

Вы услышите интервью. В заданиях 3–9 запишите в поле ответа цифру 1, 2 или 3, соответствующую выбранному Вами варианту ответа. Вы услышите запись дважды.

3 What do we learn about David Palmer at the beginning of the interview?

- 1) He is a teacher of diving.
- 2) He works in the media.
- 3) He dislikes being underwater.

Ответ:

4 In his childhood, David had ...

- 1) weight problems.
- 2) problems at school.
- 3) a serious illness.

Ответ:

5 David has produced more than ... photo stories for *National Geographic*.

- 1) 50
- 2) 75
- 3) 28

Ответ:

6 What is the most important thing for David?

- 1) Publishing his favourite pictures in *National Geographic*.
- 2) The process of exploring the underwater world.
- 3) His numerous accomplishments and achievements.

Ответ:

7 According to David, explorers have to be ...

- 1) naive.
- 2) modest.
- 3) enthusiastic.

Ответ:

8 David's ambition is to ...

- 1) dive more in Indonesia.
- 2) spend 28,000 hours underwater.
- 3) find a new marine creature.

Ответ:

9 Speaking about photographing an angler fish in Indonesia, David points out that ...

- 1) the underwater world never fails to surprise him.
- 2) the rules of the underwater world are very cruel.
- 3) it's very hard to photograph the underwater world.

Ответ:

По окончании выполнения заданий 1–9 не забудьте перенести свои ответы в БЛАНК ОТВЕТОВ № 1! Запишите ответ справа от номера соответствующего задания, начиная с первой клеточки. При переносе ответов на задания 1 и 2 цифры записываются без пробелов, запятых и других дополнительных символов. Каждую цифру пишите в отдельной клеточке в соответствии с приведёнными в бланке образцами.

Раздел 2. Чтение

10

Установите соответствие между текстами A–G и заголовками 1–8. Занесите свои ответы в таблицу. Используйте каждую цифру **только один раз**. В задании один заголовок лишний.

- | | |
|--------------------------------|--|
| 1. Learn a lesson at a table | 5. A negative effect of a TV show |
| 2. Food wasted | 6. An illusion of variety |
| 3. What makes a good meal | 7. Not just for the housewives |
| 4. A ritual rather than a meal | 8. Change the culture, feed the hungry |

- A. If holiday meal cooking leaves you with plates full of potato peels, you're not alone. The US sees a 25% increase in waste during the holiday season. About a fifth of that waste comes from our kitchen tables. Just on Thanksgiving, Americans throw away 305 million pounds of food. And all these cheese rinds, apple cores, vegetable skins, and crusty week-old leftovers that make their way to landfills are harming the planet by emitting methane, a potent greenhouse gas. But it doesn't have to be that way. Much of this so-called food waste is perfectly edible.
- B. Cooking competition shows first appeared in the US when the Food Network began airing the Japanese program *Iron Chef* in 1999. Within a year, it was the most watched show on the network. Before that, the Food Network had aired mostly daytime cooking shows – the kind that teach you how to prepare a recipe for your family. At that point, the network's viewers were mostly women. The competition show, which wasn't just about feeding your family, but winning a timed battle in the heat of the kitchen, drew in male viewers overnight.
- C. Cooking shows not only influence how healthy our diets are, but also our food preferences. Sometimes this influence can be problematic. In the recent season of *Top Chef* nearly every winning dish featured meat, from pot roast to pork tenderloin. And all 13 episodes of the season showed at least one red meat ingredient, including pork, lamb and, of course, beef. So the fact that meat is part of every good meal goes unquestioned for the most part. It may not seem a big problem, but such eating habits make the climate crisis worse.
- D. Extreme weather events have been reducing crop yields across the world and many countries that import a lot of their food could soon face a crisis. Thankfully, scientists have found a solution – undersea farming. This is not for fish but seaweed, which they call seawheat. People have been eating seaweed for thousands of years but the scientists believe its mass production will be necessary to keep the world from hunger. Shifting people from eating wheat to seaweed is not just a technical question of the best way to mass production, but a major cultural shift.

