

ĐỀ THI MÔN: TIẾNG ANH – LỚP 10

Thời gian làm bài: 180 phút

(không kể thời gian giao đề)

SECTION A. LISTENING

- The listening section is in **FOUR** parts. You will hear each part **TWICE**. At the beginning of each part, you will hear a sound.
- There will be a piece of music at the beginning and at the end of the listening section. You will have **TWO** minutes to check your answers at the end of the listening section.
- All the other instructions are included in the recording.

Part 1. You will hear part of a talk about ancient Greece. For questions 1-5, complete the notes below. Write **NO MORE THAN THREE WORDS AND/OR A NUMBER** for each answer. Write your answers in the corresponding numbered boxes on your answer sheet.

Ancient Greece

- began near the Aegean Sea around 4,000 years ago
- eventually spread as far west as (1) _____ and as far east as India
- consisted of (2) _____ sovereign territories, or city-states

Political achievements:

- Athens developed the first large-scale (3) _____
- this system gave people representation and political power

Military importance:

- helped expand the empire and defend Greece from invaders
- in Sparta, soldiers were admired as (4) _____
- athletic contests such as the Olympics were influenced by war heroes

Cultural legacy:

- produced important sculpture and architecture
- created three kinds of (5) _____ used in buildings such as the Parthenon
- Greek ideas, religion, philosophy, and language influenced later civilisations

(Adapted from <https://www.youtube.com/watch?v=6bDrYTXQLu8>)

Your answers:

1.	2.	3.	4.	5.
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Part 2. You will hear a talk about Clinical Psychology. For questions 6-10, decide whether the following statements are True (T), False (F) or Not Given (NG). Write T, F, or NG in the corresponding numbered boxes on your answer sheet.

6. Early clinical psychology was strongly shaped by psychoanalytic ideas.
7. Assessment relies on informal conversations with the patient.
8. Intervention may include humanistic therapy as well as other approaches.

9. Clinical psychologists usually work in hospitals rather than private clinics.

10. Clinical psychological support is readily available to all.

(Adapted from https://www.youtube.com/watch?v=93UCR_hCTw)

Your answers:

6.	7.	8.	9.	10.
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Part 3. You will hear part of a radio interview in which a naval officer called Peter Martin is talking about his experience. For questions 11–15, choose the answer (A, B, C or D) which fits best according to what you hear. (10 pts)

11. What made Peter first decide to join the navy?

- A. He liked the idea of being able to travel.
- B. He thought it would impress people at home.
- C. He believed he could get promoted more quickly.
- D. He felt he had wasted his time when he was younger.

12. What effect did Peter's upbringing have on his suitability for the navy?

- A. He found it difficult to take orders at first.
- B. He was often too competitive during training sessions.
- C. He experienced few problems adapting to the lifestyle.
- D. He was challenged by the hard physical exercise required.

13. According to Peter, how can recent school leavers do well in the navy?

- A. by accepting that their social life is of secondary importance
- B. by recognizing that the navy can offer a long-term career
- C. by learning to take responsibility for themselves
- D. by delaying entry into the navy until they are older

14. For Peter, what is the most rewarding part of a trip back to his hometown?

- A. Receiving respect from people he went to school with.
- B. Experiencing a sense of pride in his achievements.
- C. Relating his experiences to younger members of the community.
- D. Hearing that other people have followed his example.

15. According to Peter, what advantage does a previous naval career give job seekers?

- A. A sense of confidence in their own ability.
- B. The discipline for later academic study.
- C. The determination to succeed in their work.
- D. Experience which can be transferred to other fields.

(Adapted from *Advanced Testbuilder*)

Your answers:

11.	12.	13.	14.	15.
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Part 4. You will hear a lecture about what really happens to the plastic you throw away. Listen and complete the sentences. Write NO MORE THAN THREE WORDS OR A NUMBER taken from the recording for each answer in the spaces provided.

The plastic in their bodies was formed by chemically bonding oil and (16)..... together to make monomers. In turn, they were bonded into long polymer chains to make plastic in the form of (17)

Those were melted at manufacturing plants and reformed in molds to create the resilient material that makes up (18)

Machines filled the bottles with sweet bubbly (19) The bottles were then wrapped, shipped, bought, opened, consumed and (20).....

