**Завдання для підсумкового тестування з англійської мови 2023 р.**

**Завдання №1**

**Текст для сприймання на слух**

**Are You Aware of all these Tricks?**

Shopping is not as simple as you may think! There are all sorts of psychological and eye-deceiving tricks at play each time we reach out for that particular brand of product on the shelf.

Coloring, for example, varies according to what the manufacturers are trying to sell. Most cosmetics are packaged in delicate pastel colors such as pink. Health food come in greens, yellows or browns because we think of these as healthy colors. Ice cream packets are often blue because we identify that as a cool color; and luxury goods, like expensive chocolates, are gold or silver.

When a brand of painkiller was brought out recently, researchers found out that pastel colors turned the customer off because they made the product look weak and ineffective. Eventually, it came on the market in a dark blue and white package – blue because we associate it with safety, and white for calmness.

The size of a product can attract a shopper. But quite often a jar or bottle doesn’t contain as much as it appears to. Recently a cosmetics company was successfully prosecuted for marketing a jar of make-up which gave the impression it contained far more than it actually did.

All the research behind the wording and presentation of packaging is obviously expensive, and there are no prizes for guessing that it is the customer who foots the bill. However, there are signs of revolution against fancy packaging. The Body Shop, for instance, sells its products in containers with handwritten labels. These bottles are practical as well as cost-effective and can be used again.

It is estimated that the more established cosmetics companies spend, on average, 70 per cent of the total cost of the product itself on packaging!

The most successful manufacturers know that it’s not enough to have a good product. The founder of Pears soap, who for 25 years have used enchanting little girls to promote their goods, summed it up. “Any fool can make soap, but it takes a genius to sell it,” he said.

**Завдання 1. Текст для сприймання на слух.**

**Виберіть правильну відповідь. ( Час виконання – 30 хв.)**

**1. There are all sorts of … and eye-deceiving tricks at play each time we reach out for that particular brand of a product on the shelf.**

**A** psychological **C** intellectual

**B** educational **D** cheap

**2. Most … are packaged in delicate pastel colors.**

**A** cookies **C** dishes

**B** cosmetics **D** books

**3. Eventually … came on the market in a dark blue and white package.**

**A** a brand of soap **C** a brand of cigarettes

**B** a brand of painkiller **D** a brand of cosmetics

**4. A type of a product made by a particular company is..**

**A** a label **C** a brand

**B**  a trend **D** a branch

**5. A person who buys things is called …**

**A** a visitor **C** a shop assistant

**B** a customer **D** a producer

**6. The size of a product … for a shopper.**

**A** makes no difference **C** gives real information

**B** is important  **D** is not mentioned

**7. “Recently a cosmetics company was successfully prosecuted” means:**

**A** it was taken to the court **C**  it was sold

**B** it was awarded a prize **D**  it was robbed

**8. “To foot the bill” means:**

**A** to order goods or services **C**  to form the idea of the price

**B**  to offer a product for sale **D** to pay for goods and services

**9. There are signs of revolution against … packaging.**

**A** fancy **C** colorful packaging

**B** cheap packaging **D** simple packaging

**10. Some cosmetics companies spend … of the total cost of the product on packaging.**

**A**  17 % **C**  70 %

**B** 77 % **D** 7 %

**11. According to the text a customer is usually attracted by … of the product.**

**A** the color and the size **C** the size and the brand

**B** the price and the size **D** the brand and the color

**12. The text is about …**

**A** different kinds of shops **C** various brands and painkillers

**B** shopping tricks **D** handwritten labels

**Завдання №2. Використання мови.**

**Виберіть правильну відповідь. ( Час виконання – 30 хв.)**

The Tour de France is a bicycle race that has taken place every year in July **(1) …** 1903. It was started in order to help a newspaper company sell its paper in Paris, and the race **(2) …** over 2,000 km. In 1910 the course **(3) …** the Pyrenees, and in 1911 the Alps were added. Later on, in 1954, the race began in Amsterdam; it was the first time it started outside France.

