

# Langwest 2017 Országos Tehetségkutató Tanulmányi Verseny

## Angol nyelv – V. kategória (C1-felsőfok)

A feladatlap kitöltése alatt semmilyen segédeszköz nem használható!

A rendelkezésre álló idő: 90 perc

A megfelelő válasz betűjeléhez tegyél X-et a válaszlapon!

### VOCABULARY

I. *Fill the gaps with the words from the list below. There are 4 extra words you will not need to use.*

Humanism \_\_ (1) \_\_ its roots back to ancient times, with Indian, Chinese, Greek and Roman philosophers \_\_ (2) \_\_ Humanist ideas some 2,500 years ago. Confucius, the Chinese philosopher who lived around 500 BC, believed that religious observances should be replaced with \_\_ (3) \_\_ values as the basis of social and political order and that 'the true way' is based on \_\_ (4) \_\_ and humanity. He also stressed the importance of \_\_ (5) \_\_ and respect for others, and believed that the individual situation should be considered rather than the global application of traditional rules.

Humanists believe that there is no God or other supernatural being, that humans have only one life (Humanists do not believe in an after-life or reincarnation) and that humans can live ethical and \_\_ (6) \_\_ lives without religious beliefs through a moral code \_\_ (7) \_\_ from a shared history, personal experience and thought. There are no sacred Humanist texts. Particular \_\_ (8) \_\_ is placed on science as the only reliable source of knowledge of the universe. Many Humanists \_\_ (9) \_\_ a need for ceremonies to mark important occasions in life and the British Humanist Association has a network of officiants and celebrants who are trained and \_\_ (10) \_\_ to conduct baby namings, weddings and funerals. The British Humanist Association's \_\_ (11) \_\_ for a secular society (a society based on freedom of religious or non-religious belief with no privileges for any particular set of beliefs) are based on equality and human rights, and the association also stands up for inclusive schools that meet the \_\_ (12) \_\_ of all parents and pupils, regardless of their religious or non-religious beliefs.

A,	establishes	E,	benevolence	I,	moral	M,	shrine
B,	reason	F,	expressing	J,	traces	N,	fulfilling
C,	campaigns	G,	derived	K,	submitted	O,	accredited
D,	baptised	H,	emphasis	L,	needs	P,	recognize

### READING

II. *Read the newspaper article and fill the gaps (1-4) with the sentences (A-E) below. There is an extra sentence you will not need.*

#### 12 hurt in 'trap and drag' rail accident

Train passengers are putting their lives in danger by rushing on to carriages and getting trapped in doors and dragged along the platform.

13 \_\_\_\_\_

One woman suffered 'life-changing' injuries when her bag got caught in a door, causing her to fall between the train and the platform at West Wickham station, south London, last year.

14 \_\_\_\_\_

The AIB has issued a safety warning to rail operators urging staff to check all doors before trains depart.

15 \_\_\_\_\_. Many, as well as passengers, think objects will 'always be detected' by on-board computers but the vast majority of doors are not hypersensitive, he added.

The report said some passengers do not try to get free until the train starts moving. It comes as passenger numbers and overcrowding reached record levels with 1.645 billion journeys made in 2014-15.

16 \_\_\_\_\_

- A,** Its chief inspector, Simon French, said too many rail staff fail to understand the trains can move off despite having objects trapped in doors
- B,** His ordeal was not over until, several months later, he was reunited with his much-beloved pooch, also injured in the accident.
- C,** Another woman was pulled 60ft along the platform at Newcastle Central after her wrist was trapped in a door in 2013.
- D,** At least 12 commuters have been seriously injured in so-called 'trap and drag' incidents since 2011, figures from the Rail Accident Investigation Branch reveal.
- E,** A Network Rail spokesman said: 'We have the safest railway in Europe but urge passengers to be careful when boarding and alighting trains.'