As rainwater flows through the waste, they can create a harmful stew called (21).....

It can take bottle an agonizing (22)..... years to decompose.

After months lost at sea, the bottle is slowly drawn into a (23) vortex where trash accumulates.

The Great Pacific Garbage Patch is one of five (24)..... gyres in the world's seas.

Most plastics don't biodegrade, they break down into smaller pieces called (25).....

(Adapted from https://www.youtube.com/watch?v=_6xINyWPpB8)

Your answers:

16.	17.
18.	19.
20.	21.
22.	23.
24.	25.

SECTION B: LEXICO-GRAMMAR

Part 1. For questions 26-45, choose the best option A, B, C, or D to complete the following sentences. Write your answers in the corresponding numbered boxes on your answer sheet.

26. While not all of these thoughts are _____ critical, they are all self-destructive and sabotage

our intimate relationships.

- A. overtly B. boldly C. glaringly D. intensely

27. _____, only people who agree with her are real Jews.

- A. We can infer how she is concerned
B. Inferred from what she is concerned
C. We can infer that as far as she is concerned
D. We can infer what she is concerned

28. Some people believe that the increase in crime shows that society is losing its moral _____.

- A. magnet B. anchor C. compass D. arrow

42. The Kremlin says Russian President Vladimir Putin intends to formally _____ four territories from Ukraine on Friday.
A. affix B. append C. annex D. attach
43. Celebrities feel special when they are surrounded by a(n) _____ of loyal followers.
A. brigade B. entourage C. fraternity D. squad
44. We are not known _____ at all; and as we grow, we feel a progress lack of individual personality.
A. gruelingly B. severally C. expensively D. brusquely
45. He gave up hope of passing the examination, _____.
A. it failing twice already B. having already failed it twice
C. already to have failed twice D. it had been failed twice already

Part 2. For questions 46-55, fill each gap with the correct form of the word in brackets. Write your answers in the corresponding numbered boxes on your answer sheet.

46. He tends to adopt a(n) _____ manner when talking to young women. (**DESCEND**)
47. She had enjoyed the _____ of colleagues, and the mild flirtation which often underlay it. (**COMRADE**)
48. I ever felicitate myself secretly that I won't make _____ remarks or be hurt by them. (**P**
ERTAIN)
49. The opposing counsel then has a last opportunity to _____ the witness to address facts brought out in redirect examination. (**EXAMINE**)
50. Emily suffered a(n) _____ two weeks later and was taken to the hospital shackled and handcuffed. (**CARRY**)
51. A proportion of _____ waves was noted in patients who had undergone surgery 10 or more years previously. (**PROPEL**)
52. Not only was it gaudy in appearance but the smell wafting from the kitchen was distinctly _____. (**ODOR**)
53. Extending democracy at the _____ level is the groundwork for developing socialist democracy. (**ROOT**)
54. She's still carrying all that emotional _____ from her first marriage. (**BAG**)
55. By 1980 the Republican Party platform had become antiabortion; and a president who pledged to _____ (**LAW**) abortion altogether had been elected.

Part 3. The passage below contains 5 mistakes. Underline the mistakes and write the corrections in the corresponding numbered boxes.

Line	Healthy Mind, Healthy Body
1	“A healthy mind lives in a healthy body” is a saying that is believed having often
2	been used by the ancient Greeks. Thousands of years later, the same idea still
3	applies. According to health experts, it's advisable to drink eight to ten glasses of
4	water every day. However, water itself is not enough; a balanced diet is essential,
5	too.

6	A healthy body nature is the result of doing exercise. Many people, however, do not like gyms and object to going there for different reasons. Some, for instance, say that aerobic sessions are too difficult to follow while others claim that gyms are just too expensive. Many people also claim that they have difficulty in finding time to exercise due to their hectic lifestyle, but the truth is that everyone can make a little time every now and after. Regardless of the way people choose to exercise, it is important to remember that there's some point in doing it only for a short period of time. Last but not least, having a positive attitude and doing out with negative thoughts contribute to one's well-being. In short, following this simple advice surely helps in having a healthy mind and body. (Adapted from <i>World Health Organization – Healthy lifestyle recommendations</i>)
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	

Your answers:

	Line	Mistake	Correction
Question 56			
Question 57			
Question 58			
Question 59			
Question 60			

SECTION C: READING

Part 1. For questions 61–70, read the following passage and decide which option (A, B, C, or D) best fits each gap. Write your answers in corresponding numbered boxes on your answer sheet.

