|  |  |
| --- | --- |
| TỈNH LAI CHÂU  **TRƯỜNG THPT CHUYÊN LÊ QUÝ ĐÔN**  (Đề thi đề xuất) | **ĐỀ THI CHỌN HỌC SINH GIỎI**  **TRẠI HÈ HÙNG VƯƠNG NĂM 2024**  ĐỀ THI MÔN TIẾNG ANH LỚP 11  Thời gian làm bài 180 phút (*Đề thi gồm có 14 trang, gồm 04 câu*) |

**I. LISTENING (50 pts)**

**Part 1. For questions 1-5, listen to a news report about** ***Rice* *cultivation* and decide whether each of the following statements is True (T), False (F) or Not Given (NG) according to what you hear. Write T, F, or NG in the corresponding numbered boxes provided. (10pts)**

**1.** More than one-fifth of the calorie’s humans consume annually are from rice.

**2.** South American growers successfully domesticated rice around 3,000 years ago.

**3.** Rice cultivation flourishes in submerged soils common to areas with monsoon rainfall patterns.

**4.** Traditional rice cultivation practices do not contribute to greenhouse gas emissions.

**5.** Alternate wetting and drying are a water management strategy that can reduce methane emissions from rice cultivation.

***Your answers:***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1.** | **2.** | **3.** | **4.** | **5.** |

**Part 2. For questions 6-10, listen to a news report about *Football clichés* and answer the questions. Write NO MORE THAN TWO WORDS taken from the recording for each answer. (10pts).**

**6.** What is the other type of football clichés mentioned, apart from the hyper truths?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7.** Which adjectives are used to explain the reason why the hyper truths have persisted?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8.** What are football commentators awash with?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**9.** Which language has the most vocative act of scoring a goal?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**10.** What is one of the functions of clichés according to the speaker?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Part 3. For questions 11-15, listen to part of a report about *Artificial Intelligence* and write the letter A, B, C, or D in the numbered boxes provided to indicate the correct answer to each of the following questions according to what you hear. (10pts)**

**11.** According to the speaker, why is it unnecessary to specify every detail of an objective for humans?

**A.** Humans are inherently cautious.

**B.** Humans have limited understanding.

**C.** Humans are adaptable and consider multiple factors.

**D.** Humans prioritize efficiency over safety.

**12.** What example is used to illustrate the limitations of current AI systems?

**A.** Finding the optimal solution to a complex problem.

**B.** Avoiding unintended consequences when achieving objectives.

**C.** Assessing the cost-benefit ratio of completing a task.

**D.** Seeking permission before taking drastic actions.

**13.** What is the potential impact of general-purpose AI on the workforce, according to the speaker?

**A.** It will lead to widespread unemployment.

**B.** It will enhance job opportunities for humans.

**C.** It will result in a more efficient workforce.

**D.** It will have no significant impact on employment.

**14.** What does the speaker suggest about the arrival of general-purpose AI?

**A.** It will occur suddenly and on a specific date.

**B.** It will have a minimal impact on society.

**C.** Its arrival date is difficult to predict accurately.

**D.** It will not be achieved within the next century.

**15.** How does the speaker view the timeline for the development of general-purpose AI compared to other experts?

**A.** He is more optimistic about the timeline for achieving AI.

**B.** He is more cautious and conservative in his predictions.

**C.** He believes AI will be developed sooner than expected.

**D.** He believes AI development will take much longer than anticipated.

***Your answers:***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **11.** | **12.** | **13.** | **14.** | **15.** |

**Part 4. For questions 16 – 25, listen to part of a talk about *leadership*, and complete the following summary. Write *NO MORE THAN THREE WORDS* taken from the recording for each blank. Write your answers in the corresponding numbered boxes provided. (20pts)**

Many consider great leaders to be outgoing and confident individuals who act swiftly and change **(16)** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** pretty frequently. This perception, termed "The Extrovert Ideal" by Susan Cain, dominates our culture. Currently, extroverts dominate **(17) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** positions, with an **(18)** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** in top executive roles. However, overall satisfaction with leadership is lacking. Can this be linked? History shows successful leaders who embraced a quieter approach, such as Rosa Parks or Mahatma Gandhi. Research suggests introverts possess valuable traits. They tend to display humility and are more prone to giving **(19) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** to their team for ideas and performance. As their drive typically originates internally, they are less inclined to sacrifice themselves **(20) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** such as money or power. It's crucial to reconsider leadership norms to ensure all team members **(21)** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**. Up to **(22) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** lean toward introversion, often feeling **(23)** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** in meetings. Neglecting their potential is a disservice to all. In a world of soundbites, **(24) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** tactics and **(25)** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** thinking, a reserved, attentive approach empowers both leaders and followers. As Lao Tzu puts it, the best leaders speak little, letting their actions speak volumes.

