

# ANSWER SHEET

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**ISUPFERE**

**ENGLISH LEVEL TEST 2018**

You have one hour to do this test.

All answers, APART FROM part two, should be answered with a X on the answer sheet. For part two, write the answers directly on the answer sheet.

Put your name on the answer sheet.

## PART ONE: READING COMPREHENSION

### Questions 1-7

- Look at the statements below and the text about four businessmen who were nominated for a business award on the opposite page.
- Which businessman (A, B, C or D) does each statement (1-7) refer to?
- For each statement (1-7), mark one letter (A, B, C or D) on your Answer Sheet.
- You will need to use some of these letters more than once.

#### Example:

- 0 It was felt that this businessman had not yet received the recognition he deserved.

0	A	B	C	D
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- 1 This businessman has successfully targeted a different group of consumers.
- 2 With careful forward planning, this businessman is helping the company survive a difficult period.
- 3 The company is now more open to change because of this businessman's way of thinking.
- 4 This businessman has made and implemented certain decisions despite opposition to them.
- 5 This businessman has achieved some success by misleading people about his intentions.
- 6 The abilities of this businessman were previously doubted by the company that employs him.
- 7 This businessman is admired for his ability to manage a number of business interests.

## **'Businessman of the Year' Award**

### **A James King: Chief Executive of Fentons Finance**

King was nominated for the quality of his leadership, with the judges claiming that the Fentons Finance boss is almost revered by his team. He is credited with reinventing Fentons Finance – revitalising its culture of inflexibility, removing outdated pre-merger barriers and playing a brilliant tactical game. He led everyone to believe he was opposed to large mergers and then jumped on the Westcombe Bank opportunity at just the right moment. History will be the judge, but for now the markets consider King to be a star.

### **B Keith Nash: Chief Executive of Hamley's Supermarkets**

Nash took over as CEO when Hamley's systems and distribution were out of date and the brand badly needed freshening up. He began refocusing the brand at the higher quality end of the food market and launched several own-brand initiatives for the health conscious. As a result, the share price has gone up nearly 80 per cent. This should be extremely satisfying for Nash, who had left the retailer in 1986, disappointed after failing to secure the top job.

### **C Jorge Marquez: Chairman of the Kenwick Group**

Marquez was a popular choice for his achievements at Kenwick. The judges say he has been courageous in pushing through the appointment of controversial or inexperienced chief executives to companies within the group, and then sponsoring them as they transformed their businesses. He operates as a 'virtual' chairman, without a permanent office in any one company. He phones his CEOs regularly, and several of them have acknowledged the vital contribution he makes to their effectiveness. Everyone is impressed at how he also finds the time to be chairman of two other large companies.

### **D Richard Jenkins: Finance Director of Centron Advertising**

Labouring in the shadow of a high-profile boss can sometimes draw attention away from the finance director, and the judges considered it was high time Jenkins got that attention. The CEO may be the public face of Centron, but Jenkins is the one who makes it run smoothly. Behind the scenes, he is constantly demonstrating that budgets and forecasts are what is needed to make a company successful, particularly now that the advertising market has been hit by recession. It is largely thanks to him that Centron is in much better shape than its rivals.

- Read the article below about the management of original thinkers, and the questions on the opposite page.
- For each question mark one letter (A, B, C or D) on your Answer Sheet.

## SHEER GENIUS – OR A WASTE OF TIME?

*Encourage your original thinkers and live with their strange habits, says Alan Worthin*

If one of your research staff announced that he had worked out a way to propel a vehicle on a cushion of air, would you tell him to concentrate on something practical, or suggest taking it further? If a member of your development team asked if she could come in late because she had her best ideas at 3 am would you insist that she is in the office at 9 am like everyone else?

Current business wisdom is that companies need creative, innovative people to beat competitors. The reality is that companies have always needed new ideas to survive and progress, but in the past they weren't particularly good at encouraging the people who produced them.

Original thinkers don't always fit easily into the framework of an organisation. However, the advice from managing director, John Serrano is, 'Get rid of the dull people and encourage the unusual ones'. Essentially, he believes that companies need to learn how to manage their original thinkers in order to ensure that the business profits from their contribution. He also says, 'Original thinkers often find it difficult to drive change within the organisation, so they resign, feeling angry and disappointed. It is essential to avoid this.'