TURN OFF THE HEATING

By (61) _____ your hand into a freezing cold bucket of water, you can discover (62) _____. This basic experiment is the starting point for a pioneering study into the effects of brown - or good - fat in the body.

Everyone is born with brown fat around the shoulder (63) _____. It is central to keeping a baby's body temperature on an even (64) _____ by using up this (65) _____ of fat in order to keep babies warm. Scientists, though, have long believed that this brown fat vanishes as babies grow out of (66) _____ and it is no longer needed.

However, a few years ago, researchers were carrying out scans (67) _____ adults during the winter and realized there were (68) _____ of fat that seemed to have been (69) _____ by the cold weather. This discovery has encouraged scientists to conduct further research in the hope it is the (70) _____ gun that will help solve weight problems amongst the obese. They have already determined that the cold, certain foods and exercise can activate this brown fat to people's benefit.

(Adapted from *Simply Advance CAE*)

61. A. prodding

B. thrusting

C. propelling

D. heaving

62. A. how quickly your body burns calories

B. how your body burns calories quickly

- C. how quick your body can burn calories D. that your body burns calories quickly
63. A. blades B. joints C. bones D. sockets
64. A. path B. track C. course D. keel
65. A. store B. storatation C. storage D. storing
66. A. development B. infancy C. adolescent D. childhood
67. A. over B. for C. on D. off
68. A. stretches B. areas C. tracts D. pockets
69. A. developed B. formed C. provoked D. triggered
70. A. grease B. zip C. smoking D. light

Part 2. For questions 71 -80, fill in each of the blanks with ONE suitable word. Write your answers in the corresponding numbered boxes on your answer sheet.

Among the many sounds produced by whales in Unit A, the most frequent vocalization was the 1+1+3 coda, a distinctive pattern of clicks: two separate clicks followed by (71)_____ rapid ones—*click-click-clickclickclick*. Scientists believe this sound acts as an identity marker for the whale clan, helping individuals recognize one (72)_____and strengthening their sense of social belonging.

Such coordinated behavior suggests that sperm whales possess highly advanced cognitive and communication abilities. According to researcher Shane Gero, their (73)_____ process far more complex information than simple cues like kinship, scent, or familiarity. The team’s analysis, (74)_____in *Scientific Reports*, indicates that communication helps build strong and trusting relationships within whale groups, enabling them to cooperate effectively.

This cooperation became particularly evident during the (75)_____of a calf. While mothers in several whale species have been seen lifting newborns to the (76)_____or their first breath, sperm whales—members of the toothed whale family—are unique in performing this action collectively. Researchers believe this remarkable behavior may have very ancient origins, possibly dating back about 36 million years to the earliest (77)_____whales.

During the birth observed in the study, nearly all the whales in Unit A participated in helping the newborn stay (78)_____. Although many whales took turns supporting the calf, a smaller core group carried most of the responsibility. This group included the calf’s mother, Rounder, its aunt Aurora, and its grandmother Lady Oracle. Interestingly, a young whale named Ariel, who was not related to the calf, also stayed close and assisted—possibly gaining experience for future (79)_____.

This (80)_____effort highlights the complex social structure and deep cooperation that characterize sperm whale societies.

(Adapted from <https://www.nationalgeographic.com>)

Your answers:

71.	72.	73.	74.	75.
76.	77.	78.	79.	80.

Part 3. For questions 81-90, read the following passage and circle the best answer to each of the following questions. Write your answers in corresponding numbered boxes provided on your answer sheet.