***Your answers:***

|  |  |
| --- | --- |
| **16.** | **21.** |
| **17.** | **22.** |
| **18.** | **23.** |
| **19.** | **24.** |
| **20.** | **25.** |

**II. LEXICO -GRAMMAR (30 pts)**

**Part 1: Choose the correct answer (A, B, C or D) that best fits each of the following questions (15 points)**

**26**. He is a real miser. I’ve never met anyone so **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

**A**. tight-fisted **B**. mealy-mouthed **C**. thick-skinned **D**. light-fingered

**27**. The stray dog looked so sitting in the rain that we took pity on it and brought it inside.

**A** superficial **B**. cute **C**. forlorn **D**. disturbed

**28**. The store issued its customers with a(n)\_\_\_\_\_\_\_\_\_\_\_card to ensure they kept on going back.

**A**. loyalty **B**. incentive **C**. creditor **D**. debit

**29**. After careful investigation, the committee accountant and recommended that the police should not charge her.

**A**. acquitted **B**. expelled **C**. dispelled **D**. exonerated

**30**. His expression left us in no doubt as to how much her rejection had hurt him.

**A**. plausible **B**. anguished **C**. resigned **D**. downright

**31**. He is usually so I had no idea he could be so aggressive.

**A**. pacific **B**. relaxed **C**. placid **D**. complacent

**32.** He his gaze in embarrassment, realizing he'd been staring at the couple sitting opposite.

**A**. avoided **B**. averted **C**. cancelled **D**. concealed

**33**. As people grow older, they lose calcium and their bones become \_\_\_\_\_\_\_\_\_\_\_.

**A**. brittle **B**. crisp **C**. snappy **D**. fragile

**34**. The statue of the nymph had been \_\_\_\_\_\_\_\_\_\_ with garlands for the festival.

**A**. affiliated **B**. cascaded **C**. adorned **D**. bunched

**35**. The police have recently down on motorists who drink and drive.

**A**. turned **B**. clamped **C**. put **D**. pulled

**36**. All the drains are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with dead leaves.

**A**. passed over **B**. stuck up **C**. singled out **D**. clogged up

**37.** Tap water often contains , so it's a good idea to use a filter.

**A.** debris **B**. impurities **C**. impediments **D**. moisture

**38**. Now that you have more money, you'll be able to \_\_\_\_\_\_\_\_\_\_a little; you have no excuses anymore.

**A**. live it up **B**. make a break **C**. cut and run **D**. fly off the handle

**39**. I'll tell you the secret, since I know I can rely on your

**A**. decision **B**. wits **C**. discretion **D**. confidence

**40.** They are a real organization; they are only interested in making a profit.

**A.** devil-may-care **B**. fly-by-night **C**. open-handed **D**. down-to-earth

***Your answers:***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **26.** | **27.** | **28.** | **29.** | **30.** |
| **31.** | **32.** | **33.** | **34.** | **35.** |
| **36.** | **37.** | **38.** | **39.** | **40.** |

**Part 2 (5 .0pts).**

**The passage contains 5 errors. For question 41-45, underline the errors and write the corrections in the corresponding numbered boxes. There is an example at the beginning (0).**

|  |  |
| --- | --- |
| **Line** |  |
| 1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18 | The global recording industry has launched its largest wave of legal activity against people suspected of stealing music files on the internet. The latest move by the International Federation of the Phonographic Industry targeted 2,100 alleged uploaders using peer-to-peer (P2P) networks in 16 nations including the UK, France, Germany and Italy.  Thousands of people have agreed to pay compensation since the campaign began. In the US, civil lawsuits have been brought active against more than 15,597 people since September 2003 and there have been 3,590 settlements. 'This is a significant escalate of our enforcement actions against people who are uploading and distributing righted music on p2p networks,' said IFPI chief John Kennedy. 'Thousands of people - mostly internet-savvy men with their 20s or 30s - have learnt to their cost the legal and financial risks involved in file-sharing proprietary music in large quantities.' Individual cases are generally brought by the national associations represented the recording industry, and in some cases by the labels, as civil complaints. The UK recording industry has so far brought 97 cases, with a further 65 covered by the latest action. More than 140,000 in compensation has been paid to the British Phonographic Industry by 71 individuals. Those who fail to resolve cases face civil court action. |