- E. For years Americans have been told to “eat better”. But this strategy hasn't worked, and never will. It cannot, as long as the majority of calories that are produced are unhealthy. For a healthy population, US government must encourage growing real food for nutrition, not cheap meat and soya beans for junk food. As humans eat nearly everything, they have choices, but most choices available to Americans are bad ones. 60% of the calories in the food supply are in the form of junk food. And it's not enough to say “eat plant-based”, because most junk food is made from plants.
- F. Sharing a meal with someone is one of the most important rituals in all cultures. Eating together behind the same table creates the sense of belonging, being part of a community. Offering food, no matter how plain, to a stranger is part of basic hospitality in most cultures. The cultural etiquette of eating is connected to a shared meal. Family dinners teach us more than just dining rules. We also learn generosity, discipline, and respect. Good manners are related to the rules of sharing as well: offering food to others or not taking portions that are too large.
- G. One thing you will notice after a while of being in Vietnam is that right after greeting the person, he is going to ask you if you have eaten yet. This question is asked the moment you arrived at the house (if you got an invitation), business meetings, or just hanging out with the natives. Dinner is the most important meals of Vietnamese people. When dining they always sit in a circle, usually on the floor, so that everyone gets fair access to the shared dishes in the middle. The eldest man at any sitting is handed chop sticks and bowl first as a mark of respect.

ОТВЕТ:

A	B	C	D	E	F	G

11

Прочитайте текст и заполните пропуски A–F частями предложений, обозначенными цифрами 1–7. Одна из частей в списке 1–7 лишняя. Занесите цифры, обозначающие соответствующие части предложений, в таблицу.

A natural experiment

Banff National Park is the site of a natural experiment which shows the role a predator can play in its habitat. The experiment was set up by accident when people tried to kill off wolves, A _____. Wolves were blamed for things they didn't do, and people began to kill wolves. Soon, any wolves that had survived had left the central part of the park and gathered at its outskirts.

Now scientists could compare two types of areas. In the central part, they could see what happened in a habitat B _____. In the wild areas, they could study what happened to that same kind of habitat C _____.

The research team discovered D _____ of the park. Without wolves to prey on the deer, the deer herd had grown out of control. They roamed in the roads, grazed in gardens, and ripped through trees. Many trees died and E _____ beavers.

But in wild areas, the habitats looked different. Where the wolves lived, they ate some of the deer. Now there were fewer deer to eat the trees, and F _____ and built lodges and nests.

Now it seems that the wolf never deserved its old reputation for being "big and bad." As this study and many others show, the wolf plays an important role in its habitat – keeping the food chain and the habitat in balance.

1. as more trees survived, more beavers and birds returned
2. with that, songbirds disappeared and there were fewer
3. as wolves moved in and began to hunt the large deer
4. as they were causing problems for farmers and ranchers
5. without wolves there to keep the food chain
6. that had lots of large deer but almost no wolves
7. that the food chain was out of balance in the centre

Ответ:

A	B	C	D	E	F

Прочитайте текст и выполните задания 12–18. В каждом задании запишите в поле ответа цифру 1, 2, 3 или 4, соответствующую выбранному Вами варианту ответа.

When the 80/20 rule fails: the downside of being effective

Productivity gurus often suggest that you focus on being effective, rather than being efficient. Efficiency is about getting more things done. Effectiveness is about getting the right things done. In other words, making progress is not just about being productive. It's about being productive on the right things.

But how do you decide what the "right things" are? One of the most trusted approaches is to use the *Pareto Principle*, which is more commonly known as the 80/20 Rule. This rule states that, in any particular domain, a small number of things account for the majority of the results. When applied to your life and work, the 80/20 Rule can help you separate "the vital few from the trivial many." For example, business owners may discover the majority of revenue comes from a handful of important clients. The 80/20 Rule would recommend that the most effective course of action would be to focus exclusively on serving these clients (and on finding others like them) and either stop serving others or let the majority of customers gradually fade away because they account for a small portion of the bottom line.

This same strategy can be useful if you practice inversion and look at the sources of your problems. You may find that the majority of your complaints come from a handful of problem clients. The 80/20 Rule would suggest that you can clear out your backlog of customer service requests by firing these clients. The 80/20 Rule is like a form of judo for life and work. By finding precisely the right area to apply pressure, you can get more results with less effort. It's a great strategy, and I have used it many times.

But there is a downside to this approach, as well, and it is often overlooked. To understand this pitfall, let's think about Audrey Hepburn. Imagine it is 1967. Audrey Hepburn is in the prime of her career and trying to decide how to spend her time. If she uses the 80/20 Rule as part of her decision-making process, she will discover a clear answer: do more romantic comedies. Many of Hepburn's best films were romantic comedies like *Roman Holiday*, *Sabrina*, *Breakfast at Tiffany's*, and *Charade*. She starred in these four films between 1953 and 1963; by 1967, she was due for another one. They attracted large audiences, earned her awards, and were an obvious path to greater fame and fortune. Romantic comedies were effective for Audrey Hepburn.

