



GOBIERNO DEL PRINCIPADO DE ASTURIAS

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**COMPRENSIÓN
DE LECTURA**

**MODELO DE
CORRECCIÓN**

HOJA DE RESPUESTAS

EJERCICIO 1: WINTER SPORTS USA

1	A	<u>B</u>	C
2	<u>A</u>	B	C
3	A	<u>B</u>	C
4	A	<u>B</u>	C
5	A	<u>B</u>	C
6	A	B	<u>C</u>
7	<u>A</u>	B	C
8	<u>A</u>	B	C
9	A	B	<u>C</u>
10	<u>A</u>	B	C

EJERCICIO 2: WHY SALES ARE PSYCHOLOGICALLY 'IRRESISTIBLE'

1	<u>A</u>	B	C
2	<u>A</u>	B	C
3	<u>A</u>	B	C
4	A	<u>B</u>	C
5	A	B	<u>C</u>
6	A	<u>B</u>	C
7	A	<u>B</u>	C
8	A	<u>B</u>	C
9	A	<u>B</u>	C
10	A	B	<u>C</u>

WINTER SPORTS USA

<http://linguapress.com>

You are going to read an article about winter sports in the USA. For gaps 1-10 choose the answer (A, B or C) which best fits each gap. Only ONE answer is correct. DON'T FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET.

Winter sports are popular in North America. In winter time, a large part of the continent is covered in snow for up to four months.

Only two areas of the USA are mild or warm in winter – a) the coasts, especially Florida and southern California, and – b) the southern part of the Mississippi basin.

_____1_____ else it gets cold, often very cold. By the end of November, many American states are often covered in snow; and _____2_____ recent winters have been less cold, sport in winter usually means winter sports or indoor sports.

By January, many people in North America will have temperatures of -30° C; not every day, of course, but _____3_____ low temperatures are not rare. In Chicago and Minneapolis, the temperature can fall below -40°.

When it is very cold, especially when there is a cold wind, few people want to go outside, _____4_____ they have to, but on sunny winter days, winter sports are popular.

In the large flat regions in the middle of North America, the most popular winter sports are snowmobiling, snow-shoeing and cross-country skiing. Ice skating is popular too; lakes and rivers freeze, and many towns and cities have free open-air skating rinks. In many places, these are flood-lit after dark, _____5_____ people can enjoy skating in the evening.

However, for many people, real “winter sports” means downhill skiing; and in the USA, there are two principal areas for this, the Adirondack Mountains in the North East, and the Rockies in the West.

The Rockies are probably the best place in the world for skiing. North America’s “continental” climate means that the snow that falls there is usually very dry, very powdery. It provides perfect skiing conditions in the most famous skiing resorts, _____6_____ are mostly at a _____7_____ of over 2000 metres.

The best resorts are in Colorado and Utah, where the air is usually _____8_____ clear through the winter months. In Colorado one finds America’s most famous skiing resorts, Vail and Aspen, where the stars and the rich go for their winter holidays. But the great ski areas of Utah are just as good, with miles and miles of slopes.

There is one big difference between American ski resorts and most Alpine resorts in Europe: the traffic!

For most Americans, a skiing holiday means a trip by plane, as most Americans cities are far from the Rockies. Americans do not _____9_____ long holidays, so they cannot spend several days driving to the Rockies. The situation is different for people in Los Angeles and other West Coast cities. They can drive to ski resorts in just a few hours.

Nevertheless, American ski resorts encourage visitors to come by plane and use buses when they arrive: lots of ski resorts offer free bus services from the nearest airports; some, like Aspen, provide free buses between the hotels and the pistes.

_____10_____, people do not sit for hours in their cars, moving very slowly towards the slopes, and the air is not polluted.

Conditions are not going to get worse; the quality of the environment in America’s mountains is a very important issue.