**Your answers:**

|  |  |  |
| --- | --- | --- |
| ***Line*** | ***Mistakes*** | ***Corrections*** |
| *1* | 1. activity | *Action* |
|  | **41.** |  |
|  | **42** |  |
|  | **43.** |  |
|  | **44.** |  |
|  | **45.** |  |

**Part 3: Write the correct form of each bracketed word in corresponding numbered boxes. (10 pts)**

**46.** About $200 million in taxes weren’t paid because of income. (**REPORT)**

**47**. The Red Cross is sending emergency aid to the country. **(FAMINE)**

**48**. The cold winter has led to a larger-than-expected on oil stocks. **(DOWN)**

**49**. Many streets in Hanoi were flooded and after it had rained for 2 hours on end. **(PASS)**

**50**. There is no the technical brilliance of his performance. (**SAY)**

**51**. It is inhumane to sell limbs of the animals such as rhinoceros or elephants in the marketplace. **(MEMBER)**

**52**. I cannot imagine why there are such people in this world. Don’t they feel any sympathy for the homeless? (**HEART**)

**53**. This had all the makings of another long-running dispute, when again wider political events quite unexpectedly overtook the controversy. (**ACRID**)

**54.** When we catch up on the phone it's to discuss her latest short-lived conquest, the details of which are usually colorful, sometimes and always entertaining. (**TOE**)

**55.** Not only are employees disenfranchised from most policy decisions, they lack even the power to rebel against and tyrannical supervisors. (**EGO**)

**Your answers:**

|  |  |
| --- | --- |
| **46.** | **51.** |
| **47.** | **52.** |
| **48.** | **53.** |
| **49.** | **54.** |
| **50.** | **55.** |

**III. READING (60 pts)**

**PART 1. Read the text below and then decide which word best fits each space. Circle the letter A, B, C, or D to indicate your answer for each question. The task begins with an example (0). (10 points)**

**Example: (0) C. governed**

**The Body Clock**

Scientists used to believe that our 24-hour cycle of sleeping and waking was **(0)** \_\_\_\_\_\_\_\_ entirely by external factors. The most notable of these, they thought, were the rising and **(56)** \_\_\_\_\_\_\_\_ of the sun. But they have now **(57)** \_\_\_\_\_\_\_\_ that there is a daily rhythm to a wide range of biological functions – including temperature, digestion, and mental **(58)** \_\_\_\_\_\_\_\_ – which are regulated internally by a special time-keeping mechanism within the brain.

The main function of this “body clock” is to anticipate and **(59)** \_\_\_\_\_\_\_\_ for external changes so that, for example, our body temperature starts to rise around dawn, gearing us up for the day, and begins to **(60)** \_\_\_\_\_\_\_\_ in the early evening, winding us down for sleep.

Some people’s body clocks **(61)** \_\_\_\_\_\_\_\_ poorer time than others, which can greatly disturb their lives and even threaten their health. Insomnia, depression, fatigue, poor work performance, and even accidents can all be **(62)** \_\_\_\_\_\_\_\_ or aggravated by inaccurate body clocks.

Equally severe problems can result from the difficulties of **(63)** \_\_\_\_\_\_\_\_ to different time zones and working by night instead of by day. Shift workers are known to run a higher-than-average **(64)** \_\_\_\_\_\_\_\_ of having a number of health problems and the disruption of normal body rhythms is one possible **(65)** \_\_\_\_\_\_\_\_ for this.

