

COMMUNICATIVE DOMAIN

I. Assessment of Communicative Language Competences. Reading Comprehension - 30 points.

Read the text and complete the tasks that follow.

FAMOUS FOOD CHAIN

McDonald's is the world's biggest burger chain and the familiar golden M sign can be found in almost every country in the world. In the 1930s, two brothers, Richard and Maurice McDonald, left their hometown of New York and went to Hollywood. They had no ambition to become movie stars but they thought Hollywood was a good place to make money. They set up a business selling snacks to the employees of the film companies: the cameramen, the technicians, the make-up artists, etc. They operated from a mobile van with a very limited menu of hamburgers, French fries, soft drinks and apple pies, all served as quickly as possible. This proved to be very popular with the customers. In 1948, the brothers opened a restaurant, the first of many. Since then, the McDonald's chain has spread all over America and gradually into the wider world. In 1974, the first McDonald's restaurants reached Britain and they can now be found in nearly every town in the country.

For over 70 years, McDonald's got bigger and bigger but all this suddenly changed in 2013. There has been a significant fall in worldwide sales. 40% of McDonald's restaurants are in America, its massive home market, and it is here that the crisis is particularly bad. Many younger Americans prefer other food outlets which promote a 'green' image by focusing on organic food and locally sourced products.

McDonald's management admit that they have a lot of work to do to convince consumers that their products are environmentally friendly and of good quality. Apart from quality issues, the two essential elements of a fast food outlet are speed and low prices. The public have complained that the service at McDonald's is much slower than before and the prices are high. In fact, the statistics show that McDonald's prices have risen less quickly than those of other fast food chains, but the queues are certainly longer. Perhaps this is because there is a bigger choice of things to eat than when the McDonald brothers started out so long ago. In addition, people are now much more aware of green issues and healthy eating and the Big Mac is often described as 'junk food'. It is not easy for the company to overcome negative publicity such as this!

It is expected that McDonald's will not become much smaller. There is no suggestion that the company will actually go out of business and it will stop to dominate the fast food market for many years to come. The big M is not going to disappear!

No	Items	Score	
I.	Circle the letter corresponding to the correct variant to complete the statements.	4 points	
	<p>1. According to the text, the McDonald brothers went to ... to set up a business.</p> <p>a. New York; b. Hollywood; c. London.</p> <p>2. According to the text, they sold their snacks to</p> <p>a. the Hollywood stars. b. passers-by. c. the employees of the film companies.</p> <p>3. According to the text, their business prospered</p> <p>a. more than 70 years. b. from time to time. c. more than 60 years.</p> <p>4. According to the text, McDonald's management work on promoting</p> <p>a. cheap products. b. products of good quality. c. the Big Mac.</p>	<p>A 0 1</p> <p>A 0 1</p> <p>A 0 1</p> <p>A 0 1</p>	<p>A 0 1</p> <p>A 0 1</p> <p>A 0 1</p> <p>A 0 1</p>
II.	In the text, identify the meaning of the words. Circle the letter corresponding to the correct variant.	2 points	
	<p>1. The word '<i>customers</i>' in the text means:</p> <p>a. employees; b. technicians; c. clients.</p> <p>2. The word '<i>massive</i>' in the text is closest in meaning to:</p> <p>a. central; b. huge; c. important.</p>	<p>A 0 1</p> <p>A 0 1</p>	<p>A 0 1</p> <p>A 0 1</p>
III.	Briefly answer the questions below, choosing the information from the text.	4points	
	<p>1. When did the McDonald brothers open their first restaurant? _____</p> <p>2. Where can McDonald's be found in Britain? _____</p> <p>3. What percentage of restaurants does the company own in the USA? _____</p> <p>4. What are the most important things in fast food service? _____</p>	<p>A 0 1 2 3 4</p>	<p>A 0 1 2 3 4</p>

IV.	Match the halves of the sentences. Write the answers in the table below. One is extra.	4 points											
	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> 1. The golden M sign 2. The McDonald's chain has 3. Customers have not been pleased 4. McDonald's restaurants offer a </td> <td style="width: 50%; vertical-align: top;"> a. great variety of food now. b. with the service at McDonald's. c. any eco-friendly products. d. spread all over the world. e. stands for McDonald's. </td> </tr> </table> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">1</td> <td style="width: 25%;">2</td> <td style="width: 25%;">3</td> <td style="width: 25%;">4</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	1. The golden M sign 2. The McDonald's chain has 3. Customers have not been pleased 4. McDonald's restaurants offer a	a. great variety of food now. b. with the service at McDonald's. c. any eco-friendly products. d. spread all over the world. e. stands for McDonald's.	1	2	3	4					A 0 1 2 3 4	A 0 1 2 3 4
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1	2	3	4										
V.	Identify if the statements are <i>true</i> or <i>false</i>. Circle the letter corresponding to the correct variant. Justify the answer by quoting the text and write it on the lines below.	6 points											
	<p>1. The McDonalds started their business in Hollywood. a. True b. False</p> <hr/> <hr/> <hr/> <p>2. The younger generation of America tends to buy eco-friendly food products. a. True b. False</p> <hr/> <hr/> <hr/> <p>3. McDonald's will disappear in a few years. a. True b. False</p> <hr/> <hr/> <hr/>	A 0 1 2 A 0 1 2 A 0 1 2	A 0 1 2 A 0 1 2 A 0 1 2										
VI.	Write the most important ideas in order they come in the text. Fill in the table with the letter corresponding to the correct variant (A, B, ...).	8 points											
	<p>A. The crisis of 2013 influenced the company's sales. B. In the future the company will solve its problems. C. The company struggles with negative publicity. D. The first McDonald's business was focused on selling fast food.</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">1</td> <td style="width: 25%;">2</td> <td style="width: 25%;">3</td> <td style="width: 25%;">4</td> </tr> <tr> <td>...</td> <td>...</td> <td>...</td> <td>...</td> </tr> </table>	1	2	3	4	A 0 2 4 6 8	A 0 2 4 6 8		
1	2	3	4										
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VII.	What is the main idea of the text? Circle the letter corresponding to the correct variant.	2 points											
	<p>A. The history of McDonald's is full of ups and downs. B. The McDonald's chain can be found in America and Britain. C. The McDonald's chain sells a lot of hamburgers.</p>	A 0 2	A 0 2										

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		1	1
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CULTURAL DOMAIN

III. Assessment of Pluri/Intercultural and Communicative Language Competences. Written Production - 30 points.

Write a 90-100-word text according to the given task.

No	Item	Score
I.	<p>Your school newspaper / magazine has asked you to write an article about an English-speaking country you would like to visit.</p> <p>Consider the following:</p> <ul style="list-style-type: none"> ✓ Name the English-speaking country you would like to visit. ✓ Describe some specific features of this country. ✓ Explain why this country is worth visiting. ✓ Express your opinion. ✓ Justify your choice. <p>Write an article, following the structure: title, introduction, body, conclusion.</p>	<p>30 points</p>