Often labeled as disingenuous at best and mere psychobabble nonsense at worst, self-help books have long captivated the masses with their promise to help you on your path to self-knowledge, betterment, and eternal happiness, and I appear to be no different. Despite not having learnt Chinese, mastered the art of meditation or acquired the inner peace that would stop the trivial family arguments, I could conceivably achieve any one of those things at any moment, thanks to the bookshelf in my study currently **groaning** under the weight of my collection of self-help books.

Tantalisingly just out of reach at all times, my perfect self may lie within the pages of one of those life manuals. Perhaps it is just a question of me not having found the right one for me. And yet, having consumed vast quantities of this content and still not found enlightenment, I fear that I'm none the wiser and would have been better off reading literally anything else. Lurking in the back of my mind are the nagging thoughts ever querying whether my time would in fact be better spent reading the classics like Plato or Marcus Aurelius. But then another selfhelp tome appears, one which promises to help you reach nirvana and I'm sucked in again. And this, essentially, is what the self-help book industry knows and preys upon.

At its most basic level the self-help or self-betterment genre encourages people to read, which is a thing to be encouraged. In fact, reading for betterment has existed since the ancient world of the aforementioned Greeks and Romans. However, today's version is nothing short of a goldmine, its admirable original aims long since consigned to history as we go searching for a quick fix to our problems in a world where competition for everything is fierce. Some blame globalisation for our obsession with improving ourselves; others see the rat race of employment as the culprit. Whatever the root, people are now **in thrall** to these self-styled gurus, churning out dubious advice, things which many people would say is common sense and wouldn't dream of paying a penny for.

Publishers will have us believe that self-help is the bestselling non-fiction genre, and a recent trip to my local bookshop bore out these claims. Shelves upon shelves of enticing aspirational titles sat vying to be the one to take me to the promised land of health, happiness and riches. Browsing the shelves, I was struck by the similarity of their content as advertised by the slogans and straplines on the covers, but perhaps this is not surprising. With so many writers having jumped on the bandwagon over the years, the market is now saturated, and one suspects there is little of any value left to say, especially given that the advice has always been more anecdotal than rigorously researched in the first place. This is in stark contrast to its academic counterpart, the field of psychology.

Unfortunately for many of the writers in this field, academia is catching up with them and what it has to say makes for uncomfortable reading. Psychologists have long viewed self-help books with a dose of skepticism and rightly so. Few studies carried out on their efficacy have anything positive to report. Recently, I read some online articles vigorously refuting all sorts of claims made by self-help authors about human behaviour and the inner workings of the human

brain. But for me, the observations that struck a chord were more about the commercial elements. Several researchers have pointed out that the people most likely to purchase a self-help book were those who had bought one in the previous year.

And as some have drily commented, surely the whole idea of a self-help book is that only one should be necessary.

Talking to psychologists can shed some light on this as they have identified some cognitive biases, or errors in thinking which drive us to this genre over and over. The narrative fallacy, which I for one am definitely guilty of, states that when assessing our successes, humans tend to remember positive points not negative ones, and self-help books are full of what worked rather than what didn't. Another bias is the fundamental attribution error, which is my personal favourite. When other people make mistakes, we think it's due to their character, but for ourselves, it's down to our life circumstances. But this ignores something that many successful people mention, and that, of course, is luck. So next time you find yourself about to part with some hard-earned cash for another self-help book, you might want instead to move on to the Classics aisle.

(Adapted from *Ready for C2 – Students' book – page 182*)

81. What is the author's assessment of self-help books?

- A. She believes the caliber of advice varies.
- B. She is sceptical in general of their merits.
- C. She finds them life-affirming.
- D. She is appalled by the contents.

82. The word '**groaning**' in the given context, most likely refers to _____

- A. the wooden materials of the shelf being damaged due to heavy weight, causing creaking noises.
- B. the bookshelf is unstable and moving slightly, causing a groan-like sound.
- C. the bookshelf being heavily loaded, to the point of straining.
- D. the bookshelf expressing disapproval at the number of unread books.

83. The author implies that the self-help genre _____

- A. promotes some addictive behaviours.
- B. is aware that it exploits the naïve.
- C. prioritises financial gain over health.
- D. steals its ideas from classical writings.