*0. A. conducted B. steered C. governed D. managed*

**56.** **A.** descending **B.** diving **C.** plunging **D.** setting

**57.** **A.** established **B.** fixed **C.** settled **D.** assured

**58.** **A.** operation **B.** activity **C.** process **D.** occupation

**59.** **A.** dispose **B.** scheme **C.** steady **D.** prepare

**60.** **A.** fall **B.** reduce **C.** lessen **D.** subtract

**61.** **A.** keep **B.** hold **C.** support **D.** preserve

**62.** **A.** put **B.** formed **C.** caused **D.** made

**63.** **A.** altering **B.** adjusting **C.** fitting **D.** suiting

**64.** **A.** risk **B.** danger **C.** threat **D.** hazard

**65.** **A.** account **B.** solution **C.** explanation **D.** source

*(adapted from CAE Practice Tests by Mark Harrison & Rosalie Kerr © Oxford, Paper 3 – Part 1)*

**Your answers:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **56.** | **57.** | **58.** | **59.** | **60.** |
| **61.** | **62.** | **63.** | **64.** | **65.** |

**PART 2. For questions 1-10, fill each of the following numbered blanks with ONE suitable word and write your answers in the corresponding numbered boxes provided. (10pts)**

**THE HAPPINESS APP**

Until recenly, if psychologists wanted to know in (**1**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ way an experience or activity affected us, they had to put their trust (**2**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ our ability to remember. With the advent of smartphone apps, that has changed. Researchers at Havard University have persuaded thousands of people to take (**3**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in studies in which an app downloaded to their phones periodically asks (**4**)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ they happen to be in their city or town, what they’re doing, what they’re thinking and how happy they feel. I’m one of (**5**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

It’s been an irritating but enlightening experience. More often (**6**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ not, I’ve found myself muttering “Leave me alone!” when my phone beeped at some inopportune moment but it’s also made me aware of how frequently I’m distracted and how, when distracted, I feel a lot (**7**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ contented than I want to be. It seems I’m not the (**8**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ one. The researchers have found that whatever we’re doing, if we’re thinking about something (**9**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, we just don’t feel as happy as we might. So focus! It will (**10**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you good.

**Your answers:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **66.** | **67.** | **68.** | **69.** | **70.** |
| **71.** | **72.** | **73.** | **74.** | **75.** |

**Part 3. Read the following passage and mark the letter A, B, C or D on your answer sheet to indicate the correct answer to each of the questions from 1 to 5. (10 points)**

Leonardo da Vinci was born on April 15, 1452, in the small Tuscan town of Vinci, near Florence. He was the son of a wealthy Florentine public official and a peasant woman. In the mid-1460s, the family settled in Florence, where Leonardo was given the best education that Florence could offer. He rapidly advanced socially and intellectually. He was handsome, persuasive in conversation, and a fine musician and improviser. About in 1466 he **apprenticed** as a studio boy to Andrea Del Verrocchio. In Verrocchio’s workshop, Leonardo was introduced to many activities, from the painting of altarpieces and panel pictures to the creation of large sculptural projects. In 1472, he was entered in the painter’s guild of Florence, and in 1476, he was still mentioned as Verrocchio’s assistant. In Verrocchio’s *Baptism of Christ,* the kneeling angel at the left of the painting is by Leonardo.

In 1478, Leonardo became an independent master. His first commission, to paint an altarpiece for the chapel of the Palazzo Vecchino, the Florentine town hall, was never executed. His first large painting, The *Adoration of the Magi*, left unfinished, was ordered in 1481 for the Monastery of San Donato a Scopeto, Florence. Other works ascribed to his youth are the so-called Benois Madonna, the portrait *Ginerva de’ Benci*, and the unfinished *Saint Jerome*.

In 1482, Leonardos career moved into high gear when he entered the service of the duke of Milan, Ludovico Sforza, having written the duke an astonishing letter in which he stated that **he** could build portable bridges; that he knew the techniques of constructing bombardments and of making cannons; that he could build ships as well as armored vehicles, **catapults**, and other war machines; and that he could execute sculpture in marble, bronze, and clay. He served as a principal engineer in the duke’s numerous military enterprises and was so active also as an architect. In addition, he assisted the Italian mathematician Luca Pacioli in the celebrated work *Divina Proportione*.

