

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

SCORE: \_\_\_\_\_ /50

**A**  Listen to the presentation. Then read the questions and choose the correct answer.

- 1 Who is the person speaking?
  - A a careers adviser
  - B a potential employer
  - C a university professor
- 2 When could the students get a job at Harper Nelson?
  - A As soon as they graduate from college.
  - B Only after they prove they have new ideas.
  - C Only after they have had some work experience.
- 3 What is one thing that the company offers workers?
  - A financial and legal assistance
  - B training opportunities
  - C frequent promotions
- 4 What does the speaker say about the company?
  - A It is a great place to work in.
  - B The offices are large and modern.
  - C There is a restaurant where employees can eat for free.
- 5 What does the speaker expect some of the students to do?
  - A To find out more about the company online.
  - B To ask him questions after the presentation.
  - C To apply for a job at Harper Nelson.

\_\_\_\_\_ / 10 (2 points each)

**B** Complete the definitions with the words in the box.

build    feature    gender    individual    ~~look-alike~~    male    match    similarity

EXAMPLE A person or thing that looks very similar to another is a " look-alike ".

- 1 The word " \_\_\_\_\_ " can mean "man".
- 2 The noun " \_\_\_\_\_ " means "a person (when considered separately from a group)".
- 3 A " \_\_\_\_\_ " is a part of our face, such as mouth, eyes or nose.
- 4 A person's " \_\_\_\_\_ " is the particular size and shape of his or her body.
- 5 When we say that a person is a man or a woman, we are describing the person's " \_\_\_\_\_ ".
- 6 When two people or things are similar and combine well together, they are a " \_\_\_\_\_ ".
- 7 " \_\_\_\_\_ " is the state of being almost the same (as someone/something else).

\_\_\_\_\_ / 7 (1 point each)

**C** Choose the correct answer.

EXAMPLE We need to analyze / *identify* the results of the test to see what the problem is.

- 1 I'd like you to do an online *survey* / *assessment* to ask customers about their shopping habits.
- 2 In the math exam, remember to write down your *examinations* / *calculations* so that we can see how you got to the answer.
- 3 The doctors did a thorough *analysis* / *demonstration* of the patients' blood.
- 4 We need to *assess* / *survey* the risks involved before we make a decision.
- 5 They have *examined* / *calculated* the machine and discovered what the problem was.
- 6 I have *identified* / *demonstrated* at least three people in the company who could be promoted.
- 7 I *calculate* / *identify* that they should be getting home now, if they left at 6.
- 8 Can you *demonstrate* / *assess* how you reached this answer, please?

\_\_\_\_\_ / 8 (1 point each)

**D** Complete the sentences with the gerund form of the verbs in the box.

be    clean    earn    fly    give    have    help    listen    lock

EXAMPLE Mariano is responsible for locking the office at the end of the day.

- 1 Kaitlyn is always boasting about \_\_\_\_\_ a big house and a swimming pool.
- 2 I need to apologize for \_\_\_\_\_ rude in the meeting.
- 3 Some experts believe in \_\_\_\_\_ children a choice of food from an early age.
- 4 My mom is always complaining about \_\_\_\_\_ up my brother's bedroom.
- 5 Anton has a real fear of \_\_\_\_\_, especially in small planes.
- 6 I believe in the importance of \_\_\_\_\_ other people whenever we can.
- 7 I don't really care about \_\_\_\_\_ a lot of money. I can survive very happily on very little.
- 8 We are all tired of \_\_\_\_\_ to Mira talking about her job.

\_\_\_\_\_ / 8 (1 point each)

**E** Choose the correct answer.

EXAMPLE This app reminds me \_\_\_\_ exercise every day at 8 p.m.

A do      **B to do**      C doing

1 Stormy weather often causes some patients \_\_\_\_\_ headaches.

A have      B to have      C having

2 Having flu last week kept several students from \_\_\_\_\_ to college.

A go      B to go      C going

3 The principal made the students \_\_\_\_\_ after school to do extra work.

A stay      B to stay      C staying

4 Who allowed Alan \_\_\_\_\_ sneakers to the wedding?

A wear      B to wear      C wearing

5 Our history teacher had Julie \_\_\_\_\_ the essay again.

A write      B to write      C writing

6 It's important to wear a helmet because it protects you from \_\_\_\_\_ your head.

A hurt      B to hurt      C hurting

7 The donation enabled the organization \_\_\_\_\_ a new building.

A purchase      B to purchase      C purchasing

\_\_\_\_ / 7 (1 point each)

**F** Read the article. Then answer the questions.

### Three Rules for Great Web Design

Building a great website can be an intimidating task. With so many websites out there, how do you make sure yours gets noticed? Many web designers feel pressure to make their website unique, but being *too* unique can be a recipe for failure. It turns out that most successful websites share some common characteristics. So the challenge of successful web design is not to come up with a totally new design, but rather to identify the features that make a website successful and make sure they are in your design. As John D Rockefeller once said, "The secret to success is to do the common thing uncommonly well." In this post we'll examine what makes a great website.

#### The 3 Click Rule

One common characteristic of most successful websites is that they are easy to navigate. Users don't want to spend a lot of time navigating your site. They want to get where they need to go – fast. The more time a user has to spend on your site trying to find what they are looking for, the more likely they are to leave your site. In general, it should take a user no more than 3 clicks to do anything. Whether they are trying to buy a product, contact customer support, or post a review, make sure users can accomplish it in no more than 3 clicks.

#### Less is More

Many web designers feel pressure to make the most of their website's home page. That can be a mistake. A home page that is too crowded with information can chase users away from your site. Identify the information that is *most* essential to your website. Put that on your home page – and nothing else.

#### Do the expected

Most good websites put certain features in the same basic places. The link to the user's shopping cart is almost always in the upper-right-hand corner. Links to social media are generally in the bottom left. When important features like these are not in the places users expect them to be, users get frustrated and will leave your site. Don't move away from these standard practices.

- 1 What is the main idea of the article?
  - A A well-designed website should be unique.
  - B There is no way to improve on existing website design.
  - C Good website design draws lessons from what already works.
- 2 What is the intention of the 3 click rule?
  - A To provide users with only essential information.
  - B To help users move around a website efficiently.
  - C To prevent users from getting bored and leaving the website.
- 3 What does the writer say about a website's home page?
  - A It should have links to all other pages of the website.
  - B It should be the best designed page of the website.
  - C It should only contain the most important information.
- 4 Which of the following statements would the writer most likely agree with?
  - A Users expect all websites to be the same.
  - B Users want websites to be new and interesting.
  - C Users want websites to feel familiar and easy to use.

\_\_\_\_\_ / 8 (2 points each)