'You can't recognise original thinkers by the way they look,' says Ian Freeman. 'An apparently ordinary exterior can conceal a very creative thinker.' His consultancy, IBT Personnel, has devised a structured way to identify original thinkers. 'We define employees as champions, free-wheelers, bystanders and weak links, and most original thinkers come into the category of free-wheelers. They may miss deadlines if they become involved in something more interesting. They are passionate and highly motivated but have little or no understanding of business directions and systems.'

Headhunter George Solomon also thinks original thinkers have their disadvantages. 'They may have a bad influence within an organisation, especially given the current management trend for working in teams. The original thinkers themselves may be unaware of any problem, but having them around can be disruptive to colleagues, who have to be allowed to point out when they are being driven crazy by the original thinkers' behaviour.' Yet, in his opinion, the 'dream team' in any creative organisation consists of a balanced mixture of original thinkers and more practical, realistic people.

So, having identified your original thinkers, how do you handle them? One well-known computer games company has a very inventive approach. 'We encourage our games designers by creating an informal working environment,' says director Lorna Marsh. 'A company cannot punish risk-takers if it wants to encourage creativity. Management has to provide support, coaching and advice – and take the risk that new ideas may not work. Our people have flexible working hours and often make no clear distinction between their jobs and their home lives.'

Original thinkers may fit into the culture of 21st century organisations, but more traditional organisations may have to change their approach. Business psychologist Jean Row believes that the first step is to check that original thinkers are worth the effort. 'Are the benefits they bring worth the confusion they cause? If so, give them what they want, allow plenty of space, but set clear limits. Give them extremely demanding targets. If they fail to meet them, then the game is up. But if they succeed, your organisation stands only to gain.'

8. It is important for a company to encourage original thinkers because
- A this allows it to promote innovative products.
  - B this enables it to stay ahead of its rivals.
  - C they are very flexible about their working hours.
  - D their talents are ideally suited to the market.
9. John Serrano thinks that original thinkers should be
- A helped to develop better people management skills.
  - B asked to manage change within the organisation.
  - C supported so they can perform well for the company.
  - D encouraged to follow company procedures.
10. What does Ian Freeman say about original thinkers?
- A They are unenthusiastic and poorly motivated.
  - B Their work standards are impossibly high.
  - C Their abilities are hard to recognise.
  - D They lack awareness of commercial processes.
11. What problems can be observed when there are original thinkers in the workforce?
- A They may have a negative effect on other workers.
  - B They dislike the concept of teamwork.
  - C They rush tasks through to completion.
  - D They cannot work with less creative colleagues.
12. In what way is the games company's approach to original thinkers special?
- A It allows them to work from home whenever they wish.
  - B It uses different forms of disciplinary action for them.
  - C It promotes a relaxed atmosphere in the workplace.
  - D It encourages them to reduce the risks that they take.
13. A traditional organisation wishing to employ original thinkers needs to
- A provide them with projects they are interested in.
  - B assess whether their contribution makes up for any problems.
  - C have a flexible approach if goals are not always achieved.
  - D be prepared to handle any negative feedback from colleagues.

**Part Two** – comparatives : write the correct form of the adjective in brackets.

## **YOUNG EUROPEANS CROSS BORDERS**

Take a look at life through the eyes of freelance journalist Pernilla Ullston, who is 26 and Swedish. She was born in Malmö, and moved to Stockholm when she started work, but now she has moved much ..... <sup>14</sup>(far) away, to the other end of Europe. She has chosen to live in late-night , high-energy Madrid. ‘I find that life here is so much ..... <sup>15</sup>(exciting),’ she says.

Pernilla writes – in Spanish – for several magazines. ‘It was difficult at first, but I’m ..... <sup>16</sup>(confident) about my Spanish now. I’ve studied hard and it’s much ..... <sup>17</sup>(good) these days.