Evidence indicates that Leonardo had apprentices and pupils in Milan, for whom he probably wrote the various texts later compiled as *Treatise on Painting*. The most important of his own paintings during the early Milan period was *The Virgin of the Rocks*, two versions of which exist; *he worked on the compositions for a long time, as was his custom, seemingly unwilling to finish what he had begun.*

From 1495 to 1496, Leonardo labored on his masterpiece, *The Last Super*, a mural in the refectory of the Monastery of Santa Maria Delle Grazie, Milan. Unfortunately, his experimental use of oil on dry plaster was technically unsound, and by 1500 its deterioration had begun. Since 1726 attempts have been made, unsuccessfully, to restore it; a **concerted** restoration and conservation program, making use of the latest technology, was begun in 1977 and is reversing some of the damage. Although much of the original surface is gone, the majesty of the composition and the penetrating characterization of the figures give a fleeting vision of its vanished splendor.

During his long stay in Milan, Leonardo also produced other paintings and drawings, most of which have been lost, theater designs, architectural drawings, and models for the dome of Milan Cathedral. His largest commission was for a colossal bronze monument to Francesco Sforza, father of Ludovico, in the courtyard of Castello Sforzesco. In December 1499, however, the Sforza family was driven from Milan by French forces; Leonardo left the statue unfinished and he returned to Florence in 1500.

**Question 76:**  What is **NOT** mentioned about the young Leonardo da Vinci?

**A.** He was physically attractive. **B.** He was a talented speaker

**C.** He was gifted in many fields of art. **D.** He was well-connected

**Question 77:**  The word **“apprenticed”** in paragraph 1 is closest in meaning to\_\_\_\_\_\_\_

**A.** studied **B.** painted **C.** mastered **D.** cleaned

**Question 78:**  What can be inferred about Andrea Del Verrocchio?

**A.** He was well-known **B.** He had many students

**C.** He was a writer **D.** He was poor

**Question 79:**  How old was Leonardo da Vinci when he became an independent master?

**A.** 23 **B.** 28 **C.** 25 **D.** 26

**Question 80:**  The pronoun **“he”** in paragraph 3 refers to\_\_\_\_\_\_\_

**A.** The duke **B.** Sforza

**C.** Leonardo da Vinci **D.** Milan

**Question 81:**  What is **NOT** mentioned as a work by a young Leonardo da Vinci?

**A.** Ginerva de’ Benci **B.** The Adoration of the Magi

**C.** Saint Jerome **D.** Donato a Scopeto

**Question 82:**  The word **“catapults”** in paragraph 3 is probably\_\_\_\_\_\_\_

**A.** a method of transportation **B.** an arm

**C.** a food **D.** an animal

**Question 83:**  Which of the following sentences best paraphrases the information in the passage?

**“He worked on the compositions for a long time, as was his custom, seemingly unwilling to finish what he had begun.”**

**A.** For some reasons, Leonardo da Vinci took an extraordinarily long time to finish many creations.

**B.** Leonardo kept working until everything seemed perfect.

**C.** Leonardo would start many projects at the same time, but they would never finish together.

**D.** Leonardo felt the need to work on his works for as long a time as was needed to achieve perfection.

**Question 84:**  The word **“concerted”** in paragraph 5 is closest in meaning to\_\_\_\_\_\_\_

**A.** artistic **B.** painful **C.** organized **D.** musical

**Question 85:**  What is **NOT** mentioned as a creation of Leonardo da Vinci’s while he was in Milan?

**A.** models of bronze horses **B.** models for church domes

**C.** theatre designs **D.** architectural drawings

**Your answers:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **76.** | **77.** | **78.** | **79.** | **80.** |
| **81.** | **82.** | **83.** | **84.** | **85.** |

**Part 4. The following passage has six sections, A-F.**

**a/Choose the correct headings for sections A-F from the list of headings below. Write the correct number, i-x, in boxes 1-6 on your answer sheet. (10pts)**

**List of Headings**

i. No giveaways for addictive products

ii. Sales of razor blades increase astronomically

iii. Monopoly of consumables is vital for success

iv. Video gaming a risky business

v. A novel method of dual marketing ruled out

vi. Freebie marketing restricted to legal goods

vii. Buyer ingenuity may lead to bankruptcy

viii. A marketing innovation

ix. A product innovation

x. More money to be made from high quality products

**Your answers:**

|  |  |
| --- | --- |
| **1**. Section A \_\_\_\_\_\_ | **4**. Section D\_\_\_\_\_\_ |
| **2**. Section B \_\_\_\_\_\_ | **5**. Section E \_\_\_\_\_\_ |
| **3**. Section C \_\_\_\_\_\_ | **6.** Section F\_\_\_\_\_\_ |