**III.      *Read the text and fill the gaps (1-10) with the topic sentences (A-J) given below.***

**Viral Marketing**

**17.**\_\_\_\_\_. On December 16, 1998 Iconocast gave the award for Internet marketing buzzword of the year to the term 'viral marketing', but what does it really mean? The concept itself was by no means new, businesses world-wide from the smallest corner shop to the biggest multinational had long relied on and benefited from it. Basically it isn't much different from word of mouth; for example someone buys your product, if they like it, they tell their friends how good it is. Then the friends go and buy the same product and like it and tell their friends and so on and so forth until you have reached a huge market without spending a single penny on advertising.

What is remarkable about 'viral marketing' though is the degree to which using the Internet has accelerated this process. A prime example of this, and one which is often cited as the first viral marketing campaign, is the huge growth of the free email provider Hotmail.

Hotmail was originally launched in 1996 and it grew faster than any other company in the history of the world. Within the first eighteen months of its launch it had already signed up over 12 million subscribers and continues to gain more than 100,000 subscribers every day.

**18.**\_\_\_\_\_. Dr. Ralph F. Wilson, E-Commerce Consultant wrote in Web Marketing Today, Issue 70, February 1, 2000, that there were 6 key elements to a successful viral marketing campaign:

**19.**\_\_\_\_\_. This may not seem like a very sound business practice as there is no immediate profit in giving something away for free, but viral marketing campaigns rely on patience. By giving something away for free you attract customers and once you have them using your product you have the opportunity to sell them other desirable things, not to mention the possibilities you have for generating revenue through advertising.

**20.**\_\_\_\_\_. Your message will only spread if it is easy to transmit. This is where the Internet has been so successful. Communication is cheap and can be as simple as a single mouse click. Hotmail for example spread their message "Get your private, free email" by ensuring that this message was automatically copied into the bottom of every email sent through their mail server.

**21.**\_\_\_\_\_. If your campaign is to be successful you must ensure that you can meet rapidly growing demand for your product or service. If demand exceeds your ability to supply then instead of growing it, your viral campaign will start to kill your business.

**22.**\_\_\_\_\_. Most people are driven by a desire to be loved or popular or even financially better off. These desires are part of what generates the huge amount of Internet communication each day. A successful viral marketing campaign will be able to build on these common motivations in some way.

**23.**\_\_\_\_\_. Most people have on average a network of some 10 to 12 close friends or family who they are in regular communication with. Added to this they often have a wider network of associates and casual or work contacts of tens perhaps even hundreds or thousands. A campaign that taps into this wider network will soon bring huge rewards.

24. \_\_\_\_\_. Some of the most successful campaigns try to position messages on other people's programs. If they can put links on other people's websites or supply content to others which carries their message then they will soon find that other people are doing their marketing for them.

Viral marketing campaigns can achieve great success using all or only one or two of these key elements.

25. \_\_\_\_\_. Sadly there are also some down sides to viral marketing. Not every product is going to be marketable through this method. It is best suited to low cost products that can easily be delivered and which are usually bought on impulse. An advertising campaign for something like a car is likely to be less successful as most people give a lot of thought and consideration to this form of purchase as it involves parting with large sums of money.

Recent figures also suggest that 50% of all email communications will soon be unwanted and largely unsolicited SPAM messages. With the growing tendency of viral marketing campaigners to offer financial incentives to those who are willing to pass their message on, there seems to be an ever growing possibility that what advertisers consider to be legitimate marketing will, to the unwilling consumer, soon start to seem like just more SPAM.

26. \_\_\_\_\_. Well most experts seem to think not, but what is likely to happen is that we as consumers are likely to become more careful about what we click on and that advertisers will have to become more creative in their design of such campaigns. One other result of this might be that we find out how many email address books contain our address and how many real friends we have.

