

93-55-36-62
(126.1)



Олимпиада ПГУ
2016

МОСКОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
имени М.В.ЛОМОНОСОВА

Вариант 2

ПИСЬМЕННАЯ РАБОТА

Олимпиада школьников «Юности Вперед»

по иностранным языкам (английский язык)

Зюевской Анастасии Дмитриевны

фамилия, имя, отчество (в родительном падеже)

Дата

«15» марта 2016 года

Подпись участника

Зюев

Answer sheet

LISTENING	
1	g
2	400-metre running
3	midday
4	fans
5	attractions
6	all
7	year's
8	fitness
9	staff
10	booking

USE OF ENGLISH	
11	begins
12	frustrating familiar
13	endless
14	quitting
15	madness
16	turning
17	American
18	has become
19	familiar frustrated
20	will be flooded

READING	
21	C
22	J
23	F
24	D
25	A
26	H
27	E
28	G
29	B
30	I

338

WRITING

Report on teenagers' fast food preferences

Introduction

The aims of this report are to outline the changes in ~~the~~ students' consumption of fast food and their reasons and to predict some further alterations. 200 students were asked to complete the questionnaire about their favourite types of fast food. The results were collected and illustrated with a diagram. The data

~~Changes since~~ For 2010 was taken from the official site englstatistics.com.

Changes since 2010
The popularity of hamburgers among teenagers has dropped since 2010. Only 80% of students chase them as their favourite ~~compared to 57%~~ ^{fast food} six years before. The consumption of sandwiches is, on the contrary, two times ~~more~~ than in 2010. The number of students preferring pizza has fallen by 70%, while hot dogs tend to become more popular among modern teenagers.

Reasons for such results

Sandwiches have gained popularity due to an efficient marketing item, called "Subway Surf". The successful game promoted "Subway", which is a fast food restaurant, selling sandwiches. ~~Pizza~~ Furthermore, pizza ^{has} become more expensive because of the radical rise ~~in~~ the price of cheese, so ~~less~~ ^{fewer} students may afford it. Consequently, they opt for a cheaper alternative, which is hot dog. Regarding hamburgers even students found it hard to explain what cause them ~~to be~~ their leading position. The most ~~probable~~ explanations were inefficient marketing and quality deterioration.

The Future of the Fast Food Market

With the improving ~~when~~ the economical situation ~~the~~ improved, pizza will become even more popular than in 2010, because after ~~the~~ ^{having been} ~~deprived of~~ it, students will consume even more. This may result in hot dogs losing their popularity. Considering hamburgers, "McDonald's" and "Burger King" are too famous fast food restaurants to be visited by only 15% of teenagers. The managers will undoubtedly find the way to promote their production and to make more students come. Finally, "Subway" and its sandwiches will not be as successful among teenagers as they are now, unless they invent a new outstanding method of marketing.

588

$$588 + 338 = 915$$

Зуванова Анастасия
Гуменюк

93-55-36-62
(126.1)

~~Мамовик~~
Черновик

11. begins
12. American
13. widely
14. guiding
15. family
16. turning
17. frustrat
18. has become
19. mad
20. will be flooded

champion in ~~painting~~

~~C~~ C

market

Черновик

To:

~~From:~~

The Report on Teenagers attitude
towards Fast Food

The aim of this report
200 students were asked to fill in
the questionnaire about their favourite
fast food and the results were collected and
illustrated by a diagram.
The aim of this report is to outline
changes in students' consumption of fast
food and their reasons and to predict
some further alterations. ~~200 students~~

~~Reasons for~~

Changes in teenagers' preferences since
2010

less pizza, hamburgers
more hot dogs and sandwiches
general level is the same

Reasons:

~~Hamburgers - more expensive~~
McDonald's and Burger King losing
popularity.

Subway - marketing
Hot dogs cheaper

conclusion

TASK 1. LISTENING COMPREHENSION (20 points: 1 answer = 2 points)

For questions 1-10 complete the notes below filling in the gaps with ONE WORD AND/OR A NUMBER.

You will listen to the text ONCE. You have 1 minute to look through the task.

Transfer your answers to the answer sheet

SPORTS WORLD OPENING

- the opening ceremony starts at (1) 9 a.m. this Saturday
- the invited guest is a national champion in (2) 400m running Paul King, who will stay until (3) midday to chat to (4) fans and sign autographs
- special (5) attractions will be held during all weekend
- a competition will be open to (6) all guests of the ceremony
- the first prize is a (7) year's ~~year's~~ membership
- special opening offers will include a (8) fitness test done in the shop by qualified (9) staff, but it's better to make a (10) booking beforehand

TASK 2. USE OF ENGLISH (10 points: 1 answer = 1 point)

Fill in the gaps with the words from the box. Each word is used only once. You may need to change the word in order for it to fit the context. There are 2 extra words in the box.