**‘FREEBIE’ MARKETING**

**A**. In the late 1890s, while travelling as an itinerant salesperson for the Crown, Cork and Seal Company, King C. Gillette observed how his corked bottle caps were discarded immediately after opening. Nevertheless, his company turned a healthy profit and there was immense business value, Gillette soon came to realize. In a product that was used only a few times, Gillette had his own personal breakthrough while struggling with a straight-bladed razor—a slow, fiddly and potentially dangerous instrument that required sharpening on a regular basis. A simple, disposable blade that could be thrown away when it dulled would meet a real need and generate strong profits, he correctly reasoned. After founding the American Safety Razor Company in 1901, his sales leapt from 168 blades in 1903 to 123,648 blades only a year later.

**B**. What King C. Gillette pioneered is far more than a convenient and affordable way for men to shave, however, it is the business practice now known as “freebie marketing” that has inspired many more companies over the years. Gillette's approach was contrary to the received wisdom of his era, which held that a single, durable, high-quality and relatively expensive consumer item with a high profit margin was the best foundation for a business. Freebie marketing involves two sets of items: a master product that is purchased once, and a consumable product that is frequently disposed of and repurchased on an ongoing basis. In this instance, the master product is often sold with little to no profit margin and is sometimes even dispensed at a loss. As the consumables are purchased over months and years, however, this can yield a much greater overall profit.

**C**. Freebie marketing only works if the producer of the master item is also able to maintain control over the creation and distribution of the consumables. If this does not happen, then cheaper versions of the consumable items may be produced, leaving the original company without a source of profit. The video game company Atari, for example, initially sold its Atari 2600 consoles at cost price while relying on game sales for profit. Several programmers left Atari, however, and began a new company called Activision which produced cheaper games of a similar quality. Suddenly, Atari was left with no way to make money. Lawsuits to block Activision failed, and Atari survived only by adding licensing measures to its subsequent 5200 and 7800 consoles.

**D**. In other instances, consumers sometimes find that uses for a master product circumvent the need to purchase consumables. This phenomenon is well known to have afflicted the producers of CueCat barcode readers. These were given away free through Wired magazine with the intention that they would be used by customers to scan barcodes next to advertisements in the publication and thus generate new revenue flows. Users discovered, however, that the machines could be easily modified and used for other purposes, such as building a personal database of book and CD collections. As no licensing agreement was ever reached between Wired and its magazine subscribers, CueCat were powerless to intervene, and after company liquidation the barcode readers soon became available in quantities over 500,000 for as little as US$0.30 each.

**E**. Not all forms of freebie marketing are legal. One notable example of this is the use of freebie marketing to “push” habit-forming goods in areas where there is otherwise no market. For illegal substances this is already restricted on the basis of the products illegality, but the use of freebie marketing to promote legal goods such as tobacco, alcohol and pharmaceuticals is also outlawed because the short-term gain to a small number of commercial outlets is not deemed worth the social cost of widespread substance abuse.

**F**. Another practice that is prohibited under antitrust laws is a form of freebie marketing known as “tying”. This is when a seller makes the sale of one good conditional on the acquisition of a second good. In these instances, the first good is typically important and highly desirable, while the second is inferior and undesirable. A music distributor who has the rights to an album that is in high demand, for example, might only allow stores to purchase copies of this album if they also buy unpopular stock that does not sell very easily. Because this typically relies on the manipulation of a natural monopoly on the part of the distributor, such practices are widely understood to constitute anti-competitive behavior.

**b/Complete the summary below. (10pts)**

**Choose NO MORE THAN TWO WORDS from the text for each answer.**

Freebie marketing is not permitted by law for either illegal or legal **7**. \_\_\_\_\_\_\_\_ products. This type of promotion of goods such as tobacco and alcohol is not considered worth the **8**.\_\_\_\_\_\_\_\_ and has consequently been outlawed.