- A, You take advantage of others' resources
- B, So how is it done?
- C, So will this be the death of viral marketing?
- D, When word of mouth turns to word of mouse.
- E, You are able to scale the campaign from small to large very rapidly
- F, You provide for the effortless spread of your message
- G, Does it work for everyone?
- H, You encourage people to spread the word among their existing networks
- I, You give away some form of free product or service
- J, You identify and exploit common motivations and behaviours

**IV. Now choose the best answer (A,B or C) to the questions (1-6) based on the same text.**

- 27. The term 'viral marketing'
  - A, means telling your friends about the products you like using.
  - B, was used on Hotmail in 1997 by 12 million people.
  - C, was awarded by a variety of shops.
- 28. The internet provider Hotmail
  - A, was used for advertising by 100,000 more people every day in 2000.
  - B, had 12 million subscribers in 1996.
  - C, helped along advertising.
- 29. According to Dr Wilson
  - A, you cannot make an income from advertising alone
  - B, giving out freebies might look like an insane idea financially
  - C, using viral marketing will always benefit your business
- 30. A good marketing campaign
  - A, can become successful if your target is a small number of friends.
  - B, uses a combination of all possible online advertising.
  - C, cannot exploit strangers' email activities on the Internet.

31. Internet advertising  
A, faces an uncertain future as viral marketing will soon become illegal.  
B, will most probably change peoples' attitude to buying consumer durables.  
C, will involve paying out more and more money in the future.

## GRAMMAR AND VOCABULARY

### V. *Which sentence means the same as the original?*

32. Every time he talks about going on holiday I get really excited.  
A, The more he talks about going on holiday the more excited I get.  
B, I am getting more excited as he is talking about his holiday.  
C, The more he talks about his holiday every time, the more I get excited.
33. The rate of unemployment hasn't increased quite as much this year compared to previous years.  
A, This year the rate of unemployment has not increased as well as in previous years.  
B, This year the rate of unemployment has increased slightly less as it did in previous years.  
C, In previous years the rate of unemployment has not increased quite as much as this year.
34. She needs to consider the amount the holiday is going to cost.  
A, She needs to calculate the amount the holiday is going to cost.  
B, She needs to manage the amount the holiday is going to cost.  
C, She needs to take into account how much the holiday is going to cost.
35. She's renowned for her expertise in human psychology.  
A, She's renowned as being a human psychology expert.  
B, She's a renowned expert in the field of human psychology.  
C, She's renowned for a human psychologist.
36. Her teacher said she wasn't progressing as well as other students with her assignments.  
A, Her teacher warned her that she wasn't following through her assignments.  
B, Her teacher warned her that she was falling behind with her assignments.  
C, Her teacher warned her that she was failing back on her assignments.
37. Holly decided that she'd ask to be transferred to another department.  
A, Holly decided to put a request in for a transfer to another department.  
B, Holly decided to send an enquiry for a transfer to another department.  
C, Holly decided to be requested for a transfer to another department.
38. The paramedics were told that they should never place a human life at risk trying to rescue an animal.  
A, They told the paramedics that they should never risk their life trying to rescue an animal.  
B, The paramedics were warned that under no circumstances should they place a human life at risk trying to rescue an animal.  
C, The paramedics were told to never risk human life trying to rescue an animal.
39. Tessa started crying when she was told she had failed her driving test.  
A, Tessa broke out with tears as soon as she heard she had failed her driving test.  
B, Tessa broke down with tears as soon as she heard she had failed her driving test.  
C, Tessa broke down in tears as soon as she heard she had failed her driving test.
40. I was surprised Sarah couldn't do the maths problem because it was very easy.  
A, The math problem was child's play, and I was surprised Sarah couldn't do it.  
B, I was surprised Sarah couldn't do the maths problem because it was not heavy at all.  
C, Sarah should've been able to do the maths problem, as it was easy as ABC.
41. I left my last job because I didn't really agree with my manager's approach.  
A, I left my last job because I didn't really see eye to eye with my manager  
B, I left my last job because my manager and I had an outstanding order.  
C, I left my last job because I didn't have a one-to-one with my manager.