In fact, even if we take into account her desire to help children through UNICEF, an 80/20 analysis might have revealed that starring in more romantic comedies was still the best option because she could have maximized her earning power and donated the additional earnings to UNICEF.

Of course, that's all well and good if she wanted to continue acting. But she didn't want to be an actress. She wanted to serve. And no reasonable analysis of the highest and best use of her time in 1967 would have suggested that

volunteering for UNICEF was the most effective use of her time. This is the downside of the 80/20 Rule: A new path will never look like the most effective option in the beginning.

Here's another example: Jeff Bezos, the founder of Amazon, worked on Wall Street and climbed the corporate ladder to become senior vice-president of a hedge fund before leaving it all in 1994 to start the company. If Bezos had applied the 80/20 Rule in 1993, in an attempt to discover the most effective areas to focus on in his career, it is virtually impossible to imagine that founding an internet company would have been on the list. At that point in time, there is no doubt that the most effective path, whether measured by financial gain, social status, or otherwise, would have been the one where he succeeded.

12 The author suggests that the distinction between “effectiveness” and “efficiency” is important because ...

- 1) effectiveness is about doing the right things, while efficiency is about doing things quickly.
- 2) effectiveness is about achieving long-term success, while efficiency is about short-term gains.
- 3) effectiveness is about quantity of work, while efficiency is about quality of work.
- 4) effectiveness is about prioritising the vital few, while efficiency is about completing the many.

ОТВЕТ:

13 What aspect of the 80/20 Rule does the text highlight as being particularly useful for life and work?

- 1) Its ability to identify the most profitable activities.
- 2) Its capacity to eliminate unproductive tasks.
- 3) Its potential to focus effort on the vital few priorities.
- 4) Its effectiveness in maximising profit.

ОТВЕТ:

14 According to the author, which of the following would be the most likely outcome if Audrey Hepburn had applied the 80/20 Rule in 1967?

- 1) She would have continued acting in in the same popular film genre.
- 2) She would have dedicated more time to her work with UNICEF.
- 3) She would have pursued a balance between acting and philanthropy.
- 4) She would have retired from acting altogether.

ОТВЕТ:

15 What can be implied in reference to the key limitation of the 80/20 Rule?

- 1) It fails to account for the changing nature of opportunities over time.
- 2) It is too simplistic and does not capture the full complexity of real-world situations.
- 3) It encourages a narrow focus on efficiency rather than overall effectiveness.
- 4) It can lead to the neglect of important people or activities.

ОТВЕТ:

16 The author suggests that the 80/20 Rule may have led Jeff Bezos to make which of the following decisions in 1993?

- 1) Continue his career in finance.
- 2) Explore a different entrepreneurial venture.
- 3) Take a step back from his corporate career.
- 4) Pursue the creation of an internet company.

ОТВЕТ:

17 Based on the examples provided in the passage, which of the following best characterises the 80/20 Rule?

- 1) An illogical principle that can be applied to very limited situations.
- 2) A general guideline that requires careful interpretation and application.
- 3) A simplistic rule that oversimplifies the complexities of real-world decision-making.
- 4) A counterproductive strategy that often leads to suboptimal outcomes.

ОТВЕТ:

18 Which of the following best summarises the main argument made in the text about the 80/20 Rule?

- 1) The 80/20 Rule is an inherently flawed approach that should be avoided.
- 2) The 80/20 Rule is a useful tool, but must be balanced with other considerations.
- 3) The 80/20 Rule is a powerful strategy that should be applied rigorously in all contexts.
- 4) The 80/20 Rule is an effective way to maximise productivity which has no limitations.

ОТВЕТ:

По окончании выполнения заданий 10–18 не забудьте перенести свои ответы в БЛАНК ОТВЕТОВ № 1! Запишите ответ справа от номера соответствующего задания, начиная с первой клеточки. При переносе ответов на задания 10 и 11 цифры записываются без пробелов, запятых и других дополнительных символов. Каждую цифру пишите в отдельной клеточке в соответствии с приведёнными в бланке образцами.

Раздел 3. Грамматика и лексика

Прочитайте приведённый ниже текст / приведённые ниже тексты. Преобразуйте, если необходимо, слова, напечатанные заглавными буквами в конце строк, обозначенных номерами 19–24, так, чтобы они грамматически соответствовали содержанию текстов. Заполните пропуски полученными словами. Каждый пропуск соответствует отдельному заданию из группы 19–24.