“Tying" is also prohibited. This is when the sale of an attractive product is **9**. \_\_\_\_\_\_\_\_ on the purchase of another. It tends to occur when the seller takes advantage of a natural monopoly and is generally considered to be **10**. \_\_\_\_\_\_\_\_.

**Part 5. You are going to read an article about various birds in Britain. For questions 1-10, choose from the sections of the article (A-D). The sections may be chosen more than once. (10 points)**

**Of which bird are the following stated?**

**1.** Further attempts to increase its numbers were made once initial attempts had proved successful.

**2.** Its population growth is a reflection of how tough it is.

**3.** There is statistical evidence to support the view that it is a very popular bird.

**4.** There was a particular period when its population plummeted.

**5.** A criticism could be made of its physical appearance.

**6.** A common perception of it has proved inaccurate.

**7.** Growth in its numbers has been much more gradual than desired.

**8.** There is reason to believe that its progress in a particular region will be maintained.

**9.** Measures taken in the running of a certain type of countryside have assisted in the growth of its population.

**10.** Even though its population has fallen, it can frequently be seen in various particular locations.

**WINGED WINNERS AND LOSERS**

Birds in Britain come under scrutiny in a massive new study, Birds Britannica. A record of the avian community in the 21st century, it reveals a continually evolving pattern. Mark Cocker, the principal author of the tome, selects some cases.

**A. Red Kite**

The red kite’s recent rise from a mere handful to several thousand is among the great stories of modern conservation. Testimony to its flagship status is a recent Royal Society for the Protection of Birds poll which ranked it with the golden eagle and song thrush in the nation’s list of favorite birds. The dramatic spread has hinged on a reintroduction scheme at six sites in England and Scotland using kites originally taken from Spain and Sweden. The English releases began in the Chilterns in 1989 and when these had achieved a healthy population, subsequent introductions were made in Northamptonshire and Yorkshire using mainly English birds. The Scottish releases in the 1980s and 1990s have resulted in populations totaling more than 50 pairs. Altogether there are now about 3,000 kites in Britain

**B. Dartford Warbler**

European countries as well as the north African littoral and has the smallest world range of any of our breeding birds. It is also a highly sedentary bird, and a major cause of decline is its great susceptibility to the cold. The worst case occurred in the two successive hard winters of 1961 and 1962 when the numbers fell from 450 pairs to just 10. Memories of this calamitous decrease, coupled with the bird’s own tiny size and seeming delicacy, have cemented our sense of an overarching vulnerability. It is one of the best British examples where a species’ local rarity has been assumed to equal almost constitutional weakness. All the caution is perfectly understandable as an expression of our protective instincts towards a much-loved bird. Yet it sits oddly with the warbler’s continuing rise and expansion to a population of 1,925 pairs by the year 2000. It has undoubtedly been helped by mild winters as well as the intensive management and protection of England’s lowland heath. Yet the Dartford Warbler’s recent history illustrates how easy it is to underestimate the resilience of a small, rare bird.

**C. White-tailed Eagle**

It is difficult to judge which is the more exciting conservation achievement – the reintroduction of this magnificent bird or of red kites. By wingspan and weight, this is the largest eagle in Europe and one of the biggest of all birds in Britain. However, if the species itself is on a grand scale, the size of the reintroduced population is tiny and the pace of increase agonizingly slow. The project involved a remarkable team effort by various UK environmental groups, as well as the Norwegian conservationists who organized the capture of the donated birds. Between 1975 and 1985, they released 82 eagles (39 males and 43 females) from a special holding area on the Inner Hebridean island of Rhum. Eight were later recovered dead, but in 1983 came the first breeding attempt.

Two years later, a pair of white-tailed eagles produced the first British-born chick in 69 years and every subsequent breeding season has seen a small incremental improvement. There is now an established breeding nucleus spread between the islands of Skye and Mull as well as the adjacent mainland, and their recent history suggests that the white-tailed eagle’s increase will continue throughout north-west Scotland.

**D. Spotted Flycatcher**

Even the greatest fans of this lovely bird, with its mouse-grey upper parts and whitish breast and belly, would have to admit that it is rather drab. They have no more than a thin, squeaky, small song. However, spotted flycatchers compensate with enormous character.