84. How has the self-help genre evolved from its historical roots?

- A. The original purpose of self-help, centered on personal betterment, remains largely intact despite commercialization.
- B. Modern self-help, like its ancient counterpart, continues to emphasize lasting approaches to self-betterment.
- C. Self-help has evolved into a highly competitive market, though it maintains its traditional emphasis on encouraging personal growth.
- D. The genre's primary focus has shifted from genuine self-improvement to a lucrative market offering rapid solutions.

85. In the third paragraph, the writer uses the phrase *'in thrall'* to _____
- convey the fascination that self-help advice holds for people.
 - clarify which group of people in particular are drawn to self-help books.
 - justify people's significant interest in self-help advice.
 - explain how the self-help genre is responsible for people's increased interest in reading.
86. What does the writer conclude about the content of current self-help books?
- It should be better researched.
 - It has become less relevant.
 - It needs more diverse writers.
 - It would benefit from fresh subject matter.
87. What do academics have to say about self-help books?
- There is an element of irony to the basic premise when you consider the habits of their readership.
 - There is a tendency to grossly undermine the work of professionals.
 - Reading them can make for a distressing experience for a proportion of readers.
 - When you consider the population at large, their commercial success is entirely predictable.
88. According to psychologists, self-help books _____
- sustain people's resolve to change.
 - skirt around the issue of individuality.
 - align with human thought patterns.
 - neglect the impact of good fortune.
89. How does the passage illustrate the fundamental attribution error?
- Situational factors are solely to blame when it comes to our own wrongdoings.
 - We perceive both personal and external factors as equally influential in determining success.
 - It emphasizes our tendency to overlook luck when assessing the success of others.
 - We regard personal traits as more significant when explaining failures in others than in ourselves.
90. One title for this extract could be “_____”
- The Illusion of Self-Help
 - Chasing Quick Fixes
 - Dismantling the Self-Help Industry
 - The Road to Betterment

Your answers:

81.	82.	83.	84.	85.	86.	87.	88.	89.	90.
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Part 4. For questions 91–100, read the passage and do the following tasks. Write your answers in the corresponding numbered boxes on your answer sheet.

IS PHOTOGRAPHY ART?

This may seem a pointless question today. Surrounded as we are by thousands of photographs, most of us take for granted that, in addition to supplying information and seducing customers, camera images also serve as decoration, afford spiritual enrichment, and provide significant insights into the passing scene. But in the decades following the discovery

of photography, this question reflected the search for ways to fit the mechanical medium into the traditional schemes of artistic expression.

The much – publicized pronouncement by painter Paul Delaroche that daguerreotype signalled the end of painting is perplexing because this clever artist also forecast the usefulness of the medium for graphic artists in a letter written in 1839. Nevertheless, it is symptomatic of the swing between the outright rejection and qualified acceptance of the medium that was fairly typical of the artistic establishment. Discussion of the role of photography in art was especially spirited in France, where the internal policies of the time had created the large pool of artists, but it was also taken up by important voices in England. In both countries, public interest in this topic was a reflection of the belief that national stature and achievement in the arts were related.

From the maze of conflicting statements and heated articles on the subject, three main positions about the potential of camera art emerged. The simplest, entertained by mainly painters and a section of the public, was that photographs should not be considered “art” because they were made with mechanical device and by physical and chemical phenomena instead of by human hand and spirit; to some, camera images seemed to have more in common with fabric produced by machinery in a mill than with handmade creations fired by inspiration. The second widely held view, shared by painters, some photographers, and some critics, was that photographs would be useful to art but should not be considered equal in creativeness to drawing and painting. Lastly, by assuming that the process was comparable to other techniques such as etching and lithography, a fair number of individuals realized that camera images were or could be as significant as handmade works of art and that they might have a positive influence on the arts and on culture in general.

Artists reacted to photography in various ways. Many portrait painters – miniaturists in particular – who realized that photography represented the “hand writing on the wall” became involved with daguerreotyping or paper photography in an effort to save their careers; some incorporated it with painting, while others renounced painting altogether. Still other painters, the most prominent among them the French painter, Jean – August – Dominique Ingres, began almost immediately to use photography to make a record of their own output and also to provide themselves with source material for poses and backgrounds, vigorously denying at the same time its influence on their vision or its claims as art.