### VI. *Choose the best option (A-D).*

42. At the end of the speech the whole assembly gave the speakers a standing \_\_\_\_\_.  
A, ovation      B, applause      C, cheering      D, support
43. Politicians tend to ignore opinion \_\_\_\_\_.  
A, votes      B, figures      C, numbers      D, polls

44. I promise I will not disappoint you, given a second \_\_\_\_\_.  
A, chance      B, opportunity      C, possibility      D, occasion
45. Having a broken skull left Mrs Myers confused and wondering \_\_\_\_\_ it was Thursday or Friday.  
A, when      B, what      C, which      D, whether
46. What leisure activities will people \_\_\_\_\_ for in the future?  
A, choose      B, decide      C, opt      D, require
47. Do you deny \_\_\_\_\_ this with the defendant on the day in question?  
A, to discuss      B, discussing      C, to have discussed      D, of having discussed
48. Ask the man over there who \_\_\_\_\_ complain to.  
A, should we      B, to      C, can I      D, do I
49. I will always remember \_\_\_\_\_ Elvis Presley perform live.  
A, seeing      B, to see      C, I saw      D, see
50. The family home was built by a/an \_\_\_\_\_ of mine and six generations of Barretts have lived in it since then.  
A, descendant      B, ancestor      C, predecessor      D, dependant
51. It's very important that we \_\_\_\_\_ as soon as there's any change in the patient's condition.  
A, be it notified      B, being notified      C, were notified      D, be notified

## PRONUNCIATION

### VII. In which word (A-D) is the vowel (magánhangzó) pronounced similarly as in the original word?

52. squirm  
A/ worm      B/ scheme      C/ chime      D/ shire
53. heap  
A/ shame      B/ theme      C/ him      D/ brine
54. pleat  
A/ stilt      B/ slime      C/ sheen      D/ grit
55. owl  
A/ grew      B/ low      C/ grow      D/ cow
56. poach  
A/ patch      B/ growth      C/ muse      D/ touch

## CULTURE

### VIII. Choose the best answer

57. Sir Elton John composed the music for \_\_\_\_\_.  
A, Billy Elliot the Musical      B, Les Misérables      C, The Phantom of the Opera
58. If someone is "knackered", they feel \_\_\_\_\_.  
A, eloquent      B, exhausted      C, apprehensive
59. If someone is "gobsmacked", they are \_\_\_\_\_.  
A, shocked beyond belief      B, extremely angry      C, rather lovely
60. If you buy a "dodgy" product, it \_\_\_\_\_.  
A, is probably of poor quality      B, is mouth-wateringly good      C, was an extremely good deal
61. The longest ever reigning monarch of the United Kingdom \_\_\_\_\_.  
A, is Elizabeth II      B, was Queen Victoria      C, was George III
62. Where in the world is English a primary language?  
A, Pakistan      B, India      C, Jamaica
63. Which one is a medical condition?  
A, hernia      B, lingua franca      C, jinx
64. Which one can be used for travelling?  
A, convey      B, chart      C, dinghy
65. How many phonic sounds are there in the English language?  
A, 49      B, 38      C, 44
66. The United Kingdom's withdrawal from the European Union is widely known as \_\_\_\_\_.  
A, The EXIT      B, Brexit      C, the Big Leave
67. The people who first inhabited the Australian continent were referred to by the British as \_\_\_\_\_.  
A, Indians      B, Aborigines      C, Aussies
68. North America has \_\_\_\_\_ in the world.  
A, the biggest lake      B, the highest mountain      C, the biggest country
69. Which is NOT part of the USA?  
A, Hawaii      B, Falkland Islands      C, Maine

70. What is a "dime"?  
 A, a British title      B, an Australian dish      C, a US coin
71. Who was an American novelist?  
 A, Emily Dickinson      B, John Updike      C, George Orwell

#### WORD FORMATION

- IX. *Use the word given in capitals to form a word that fits in the space (72-81). Then mark the suffix you used on the answer sheet. You may use some suffixes more than once or not at all. In two formations you will need to use two suffixes. Spelling changes may occur during word formation.*

#### Technology Opens New Frontiers for Travel

The growing global middle class is travelling to international destinations around the world more than ever, for both business and leisure. As the rapid increase in **(72. MOBILE)** strains infrastructure, technology is helping to make travel safer, more secure and more **(73. ENVIRONMENT)** sustainable.