Get a Hobby!

FRUSTRATE - END - WIDE - AMERICA - SOUND - BECOME
FLOOD - GUIDE - TURN - FAMILY - BEGIN - MAD

On my bookshelf is a set of 1960 World Book Encyclopedias, the set I grew up with. Volume "H" devotes six and a half pages to the entry on hobbies. The 1995 Grolier Multimedia Encyclopedia my daughter and I use has no listing for hobby. In the shift between these two encyclopedias, we can see a shift in the culture.

The World Book essay 11. begin, "HOBBY can be almost anything a person likes to do in his spare time." (Spare time? Already we're in 12. frustrating territory.) Theodore M. O'Leary, the author, goes on to describe four general classes of "all the hundreds of 13. endless popular hobbies" -- collections, the arts, games and sports. He helps his readers navigate this sea of leisure in a section called "How to Choose a Hobby." His 14. guiding principle -- hobbies balance jobs.

One topic much discussed in the 1960 World Book is the hobby as a defense against 15. madness. One article quotes Sir William Osler, "a famous Canadian doctor," as saying that no man could really be "happy or safe" without a hobby. The danger Dr. Osler saw was in the unoccupied mind 16. turning against itself.

Of course in modern 17. American life, we don't need hobbies; we have the Internet instead.

In the last few years, the World Wide Web 18. has become a promising refuge for would-be hobbyists -- both an absorbing pastime in itself and the gateway to the sites of other pursuits. The hacker of today is portrayed much like the hobbyist of yesterday: geeky, socially inept and 19. familiar. Look up "Hobby" on any of the popular search engines -- Yahoo, Google, and you 20. _____ with entries.

TASK 3. READING (10 points: 1 answer = 1 point)

Put the following sentences in the correct order to recreate the text. Answer sheet 21-31.

Product of the Pros: Coupons

By ALAN SMITH

CJFOA ~~GB~~
CJFAHEGBI

- 4 A. Loyalty card coupons she gets at grocery store cash registers also go into her wallet. This way, she remembers to use the coupons.
- 5 B. But before she shops at those stores Ms. Cook will look at the retailers' sites, as well as do a quick search at her computer or on her phone, for deals she can use in the stores. And when she's shopping at the retailers' e-commerce sites, she'll also be sure to start at the clearance or sale section of the site.
- 1 C. NANCY Cook, vice president of new media business development for the coupon provider Valpak, says she doesn't tend to base her shopping decisions on what she has coupons for.
- 6 D. She stores these coupons, along with other discount coupons and postcards she receives in the mail, in a drawer in her kitchen. Before going on a shopping trip, she said, she'll grab the coupons from the drawer and stick them in her wallet.
- 5 E. As for daily deal sites, Ms. Cook said that, for her job, she subscribes to Groupon and LivingSocial to understand what they are doing. But she said she only buys deals from those sites for weekend experiences that she would want to do anyway with her family. For instance, she has only bought one Groupon, so far, for a family-friendly restaurant in her area.
- 3 F. On Sundays, for instance, Ms. Cook scans the coupon section of her local newspaper, looking for and clipping deals on grocery items she plans to buy that week like diapers or soup or cleaning supplies. "I look for specific deals on something that I'm going to go specifically buy," she said.
- 4 G. Ms. Cook, the mother of a 2-year-old son and 6-year-old daughter, also tends to shop a lot at stores like the Children's Place, Toys"R"Us and Bed Bath & Beyond for specific items for her family.
- 8 H. In addition, Ms. Cook stashes Valpak and other coupons in her coupon drawer for services she knows she's going to have to use soon, like carpet cleaning. Meanwhile, when she is looking for somewhere to eat out, she'll use Valpak's iPhone app and search engines to search for local restaurants offering deals.

GBHE ~~GB~~ HEGB

Олимпиада «Покори Воробьевы Горы 2015/16»

10-11 классы

Очный тур

Вариант 2

- I. How do Ms. Cook's coupon strategies compare with yours? What products and services do you use to find deals and what kind of deals do you look for? 10
- J. Instead, she looks for coupons for things she plans to buy anyway. 2

TASK 4. WRITING (60 points)

(40 minutes, 250-300 words)

Your school magazine has a weekly column called "Get to Know Teenagers Better". As part of their investigation into behaviour, habits and preferences of modern teenagers, they have asked you to write a report based on the results of your own survey demonstrated in the graph below.

Write your report. Follow the format and the style of report writing.

In your report say:

1. how you conducted the survey;
2. if there have been any changes since 2010;
3. what could cause such changes;
4. how the situation might develop in the future.