The view that photographs might be worthwhile to artists was enunciated in considerable detail by Lacan and Francis Wey. The latter, an art and literary critic, who eventually recognised that camera images could be inspired as well as informative, suggested that they would lead to greater naturalness in the graphic depiction of anatomy, clothing, likeness, expression, and landscape. By studying photographs, true artists, he claimed, would be relieved of mental tasks and become free to devote themselves to the more important spiritual aspects of their work.

Wey left unstated what the incompetent artist might do as an alternative, but according to the influential French critic and poet Charles Baudelaire, writing in response to an exhibition of photography in 1859, lazy and untalented painters would become photographers. Fired by a

belief in art as an imaginative embodiment of cultivated ideas and dreams, Baudelaire regarded photography as “a very humble servant of art and science”; a medium largely unable to transcend “external reality”. For this critic, photography was linked with “the great industrial madness” of the time, which in his eyes exercised disastrous consequences on the spiritual qualities of life and art.

Eugene Delacroix was the most prominent of the French artists who welcomed photography as help-mate but recognised its limitations. Regretting that “such a wonderful invention” had arrived so late in his lifetime, he still took lessons in daguerreotyping, and both commissioned and collected photographs. Delacroix’s enthusiasm for the medium can be sensed in a journal entry noting that if photographs were used as they should be, an artist might “raise himself to heights that we do not yet know.”

The question of whether the photograph was document or art aroused interest in England also. The most important statement on this matter was an unsigned article that concluded that while photography had a role to play, it should not be “constrained” into “competition” with art; a more stringent viewpoint led critic Philip Gilbert Hamerton to dismiss camera images as “narrow in range, emphatic in assertion, telling one truth for ten falsehoods”.

These writers reflected the opposition of a section of the cultural elite in England and France to the “cheapening of art” which the growing acceptance and purchase of camera pictures by the middle class represented. Technology made photographic images a common sight in the shop windows of Regent Street and Piccadilly in London and the commercial boulevards of Paris. In London, for example, there were at the time some 130 commercial establishments where portraits, landscapes, and photographic reproductions of works of art could be bought. This appeal to the middle class convinced the elite that photographs would foster a desire for realism instead of idealism, even though some critics recognized that the work of individual photographers might display an uplifting style and substance that was consistent with the defining characteristics of art.

(Adapted from *IELTS Official Cambridge Guide to IELTS - Test 1*)

For questions 91-95, decide whether each of the following statements is True (T), False (F) or Not Given (NG). Write T, F, or NG in the corresponding numbered boxes provided.

91. According to the author, photography has not always been a readily accepted art form.
92. The French and the English believed that artistic success raised the country’s international profile.
93. Many portrait painters showed their poor talent when incorporating photography with painting.
94. The widespread availability of photographs made the elite content with its impact on public taste.
95. There were improvements made in photographic methods and a reduction in the price of photographs.

For questions 96-100, complete the summary using the list of words, A – J, below. Write your answers in the corresponding numbered boxes provided.

A. inventive	B. similar	C. beneficial	D. realistic	E. varied
F. mechanic	G. bad	H. mechanical	I. justified	J. inferior

In the early days of photography, opinions on its future were mixed, but three clear views emerged. A large number of artists and ordinary people saw photographs as **96.** _____ to paintings because of the way they were produced. Another popular view was that photographs could have a role to play in the art world, despite the photographer being less **97.** _____. Finally, a smaller number of people suspected that the impact of photography on art and society could be **98.** _____. The reaction of artists towards photography also varied. Many portrait painters made an attempt to save their careers by involving paper photography because they realized that photography represented the signal that something **99.** _____ would happen. Others viewed photography as a valuable contributor to their work because it would make their painting more **100.** _____. There were also artists who felt photography was part of the trend towards greater mechanisation.

Your answers:

91.	92.	93.	94.	95.
96.	97.	98.	99.	100.

Part 5. You are going to read an article about famous businesses which failed. For questions 101-110, choose from the sections (A-D). The sections may be chosen more than once.