Tonight Pernilla and a group of friends have been to an open-air concert. Now it’s 2 a.m. and they are part of the crowd at El Bonanno’s in the lively La Latina part of town. ‘I love Sweden very much,’ she says, ‘but the night-life there stops hours ..... <sup>18</sup>(early) than here.’ The conversation among Pernilla and her friends is mainly in Spanish. But from time to time they use English and Italian, for this group is ..... <sup>19</sup>(cosmopolitan) than most.

Multinational, multilingual groups of friends like hers are becoming ..... <sup>20</sup>(common), Pernilla feels. ‘Young people are ..... <sup>21</sup>(keen) to learn languages than their parents were, and they are more enthusiastic about leaving home to work in other countries.

### PART THREE: LANGUAGE KNOWLEDGE

For questions 22-36 read the text below and decide which answer, A, B, C or D best fits each space.

Mark your answers on the separate answer sheet.

#### FUN AND GAMES

Do you think computer games are just for kids? Then you should think again. You might be (22).... to learn that the games industry now (23).... more money than Hollywood. (24).... a family buys a new PC, all they really want to do is to play games.

It is hardly surprising that video gaming has (25) .... one of the most popular forms of ( 26).... today. A good game is like a good film; it will hold your (27).... capture your imagination and play with your emotions.

The big (28).... however, is that watching a movie is a (29).... . You have no say in how the plot (30).... or which characters dominate the story. With computer games, you direct the (31).... and that is what makes them so exciting. Finding the (32).... game is likely to signal the beginning of a lasting love (33).... with the interactive (34).... of make-believe.

It is (35).... to think of gaming as something simply for children and teenagers. In fact, the (36).... growth area of the market is the 25-35 age group.

22.	A concerned	B happy	C surprised	D willing
23.	A has	B makes	C wins	D gains
24.	A As soon as	B As well as	C As far as	D As long as
25.	A done	B grown	C been	D become
26.	A plays	B diversion	C distractions	D entertainment
27.	A mind	B attention	C breath	D control
28.	A gap	B variety	C difference	D direction
29.	A pastime	B task	C routine	D relaxation
30.	A becomes	B develops	C turns	D produces
31.	A movement	B change	C action	D performance
32.	A accurate	B right	C complete	D proper
33.	A match	B story	C secret	D affair
34.	A region	B area	C society	D world
35.	A immoral	B wrong	C false	D dishonest
36.	A longest	B widest	C biggest	D deepest



For questions 37 – 80 choose the correct alternative, a) b) c) or d) to complete the following sentences:

37. Have you ever been to the USA? Yes, \_\_\_\_\_.
- a. I've been there last year.    b. I've already been here.    c. I've ever been.    d. I have.
38. When I \_\_\_\_\_ college I found a job immediately in a big multinational company.
- a. have left    b. am leaving    c. leave    d. left
39. (A) \_\_\_\_\_ do you see your family?
- (B) I see them every weekend.
- a. How many times    b. How long    c. How often    d. How
40. You \_\_\_\_\_ have a passport to get into the country.
- a. must    b. would    c. can    d. should to
41. I usually look \_\_\_\_\_ new words in a dictionary.
- a. over    b. up    c. to    d. after
42. The radio was on but nobody \_\_\_\_\_.
- a. listened    b. was listening    c. wasn't listening    d. weren't listening
43. Try to avoid \_\_\_\_\_ too much noise because the baby's sleeping.
- a. making    b. make    c. to make    d. to making
44. We usually \_\_\_\_\_ a barbecue every weekend in the summer.
- a. have    b. eat    c. make    d. get
45. I \_\_\_\_\_ dinner tonight because I'm feeling ill.
- a. 'm not going to have    b. don't have    c. 'm not have    d. will not having
46. I travel to work \_\_\_\_\_ bus.
- a. on    b. in    c. by    d. at
47. \_\_\_\_\_ did it take you to get there?
- a. How often    b. When    c. How long    d. What
48. He spends most of his money \_\_\_\_\_ computer games.
- a. for    b. to    c. in    d. on

