

**Решение заданий Открытой олимпиады школьников
«Будущее Кузбасса» по английскому языку**

Раздел 1. Чтение

Задание 1. Установите соответствие между текстами А-Е и заголовками 1-6. Занесите свои ответы в таблицу. Используйте цифру только один раз. В задании один заголовок лишний.

- 1. Pay before you talk**
 - 2. The arrival of virtual money**
 - 3. Double your money**
 - 4. Evolution of online sales**
 - 5. Buying without shops**
 - 6. Developing new concepts**
- A.** In 1891, when American farmers were complaining about high prices in shops in the countryside Richard Sears had an idea. Sears was an agent of a railway company and at that time he was selling watches with his partner Alvah Roebuck, a watchmaker. His idea was to use the new national railway system and post office to create a new way of selling: mail order. Sears bought in bulk and so kept prices low. He was also good at attracting customers with advertising. By 1895 the Sears catalogue had 532 pages. The company was expanding fast, so it moved to a huge building in Chicago. Finally the company developed the first automated warehouse. This improved the capacity of the business by 1,000 percent.
- B.** In the 1970s Herta Herzog, an Austrian psychologist, was working for the Jack Tinker advertising agency in New York. One of their clients was Alka-Seltzer, which manufactured a product for acid indigestion, sour stomach and headaches. At that time the advertising for the product showed a hand dropping one of the tablets into a glass of water. Herzog made a suggestion. She said that the hand in the photograph should drop two tablets into the glass. The advertising was changed and sales of Alka-Seltzer doubled. After the success of the campaign, other manufacturers began to use similar ideas to boost sales.
- C.** By the 1990s many people were using mobile phones for business and pleasure. They had a contract and received a bill for calls they had made in the previous month. Vodafone, a successful UK mobile phone company, was already making good profits when it introduced its new Pay As You Talk service in 1997. This allowed customers to have a phone without a contract and monthly bills. Instead, they have a “top up” card to extend calling and service credit. The advantage for customers was that they could carefully budget the amount of money spent – very useful for parents who gave phones to their children. Vodafone’s great idea was to get people to pay in advance for their calls. Thanks to this, sales increased.

- D.** Online sales are at different stages of development in different parts of the world. Of course, in a lot of places, not many people have computers at work, and even fewer have them at home. Even mail order has not developed. People do their shopping in street markets and traditional shops, so the growth of e-commerce will be very slow there. In other markets, consumers use computers a lot, but they are very nervous about giving their credit card details online: they are afraid that computer hackers may steal them. The main job of online retailers is to persuade people that their details will be safe if they buy online. In some places, shopping is no longer seen as a leisure activity. Traffic problems, the difficulty of Parking, crowded shops and the high cost of goods in shops all mean that shopping is unpleasant. Thus, retailers have a big potential market. But even here, it will take a long time before people lose the need to touch and see certain types of goods before they buy them.
- E.** Great ideas are generated in different ways. Sometimes an idea may simply be when a company exploits an opportunity to extend the product range, to offer more choice to existing customers. Or a great idea could allow a company to enter a market which was closed to it before. Companies which are prepared to spend a lot on R&D may make a breakthrough by having an original idea for a product which others later copy, for example Sony and the Walkman. On the other hand, some products are developed in response to customer research. They come from customer ideas. These products meet a real need. Or the product does something similar to another product, but faster, so it saves time. Some people will buy new products because the product enhances their status – makes them feel more important. Other people will buy any “green” product which reduces waste or protects the environment, even if it is more expensive. If an idea is really good – perhaps the product fills a gap in the market – it may even win an award for innovation.

Правильные ответы:

A	B	C	D	E
5	3	1	4	6

Задание 2. Прочитайте текст и заполните пропуски А-Е частями предложений, обозначенными цифрами 1-6. Одна из частей в списке лишняя. Занесите цифры, обозначающие соответствующие части предложений, в таблицу.