Famous detectives

People all over the world read detective stories. They are so interesting because they have unusual main characters – the ones who solve mysterious crimes. People enjoy _____ stories about Sherlock Holmes or Hercules Poirot because they are very different from common people.

READ

_____ detectives have their own peculiar features – like playing the violin or collecting some strange objects.

THIS

There are _____ among famous detectives too – for example, Miss Marple by Agatha Christie.

WOMAN

Miss Marple is a fictional character of numerous detective stories by Agatha Christie. She is an elderly woman who has never been married and lives in a small village. She acts as an amateur detective consultant for the police. The first story about Miss Marple _____ in 1927.

PUBLISH

Then Agatha Christie _____ many more interesting stories and novels about this old lady later adapted into films.

WRITE

Many actresses _____ the part of Miss Marple so far.

PLAY

Прочитайте приведённый ниже текст. Образуйте от слов, напечатанных заглавными буквами в конце строк, обозначенных номерами 25–29, однокоренные слова, так, чтобы они грамматически и лексически соответствовали содержанию текста. Заполните пропуски полученными словами. Каждый пропуск соответствует отдельному заданию из группы 25–29.

Scuba diving

Scuba diving is a very popular hobby these days. The word *scuba* stands for Self-Contained Underwater Breathing Apparatus, allowing _____ to discover the depths of oceans.

DIVE

Scuba diving can be _____, but people still risk their life to see the underwater world.

DANGER

One reason for it is that this world is _____ beautiful. An array of vibrant-coloured exotic fish and bright coral reefs is what you'll get to see once you dive in.

REAL

You will also come in close contact with other _____ marine creatures such as sea turtles, dolphins, barracudas, etc. You might have seen the fascinating underwater life in documentaries but nothing can beat the experience of exploring it first-hand.

EXCITE

Discovering the astounding _____ in our oceans will leave you mesmerized.

DIVERSE

Прочитайте текст с пропусками, обозначенными номерами 30–36. Эти номера соответствуют заданиям 30–36, в которых представлены возможные варианты ответов. Запишите в поле ответа цифру 1, 2, 3 или 4, соответствующую выбранному Вами варианту ответа.

Vince

Vince's second land development deal, in Texas, was far more profitable than the first one in Michigan. He and Sam made a small fortune from it, and continued to invest in shopping mall construction all over the country. By that time, his son Alex had **30** _____ with honours from Cambridge, Vince had doubled the fortune his father had left him. He felt ready to sell the apartment buildings he owned in the lower Manhattan. He could make much more money with other investments, and developers were ready to buy the buildings as they hoped to **31** _____ the neighbourhood. He had sold his buildings there within a year, **32** _____ the one they lived in. It was 1970, Vince had just turned fifty, and he and Sam were both very rich men, more than his wife Mary could grasp or even think about it. She liked their small life, and her **33** _____ in his office, and going to work with him on the subway every day. Anything more than that made her **34** _____ and she didn't want to know about it.

Their son Alex was only twenty-two years old, but he had gotten an apartment in a trendy building on the Upper West Side, full of young people his age and older. He had set up an office with an assistant, where he was making investments with the profits he had made on some of the deals his father had **35** _____ him in. Vince **36** _____ his son's instinct for business, and his determination to make money, invest it, and multiply it again.

30

- 1) advanced 2) completed 3) finished 4) graduated

Ответ:

31

- 1) increase 2) improve 3) prolong 4) progress

Ответ:

32

- 1) apart 2) aside 3) except 4) unless

Ответ:

33

- 1) job 2) career 3) profession 4) occupation

Ответ:

34

- 1) trouble 2) bother 3) worry 4) care

Ответ:

35

- 1) attached 2) included 3) increased 4) enlarged

Ответ:

36

- 1) pleased 2) attracted 3) appealed 4) admired

Ответ:

По окончании выполнения заданий 19–36 не забудьте перенести свои ответы в БЛАНК ОТВЕТОВ № 1! Запишите ответ справа от номера соответствующего задания, начиная с первой клеточки. При переносе ответов на задания 19–29 буквы записываются без пробелов, запятых и других дополнительных символов. Каждую букву или цифру пишите в отдельной клеточке в соответствии с приведёнными в бланке образцами.



Проверьте, чтобы каждый ответ был записан рядом с номером соответствующего задания.