Already, biometrics and digital processes have improved **(74. SECURE)** while speeding up processing times at **(75. IMMIGRATE)** controls. "Technology is the most important process for streamlining and enhancing security," says Helen Marano, senior vice president of government and industry affairs at WTTC in London.

Technology affects all aspects of travel. Smart airports will allow a customer to have a **(76. SEAM)** experience that starts with planning the trip, to arriving via a self-driving car, to checking in, passing immigration, claiming luggage and taking **(77. TRANSPORT)** from the destination airport, says Misrahi of the WEF.

Technology is improving environmental **(78. SUSTAIN)** too. Composite materials make planes lighter, which reduces fuel consumption. Advances in additive manufacturing promise to take it further, allowing for new architectures that will be lighter still.

Alternative jet fuels can be 80 percent less carbon **(79. INTENSE)** than current fuels, and work is under way to lower their cost, she adds.

Other work is needed to **(80. MODERN)** air-traffic technology to make routing more efficient while reducing delays that can waste fuel. Changing to a continuous descent method, as All Nippon Airways is doing at more airports, reduces carbon-dioxide **(81. EMIT)** and noise.

- X. *Who's who and what's what? Match the names (82-91) with the definitions (A-J)*

82. maple	A , a great English poet
83. Geoffrey Chaucer	B, the national emblem of England
84. Uluru	C, the symbol of Canada
85. didgeridoo	D, the national emblem of the USA
86.the pound sterling	E, the official currency of the UK
87. shamrock	F, a natural icon of Australia
88.the Bold eagle	G, the symbol of Ireland
89. Oliver Cromwell	H, an English soldier
90.the Tudor rose	I, the national musical instrument of Australia
91. thistle	J, the symbol of Scotland

## PHRASAL VERBS

XI. *Match the phrasal verbs (92-97) and their meanings (A-F). You may use each word only once.*

92. pile up	95. size up
93. spring up	96. set out
94. cut back (on)	97. slip up

A, highly increase the amount

D, appear suddenly

B, think carefully and form an opinion about something

E, reduce the amount of something

C, make a careless mistake

F, start doing something in order to achieve an aim

## CONVERSATION

XII. *Will you put the sentences (A-O) into the correct order ( 98-112) to finish the conversation.*

**Jane:** Excuse me....

**Frank:** Yes?

**A, Jane:** Huh! That's kind of eerie, isn't it? That's really pretty close. No, not mine. Nothing else there?

**B, Jane:** Yeah, 'cause I thought at first I'd put it back. But it's not where it's supposed to be, at least.

**C, Jane:** Uh..."Fundamentals of Bioengineering" or something like that- I forget the exact title. That's why I need it! It's a sort of green paperback.

**D, Jane:** No, not yet but I'll go check the catalogue!

**E, Jane:** I don't think so! I probably need one on English grammar, though. My paper on GM is not organized very well.

**F, Jane:** Sorry, but could I bother you for just a minute? I think I left a book in this carrel last night. Could you just take a look in the shelf for me?

**G, Jane:** Probably just forgot, like me. It's easy to forget a book in there after you've been sitting here going through books for three or four hours at night.

**H, Jane:** No. Gene modification. It's due next Tuesday and I'm barely half-finished. And I need that book to check the pagination- I'm including some quotes out of it.

**I, Frank:** Nope. Just a couple of works on Anglo-Saxon grammar. Want those?

**J, Frank:** Did you check at the desk? They can tell you if it's been checked out.

**K, Frank:** Huh. Looks like a couple of other folks have left their books in here, too. Why don't they put them back where they got them when they're through, anyway?

**L, Frank:** GM? General Motors?

**M, Frank:** Well, sorry I can't help- it's just not here. Did you check the stacks?

**N, Frank:** Sure. What's the title?

**O, Frank:** Yeah, I guess. I've done that, too. How about, um, "Engineering Basics"? Is this it? It's not green, though. It's kind of, uh, turquoise?