Things You Can't Live Without?

Everyone, it seems, has a mobile these days, even children in kindergarten. Billions of text messages fly round the world every day, and computers and call centers run every aspect of our lives. But is all this really making life better? There are several reasons to hate modern technology, **A** _____ . Wrong.

It is there to give people new ways of filling their time. As for personal computers, learning how to use all the features of a new PC uses up all the time that having a computer saves.

Digital TV is a perfect example. When it arrived, we were promised a better quality picture and more choice. But at eleven o'clock at night as you flick through the 97 channels you can now get, **B** _____. More the fact that not one single programme is worth watching.

After several frustrating weeks of finding all the right software for your new PC, then phoning "help" desks when it doesn't work, you will proudly show off your new machine to friends only to hear "Oh, are you still using that one? I'm thinking of buying the new PYX 5000, myself". A few months later, when you try to buy some minor spare part, **C** _____.

This is easy, because very few people really understand how the machines they have bought work. So you phone the software company and they will tell you it's a hardware problem. You then phone the hardware company and they tell you it's a software problem. Phone the so-called "customer care" number, and after waiting on hold for fifteen minutes you will be told you need the sales department. The sales department assures you that it's the technical department you need, but surprise, the technical department put you back through to customer care; **D** _____.

Apparently, teenagers now do so much texting and e-mailing that their thumbs are getting bigger. Unfortunately, they are also forgetting how to spell. One American schoolgirl recently wrote her entire essay on "My summer holidays" in text speak. It began "B4 we used 2go2 NY 2C my bro, his GF & thr 3 kids. ILNY it's a GR8 plc." Or for you and me: "Before we used to go to New York to see my brother, his girlfriend and their three kids. I love New York, it's a great place".

A recent survey showed that more than eight out of ten young people **E** _____. Are you among them?

1. you find it is no longer manufactured, and that it would be much cheaper to replace the whole computer with the new PYX 7500
2. so many people make the mistake thinking that technology is there to save you time.
3. people can spend weeks of their lives like this
4. it is not the quality of the picture that you worry about
5. would rather text their friends of family than actually speak to them in person

Правильные ответы:

A	B	C	D	E
2	4	1	3	5

Задание 3. Прочитайте текст. Определите, какие из приведенных утверждений соответствуют содержанию текста (1 – **True**), какие не соответствуют (2 – **False**) и о чем в тексте не сказано, то есть на основании текста нельзя дать ни положительного, ни отрицательного ответа (3 – **Not stated**). Занесите номер выбранного Вами варианта ответа в таблицу.

A Great Idea

Juana Lopez has invented a number of things over the years, but they were mostly relatively small improvements to existing products. Then one day she had an idea for a dishwashing machine that worked without using water. She went to see several dishwasher manufacturers about producing the machine, but none of them were interested.

Juana found investors to back her idea and founded her own production company. She spent millions of euros on developing her dishwasher, and it was launched three years later. From the day of the launch, sales were very good – better even than Juana had hoped.

But Global Domestic (GD), one of the companies that she had been to see, launched its own waterless dishwasher. Juana obtained one and found that it used a lot of the technical ideas that she had developed and patented: she had obtained legal protection for these ideas so that other companies could not use them. After a long legal process, GD was forced to stop making its competing dishwasher and to pay Juana several million euros.

Now Juana's waterless dishwasher has 40 percent of the worldwide dishwasher market, and this is increasing every year. There is no other dishwasher like it. Word-of-mouth recommendation by satisfied users has made it a big success.

- A.** Juana Lopez's dishwashing machine was her first invention.
- B.** She founded her own production company, entirely with her own money.
- C.** GD produced a dishwasher that copied a lot of Juana's ideas.
- D.** Juana's case against GD was settled in a court in the United States.
- E.** Juana's market share of the world dishwasher market was expanding, but now it is getting smaller.