Today, the course is about 4,000 km long, and 200 cyclists take part. **(4) …** day of the race is called a stage, and you can tell who is winning the race as they always wear a yellow top. The cyclists go a different way every year to the finishing line, **(5) …** is always at the Champs-Elysees in Paris. The best part of the race is crossing the finishing line **(6) …** riding for thousands of kilometres.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **A** | in | **B** | since | **C** | from | **D** | at |
| **2** | **A** | took | **B** | explored | **C** | spread | **D** | covered |
| **3** | **A** | included | **B** | mixed | **C** | moved | **D** | contained |
| **4** | **A** | other | **B** | another | **C** | each | **D** | all |
| **5** | **A** | which | **B** | where | **C** | that | **D** | what |
| **6** | **A** | until | **B** | after | **C** | before | **D** | unless |

In the past it was difficult and expensive to make a video, because **(7) …** the camera, you needed **(8) …** of other things. When a camcorder (a camera which can record both picture and sound) was made, it became **(9) …** . Today you are able to get free software on the Internet, so it’s **(10) …** for you to make a video for almost no money. You can even make a video for free if you have a smartphone.

One thing that is important when making your video is light. Lighting in films is used to show feelings and what is happening in the film at the moment; or to make sure that **(11) …** people who are watching notice various things. When you have finally finished making your video, you can put it on the Internet or even show it on a big screen **(12) …** your family and friends can watch it.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **7** | **A** | in addition | **B** | except | **C** | beside | **D** | besides |
| **8** | **A** | lot | **B** | many | **C** | much | **D** | lots |
| **9** | **A** | cheaper | **B** | more cheaper | **C** | cheapest | **D** | the cheapest |
| **10** | **A** | possible | **B** | popular | **C** | impossible | **D** | opportunity |
| **11** | **A** | a | **B** | --- | **C** | the | **D** | an |
| **12** | **A** | because | **B** | so that | **C** | although | **D** | that’s why |

**Завдання 3. Граматичний тест.**

**Перепишіть речення і поставте слова, що подані у дужках, у правильну граматичну форму. (Час виконання – З0 хв.)**

1. Where she (live) before she moved to Lviv?

2. Dan has never ridden a horse, …?

3. Where Jane (hurry) when you called her?

4. There (be) much snow in your region last winter?

5. Who (break) your mother’s favourite vase last Sunday?

6. The room was completely dark. They (not\ can) see anything.

7. It’s time for us to go. You (pack) all your things?

8. How your last birthday (celebrate)?

9. As soon as the bell (ring) the pupils will go to the classroom.

10. We didn’t know that Kate (get) into an accident several days before.

11. Why the girl (cry)? Has she hurt herself?

12. What flowers usually (plant) near your house?

**Ключі до тестів**

**Завдання 1**

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **A** | **7** | **A** |
| **2** | **B** | **8** | **D** |
| **3** | **B** | **9** | **A** |
| **4** | **C** | **10** | **C** |
| **5** | **B** | **11** | **A** |
| **6** | **B** | **12** | **B** |

**Завдання 2**

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **B** | **7** | **D** |
| **2** | **D** | **8** | **D** |
| **3** | **A** | **9** | **A** |
| **4** | **C** | **10** | **A** |
| **5** | **A** | **11** | **C** |
| **6** | **B** | **12** | **B** |

**Завдання 3**

1. Where had she lived before she moved to Lviv?

2. Dan has never ridden a horse, has he?

3. Where was Jane hurrying when you called her?

4. Was there much snow in your region last winter?

5. Who broke your mother’s favourite vase last Sunday?

6. The room was completely dark. They could not see anything.

7. It’s time for us to go. Have you packed all your things?

8. How was your last birthday celebrated?

9. As soon as the bell rings the pupils will go to the classroom.

10. We didn’t know that Kate had got into an accident several days before.

11. Why is the girl crying? Has she hurt herself?

12. What flowers are usually planted near your house?