They are adept at catching large species such as day-flying moths, butterflies, bees and wasps, whose stings they remove by thrashing the victim against the perch. Their specialized diet means that they are among the latest spring migrants to return and are now in serious decline because of half a century of pesticide use. In the past 25 years, their numbers have declined by almost 80 per cent, but they are still sufficiently numerous (155,000 pairs) to be familiar and are often birds of large gardens, churchyards or around farm buildings.

**Your answers:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1.** | **2.** | **3.** | **4.** | **5.** |
| **6.** | **7.** | **8.** | **9.** | **10.** |

**IV. WRITING (60pts)**

**Part 1. Read the following extract and use your own words to summarize it. Your summary should be between 100 and 120 words. (15 points)**

As what geographers have estimated, about twenty percent of the earth's surface is occupied by deserts. A majority of us view deserts as one unique kind of landscape -- areas with little or no rainfalls.

In actual fact, there are differences between the deserts, though in varying degrees. While it is common for laymen like us to see deserts as rocky or covered with gravel or pebbles, there are some where large sand dunes inhabit. Despite the fact that rainfall is minimal, temperatures do change in deserts, ranging from seasonal ones to daily changes where extreme hotness and coldness are experienced in the day and night.

Unfavorable conditions in the deserts, especially the lack of water, have discouraged many living things from inhabiting these landscapes. Nevertheless, there are exceptionally surviving ones which through their superb tactics, have managed to live through and are still going strong. One such kind is the specialist annual plants which overcome seasonal temperature changes with their extremely short, active life cycles. In events of sudden rain, the plant seedspullulate and grow very quickly to make full use of the rain water. Their flowers bloom and set seeds that ripen quickly in the hot sun too. Once the water runs dry, the mother plant dies, leaving behind the drought-resistant seeds, waiting patiently for the next rainy season to arrive.

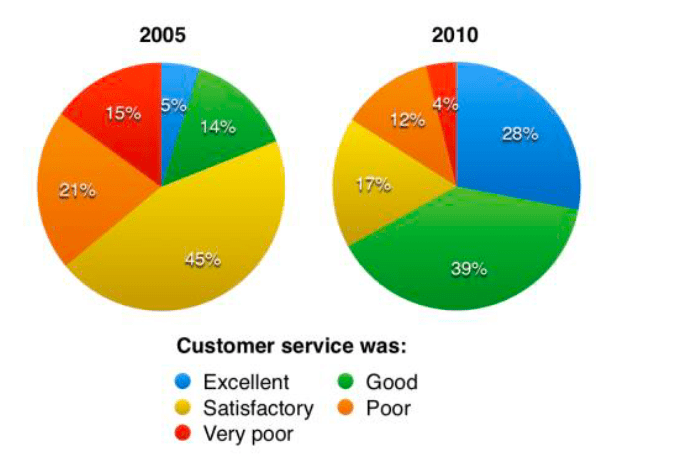
The Cacti, a native in American deserts, adapts to the dry surroundings by having unique body structures. The plant has swollen stems to help store water that carries it through months. By having sharp pines instead of leaves, water loss through respiration is minimized.Besides, these pointed pines also help the plant ward off grazing animals, thus enhancing its survival period.

Besides plants, there are also animals with distinct surviving tactics in deserts too. For instance, Skinks ( desert lizards ) metabolize stored fats in their bulbous tails, producing water to supplement their needs, just like what camels do with the stored food in their humps during long journeys through deserts. Antelopes like the addax, have very low water needs and hence are able to tolerate the conditions in deserts, extracting moisture from the food they eat.

Finally, there are the sandgrouses ( desert birds ) which do not have special features to overcome the drought-like nature in deserts. Hence, to survive in these hot, dry deserts, they need to spend a large part of their time flying in search of waterholes.

**Part 2. Describing graph(s) (15pts)**

The charts below show the results of a questionnaire that asked visitors to the Parkway Hotel how they rated the hotel’s customer service. The same questionnaire was given to 100 guests in the years 2005 and 2010.



**Part 3. Essay writing (30 points)**:

*"When people succeed, it is because of hard work. Luck has nothing to do with success."*

***To what extent you agree or disagree with this statement?******Give the reasons for your answer and include any relevant examples from your own knowledge or experience.***

***Your writing must be between 220 and 250 words.***

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**THE END**

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