Правильные ответы:

A	B	C	D	E
2	2	1	3	2

Раздел 2. Грамматика и лексика

Задание 1. Прочитайте приведенный ниже текст. Образуйте от слов, напечатанных заглавными буквами в конце строк, обозначенных буквами А-Е, однокоренные слова так, чтобы они грамматически и лексически соответствовали содержанию текста. Заполните таблицу ниже полученными словами.

An International Dish

<p>Pizza has a long history. The ancient Greeks first had the idea of _____ vegetables on large flat pieces of bread, and “pizza ovens” _____ in the ruins of Roman cities. But for centuries one vital ingredient was missing – the first tomatoes _____ to Europe until the sixteenth century, from South America. It was the nineteenth century before Rafaele Esposito, a baker from Naples, began to sell the first modern pizzas. He was asked to bake a _____ pizza for a visit by the Italian King and Queen in 1889, and so the first pizza Margarita was created, named after the Queen.</p> <p>Pizza became a favourite dish in Italy, but it was after the Second World War, when thousands of American soldiers went home from Europe, that pizza really became an international dish. Soon there were pizzarias all over the USA, and American chains like PIZZaHut spread the idea around the world. Today the average American eats over ten kilogrammes of pizza a year. And the world’s largest pizza (_____ thirty metres across) was baked not in Italy, but in Havana, Cuba.</p>	<p>PUT FIND</p> <p>BRING</p> <p>SPECIALIZE</p> <p>MEASURE</p>
---	---

Правильные ответы:

A	putting
B	have been found / were found
C	were not brought
D	special
E	measuring

Задание 2. Прочитайте текст с пропусками, обозначенными буквами **A-E**. Эти номера соответствуют заданиям **A-E**, в которых представлены возможные варианты ответов. Запишите в таблицу ответов цифру **1, 2 или 3**, соответствующую выбранному Вами варианту ответа.

Lifetime Holidays

Lifetime Holidays is a package holiday firm. It has many **A**_____ shops and a large catalogue of holidays. However, it is **B**_____ facing problems. Fewer people are visiting its shops, and demand for its holidays has fallen. Most of its customers are **C**_____ 50, so it now wants to appeal to a wider range, especially those aged 30 to 50. The solution seems to be to sell holidays online.

As Lifetime has no **D**_____ of e-commerce, they want to join with an existing online company, DirectSun. DirectSun is a low-budget holiday website. It offers cheap flights to a small range of destinations and can arrange accommodation, insurance and car hire. It has a good **E**_____ base, but it wants a bigger catalogue of holidays to offer.

The two firms have met several times and are now ready to negotiate the details of a possible joint venture.

- | | | | |
|----------|---------------|--------------|----------------|
| A | 1) big | 2) high | 3) high-street |
| B | 1) recently | 2) currently | 3) already |
| C | 1) aged under | 2) aged over | 3) aged |
| D | 1) experience | 2) skill | 3) knowledge |
| E | 1) company | 2) retailer | 3) customer |

Правильные ответы:

A	B	C	D	E
3	2	2	1	3

Задание 3. Прочитайте текст. В каждой строчке **A-E** есть одно слово с грамматической или орфографической ошибкой. Найдите неправильное слово и впишите правильный вариант в таблицу ниже.

Can we have too many products?

There are two cars in the garage. In the living room, there is a wide-screen television with 100 channels, and first-class hi-fi equipment. Each child has a television in his or her bedroom.

The kitchen contains a dishwasher, an ordinary oven and a **A** microwave oven. The cupboard in the bedroom is fill of _____

B designer-label clothes. Is it possible too have so many _____

C products that we don't need any more? Some economy think _____

D so. They points to Japan, where demand for certain goods _____

has been flat for 10 years now. There is one reason for it. **E** Japanese people have all the material good they want and save their money instead of buying more. Compare this with the poorest countries in the world, where there is one television set for every 60 people.

Правильные ответы:

A	full
B	to
C	economists
D	point
E	goods