Г) Sounds like we'll have a great time!

7. A: What can I help you with today?

B:

- ☐ A) That's it. Thank you.
☒ Б) When does the library close?
☐ B) That's cool.
☐ Г) Okay. Thank you very much.

8. A: What about if we pay earlier? Will you be able to deliver in September?

B:

- ☐ A) What sort of quantity do you have in mind?
☒ Б) Let me check if I understand you - do you mean payment on delivery?
☐ B) What do you think of the offer?
☐ Г) Let's see if I've got this right.

9. A: Hello, this is Lisa Greene. May I speak with Peter Jackson, please?

B:

- ☐ A) Could you ask him to call me back later? I don't believe he has my new office number - it's 324-0506.
☐ Б) Of course, Ms. Greene. I'll make sure he gets the message.
☒ B) Please hold on, and I'll put you through to his office.
☐ Г) That works for me!

10. A: Beautiful day, huh?

B:

- ☒ A) We couldn't ask for a better day than this.
☐ B) It's miserable out.
☐ C) We haven't had a drop of rain for weeks.
☐ D) They're calling for blue skies all week.

11. A: So you were gone visiting your grandpa last weekend?

B:

- ☐ A) What a nice thing to say!
☐ B) Wow! That's great!
☒ C) Yup!
☐ D) That's really good to hear.

12. A: So, how was the movie you watched last weekend? Wasn't it disappointing?

B:

- ☐ A) Let me guess.
☐ B) Oh dear, why?
☒ C) I can only say it was absolutely fantastic! You must watch it!
☐ D) Can't believe you're asking me that!

13. A: Don't remind me! Actually I've got a few suggestions for this next trip.

B:

- ☐ A) Yeah, why not? ☐ B) Yeah. That's true.
☒ C) So, I'm all ears. ☐ D) It's rubbish!

14. of a TV programme would also cost a lot. And a TV is out for the same reason.

- ☐ A) Promotion/endorsement
☒ B) Sponsorship/commercial
☐ C) Commercial/logo
☐ D) Commercial/promotion

15. is an information space where documents and other web resources are identified by Uniform Resource Locators (URLs), interlinked by, and can be accessed via

- ☐ A) The Internet / the World Wide Web / hypertext links
☐ B) Internet Protocol / hypertext links / the World Wide Web
☐ C) The World Wide Web / Internet Protocol / hypertext links
☒ D) The World Wide Web / hypertext links / the Internet

16. Gabrielle „Coco” Chanel revolutionized the fashion industry with her designs and simplicity.

- ☐ A) futuristic / sophisticated
☒ B) innovative / elegant
☐ C) retro / luxurious
☐ D) state of the art / streamlining

17. is a business and employment-oriented social networking service that operates via websites.

- ☐ A) Facebook ☐ B) DeviantArt
☐ C) Instagram ☒ D) LinkedIn

18. A is a thin, flat mobile device with a touchscreen display, which is usually in color, processing circuitry, and a rechargeable battery.

- ☒ A) tablet ☐ B) laptop
☐ C) netbook ☐ D) PC

19. These days it is easy to be Television make the world a small place and some people argue that travel is no longer necessary.

- ☐ A) an „armchair critic” / commercials
☐ B) a „backseat driver” / series
☒ C) an „armchair traveler” / documentaries
☐ D) a „Jack of all trades” / programs

III. GRAMMAR

20. people eat very healthy food.

- ☐ A) Very little ☐ B) Very less
☐ C) Very least ☒ D) Very few

21. We can't meet you for dinner - Michael has with a terrible case of flu!

- ☐ A) come up ☒ B) come down
☐ C) come into ☐ D) come across

22. If I had known you were coming, a cake.

- ☐ A) I have bought ☒ B) I would have bought
☐ C) I will buy ☐ D) I bought

23. That's a table.

- ☒ A) small / round / wooden
☐ B) wooden / small / round
☐ C) round / wooden / small
☐ D) small / wooden / round

24. The electricity be switched off before repairs are attempted.

- ☒ A) must always ☐ B) has always to
☐ C) should always ☐ D) might always

25. We this supplier for two years and we have never had problems before.

- ☐ A) were using ☐ B) had been using
☐ C) are using ☒ D) have been using

26. They were miles from - would hear her scream.

- ☐ A) somewhere / no one ☐ B) anywhere / someone
☒ C) anywhere / no one ☐ D) nowhere / someone

27., the government is starting to lose popularity.

- ☐ A) Economically / although / successful
☒ B) Although / economically / successful
☐ C) Successfully / although / economically
☐ D) Although / successfully / economical

28. They don't agree the government's policy.

- ☐ A) about ☒ B) with ☐ C) to ☐ D) upon

29. He's student in his class.

- ☒ A) by far the cleverest ☐ B) a bit cleverer
☐ C) much cleverer ☐ D) any cleverer

30. The pub is almost the street, just the traffic lights.

- ☐ A) in the end of / behind ☒ B) at the end of / before
☐ C) along / before ☐ D) beside / in front of