Раздел 4. Письменная речь

Для ответов на задания 37 и 38 используйте БЛАНК ОТВЕТОВ № 2. Черновые пометки можно делать прямо на листе с заданиями или использовать отдельный черновик. При выполнении заданий 37 и 38 особое внимание обратите на то, что Ваши ответы будут оцениваться только по записям, сделанным в БЛАНКЕ ОТВЕТОВ № 2. Обратите внимание также на необходимость соблюдения указанного объёма текста. Тексты недостаточного объёма, а также часть текста, превышающая требуемый объём, не оцениваются. Соблюдайте нормы письменной речи, записывайте ответы аккуратно и разборчиво. Укажите номер задания 37 в БЛАНКЕ ОТВЕТОВ № 2 и напишите текст своего ответного электронного письма зарубежному другу по переписке.

37 You have received an email message from your English-speaking pen-friend Paul:

From: Paul@mail.uk
To: Russian_friend@ege.ru
Subject: Outdoor activities
<p>...The weather is nice now so I try to spend as much time outdoors as possible. What outdoor activities are most popular with Russian people? Can Russians spend time outdoors in winter? How much time do you spend outdoors and is it enough for you? It was my sister's birthday yesterday. We had a great party...</p>

Write an email to Paul.

In your message:

- answer his questions;
- ask **3 questions** about his sister's birthday party.

Write 100–140 words.

Remember the rules of email writing.

Выберите только **ОДНО** из двух предложенных заданий (38.1 или 38.2), укажите его номер в БЛАНКЕ ОТВЕТОВ № 2 и выполните согласно данному плану. **В ответе на задание 38 числительные пишите цифрами.**

38.1 Imagine that you are doing a project on **how technology influences Zetland teenagers' daily lives**. You have found some data on the subject – the results of a survey (see the table below). **Comment on the survey data and give your opinion on the subject of the project.**

The survey question: What aspect of your daily life is mainly influenced by technology?		
Spheres of life		Number of respondents (%)
Communication (social media, texting)		45
Education (online learning, research)		25
Entertainment (gaming, streaming)		15
Time management (apps, reminders)		10
Creativity (digital art)		5

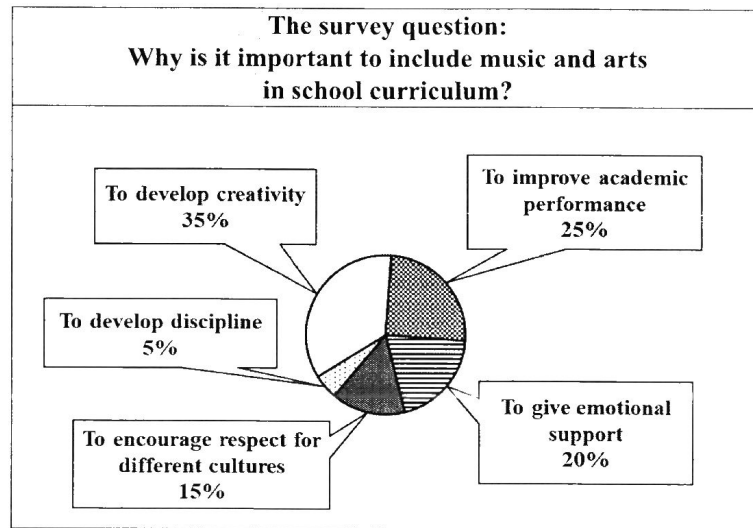
Write 200–250 words.

Use the following plan:

- make an opening statement on the subject of the project;
- select and report 2–3 facts;
- make 1–2 comparisons where relevant and give your comments;
- outline a problem that can arise with technology use among teenagers and suggest a way of solving it;
- conclude by giving and explaining your opinion on the importance of technology for the daily life.

38.2 Imagine that you are doing a project on **the role of music and arts in education for Zetland teenagers**. You have found some data on the subject – the results of a survey (see the pie chart below).

Comment on the survey data and give your opinion on the subject of the project.



Write 200–250 words.

Use the following plan:

- make an opening statement on the subject of the project;
- select and report 2–3 facts;
- make 1–2 comparisons where relevant and give your comments;
- outline a problem that can arise with launching arts programmes at schools and suggest a way of solving it;
- conclude by giving and explaining your opinion on the importance of integrating music and arts into the school curriculum for teenagers.



Проверьте, чтобы каждый ответ был записан рядом с номером соответствующего задания.