BOOM AND BUST

- A. Making money is a fickle business and in order to stand the test of time companies have to withstand such onslaughts as random world events, changes in legislation and shifts in consumer behaviour. Yet none is more liable to bring about their undoing than a failure to innovate and keep pace with their competitors. Probably the most often cited example is the sad tale of how Blockbuster, the once ubiquitous video rental store found in every town in the UK and the USA, and with countless branches worldwide, went from boom to bust in little more than a quarter of a century. Whether or not this was entirely due to the rise of online video rental and subsequently streaming services, as is frequently cited, is not cut and dried. After all, it could have reacted to the rapidly changing preferences of its customers and embraced the new technologies emerging, but instead chose not to evolve in line with its competitors.
- B. Sometimes circumstances behind a business's success or failure are beyond anyone's control. History is littered with examples of ventures large and small that suffered at the hands of natural disasters or political events, but those that make the headlines tend to be large organisations, often household names, which have either formed part of the economic bedrock of a country for generations or are globally recognised, seemingly unbreakable corporations. And it is precisely this renown and perceived stability which means that their downfall is so shocking to the public. The classic example is Pan Am, America's iconic airline of the 1960s and a hugely lucrative business in its heyday. It prided itself on two of the cornerstones of aviation, renowned customer service and a

fleet of modern aircraft. What it could not have predicted, however, was the oil crisis of the early 1970s which caused fuel costs to soar. Had it not been for the high fuel consumption of their aircraft, they may have weathered the storm, but they were forced to hike ticket prices and soon after customers responded with their feet.

- C. Another area where companies are vulnerable to failure is in how they do what they do. Like the products and services they sell, this should be subject to scrutiny and periodic reassessment in order to be alive to the need for change as and when it arises. Kodak, the photography giant, is a prime example of complacency setting in and the results of turning a blind eye to the limitations of a specific approach. The company followed the 'razor and blades' model of selling one product at low prices with complementary products at vastly inflated prices. In their case, the cameras were the razors, and the processing of the film was the blades. As digital photography came of age, the costs of cameras and printing photos began to change but rather than adjust to the new trend, Kodak wasted a decade attempting to convince people of the superiority of analogue photography, all in vain as it finally lost the fight and filed for bankruptcy in 2012.
- D. These days if you were to ask any adolescents or twenty somethings if they'd heard of Myspace, you'd likely be met with blank looks all round, but in the mid-2000s, it was the social media start-up on everyone's lips. It soon became a victim of its own success, sending shockwaves across the business world. Bought by a large news media corporation for over \$500 million, it was touted as a master stroke of a takeover. However, it was plagued by technology issues and users found the excessive advertising overwhelming and off-putting. This lack of attention to the user experience was instrumental in its downfall, to the extent that it would never be able to regain users' trust. Surprisingly, in this case there was an even more destructive element that sealed Myspace's fate. The new owners had a distinct lack of understanding of the agile mentality needed to run a social media company and attempted to integrate it into their corporate way of doing things. As such, Myspace lost out to its competitors and soon the market was overtaken by the social media giants we know today.

(Adapted from *READY FOR C1 – Macmillan Education*)

<i>In which section does the writer do the following?</i>		<i>Your answers:</i>
101	refer to a number of situations beyond a company's control	
102	highlight the role that one retail chain played in its own downfall	
103	mention how ignoring customers can be fatal to a business	
104	advocate for revision of the ways companies do business	
105	highlight the pitfalls of continuing to adhere to a particular sales model	
106	weigh up the core factors which contribute to a business's failure	
107	mention that success can be a double-edged sword	
108	disagree with the standard explanation for one company's failure	

This image shows a full page of white paper with horizontal dotted lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Part 2. Write an essay of 300 words on the following topic.

“Students should not be allowed to use AI tools such as ChatGPT for homework because it may encourage academic dishonesty and weaken students’ critical thinking skills.”

To what extent do you agree or disagree with this statement? Support your answer with specific reasons and examples.

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

[illegible]

[illegible]

(You may write overleaf if you need more space.)

Great appreciation to authors of published works of which adaptations have been made in this test paper!

- THE END -

THE END