49. They expect \_\_\_\_\_ the game easily.
- a. to winning                      b. winning                      c. to win                      d. to have won
50. He \_\_\_\_\_ the test last Friday, but he still doesn't know the result
- a. passed                      b. made                      c. did                      d. succeeded
51. He \_\_\_\_\_ getting up early every morning now but it was difficult at the beginning
- a. used to                      b. is used to                      c. use to                      d. was used to
52. If I \_\_\_\_\_ him I would have said 'Hello'
- a. would see                      b. would have seen                      c. had seen                      d. saw
53. I \_\_\_\_\_ you next week
- a. look forward to seeing      b. am look forward to see      c. look forward to see      d. am looking forward to see
54. When I \_\_\_\_\_ home this evening I'm going to watch a movie on TV.
- a. will get                      b. get                      c. am getting                      d. will have got
55. He \_\_\_\_\_ visits his grandmother any more.
- a. never hardly                      b. hardly never                      c. ever hardly                      d. hardly ever
56. He asked me for \_\_\_\_\_ but I couldn't help him.
- a. some advices                      b. an advice                      c. some advice                      d. any advice
57. The match was called \_\_\_\_\_ because of the bad weather
- a. out                      b. over                      c. into                      d. off
58. Interest rates \_\_\_\_\_ to an all-time high last month
- a. rose                      b. raised                      c. fell                      d. go up
59. The food was great, \_\_\_\_\_ it was very expensive.
- a. despite                      b. although                      c. also                      d. in spite
60. I \_\_\_\_\_ the windows cleaned about twice a year
- a. do                      b. make                      c. get                      d. has
61. The weather \_\_\_\_\_ for the weekend is very good
- a. preview                      b. forecast                      c. climate                      d. prediction

62. You should \_\_\_\_\_ down on the amount of fast food you eat – it's not good for you.  
 a. cut                                  b. fall                                  c. reduce                                  d. go
63. She earns \_\_\_\_\_ much money that she doesn't know what to do with it.  
 a. such                                  b. too                                  c. so                                  d. very
64. During the job \_\_\_\_\_ they asked me lots of difficult questions.  
 a. meeting                                  b. appointment                                  c. interview                                  d. application
65. You shouldn't worry. It isn't \_\_\_\_\_ it.  
 a. deserve                                  b. worth                                  c. need                                  d. merit
66. We lost £2 million last year because of the workers' \_\_\_\_\_ over money  
 a. pension                                  b. tax                                  c. strike                                  d. industry
67. He works as a \_\_\_\_\_ in a local restaurant.  
 a. cooker                                  b. chef                                  c. cooking                                  d. waitress
68. The company set \_\_\_\_\_ a new subsidiary in Africa last year.  
 a. up                                  b. out                                  c. back                                  d. down
69. Could you tell me \_\_\_\_\_?  
 a. when are you born                  b. when you were born                  c. when you are born                  d. when were you born
70. I \_\_\_\_\_ a lot of money on my credit cards and I don't know if I can pay it back.  
 a. own                                  b. lent                                  c. obtain                                  d. owe
71. My teacher thinks I \_\_\_\_\_ to pay more attention in class  
 a. ought                                  b. should                                  c. must                                  d. can
72. Did you write to Linda \_\_\_\_\_ her visit this summer?  
 a. for                                  b. on                                  c. of                                  d. about
73. I finally managed to \_\_\_\_\_ Simon to finish the work.  
 a. make                                  b. persuade                                  c. say                                  d. allow
74. Novosibirsk, \_\_\_\_\_ is a big city in Siberia, is famous for its university.  
 a. who                                  b. that                                  c. which                                  d. where

75. Many administrative assistants find it \_\_\_\_\_ to use the new software

- a. beneficial                      b. benefit                      c. benefic                      d. beneficiary

76. Can I \_\_\_\_\_ your phone number in case we need to contact you.

- a. write off                      b. notice                      c. put off                      d. jot down

77. The term "cloud computing" \_\_\_\_\_ the practice of assessing information which has been stored online.

- a. focus on                      b. refers to                      c. regarding                      d. talks to

78. We will need to hire a professional \_\_\_\_\_ to help us get these documents into Mandarin.

- a. translate                      b. translated                      c. translation                      d. translator

79. I usually get \_\_\_\_\_ at 6.30 p.m. in the evening

- a. at home                      b. to home                      c. home                      d. to my home

80. I live \_\_\_\_\_ Paris

- a. 50km from                      b. at 50km to Paris                      c. to 50km from Paris                      d. at 50km away from