EJERCICIO 2

WHY SALES ARE PSYCHOLOGICALLY 'IRRESISTIBLE'

Adapted from Yes Magazine

You are going to read an article about why sales are psychologically irresistible. For questions 1-10 choose the correct answer. Only ONE answer is correct.

DON'T FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET.

Sales play on our fear of missing something: once something is sold you won't get another opportunity to buy it. So, when we see an interesting item with 80% off, instead of walking away and thinking rationally about whether we truly need it, we are more likely to buy it, telling ourselves it's a great deal, even if we end up not using it.

Most of us use the price of an item to help determine its quality. We assume the more expensive an item is, the better it is. So, when we see a €700 jacket reduced to € 190, we will assume that it is a better deal than another jacket which has a lower full price of € 140. We just have to have it, even if the cheaper jacket has a more practical use.

Stores try to get us to focus on how much we are saving, instead of on what we are spending. After purchasing specials we feel that we have made great savings. It isn't until our credit card arrives that we acknowledge how much we have spent on all of those 'great' buys.

Sales shopping takes time and is an emotional investment. Some sales shoppers spend the whole day (or even days) looking for a bargain. As a result, they feel compelled to come back with something they like or they think they like.

Professor Kit Yarrow of The Golden Gate University advises that the best way to beat sales is to write a list of what you really want before you shop, take time to consider whether you really want an item, and always ask yourself if you would still want the items if they cost the full asking price.

EJERCICIO 1

WINTER SPORTS USA

- | | | | | | | |
|----|---|-------------|---|------------|---|----------|
| 1 | A | Where | B | Everywhere | C | Nowhere |
| 2 | A | although | B | because | C | so |
| 3 | A | so | B | such | C | that |
| 4 | A | if | B | unless | C | when |
| 5 | A | for | B | so that | C | why |
| 6 | A | that | B | where | C | which |
| 7 | A | height | B | high | C | highness |
| 8 | A | beautifully | B | as | C | much |
| 9 | A | go | B | stay | C | take |
| 10 | A | As a result | B | Because | C | However |
-

EJERCICIO 2

WHY SALES ARE PSYCHOLOGICALLY 'IRRESISTIBLE'

- 1 **What makes us buy something at the sales is the fear of ...**
- A not being able to get an item later.
 B not getting a real bargain.
 C not having the opportunity to save money.
- 2 **If an item has 80% off the price, we buy it ...**
- A because we can't miss the deal.
 B even if we've considered we may not need it.
 C because it's a great deal even if we know we may not use it.

3 We tend to think that ...

- A quality is expensive.
- B quality doesn't have anything to do with the price of an item.
- C we cannot get good quality items unless their price has been reduced.

4 We feel that we get a real bargain if ...

- A we buy a cheap practical jacket at full price.
- B we purchase something expensive at a much lower price.
- C the price of a cheap item has been reduced more than half its full price.

5 Something that makes sales irresistible is: ...

- A they help us save money.
- B people spend much less if they buy in the sales.
- C shops play on the feeling that we are saving rather than spending.

6 Although the items are bargains, ...

- A we get good offers.
- B we end up spending a lot.
- C in the end we do save money.

7 The time invested in the sales is an important factor. So, ...

- A if we don't find something, we have to spend more time shopping.
- B we think we must buy something, otherwise we feel that we've wasted our time.
- C we don't mind spending time because we always find something that is value for money.

8 According to Kit Yarrow, you should ...

- A compare the full price to the reduced price of an item.
- B think about what you really need before shopping in the sales.
- C choose items before the sales and then wait until they have a reduction.

9 The main advice Kit Yarrow gives sales shoppers is: ...

- A take time to consider how to beat the sales.
- B never buy something just because it is a bargain.
- C do not buy anything expensive in the sales even if the price is greatly reduced.

10 Which of these factors is NOT connected to the fact that 'sales are psychologically irresistible'?

- A The price effect.
- B You are saving not spending.
- C Becoming a sales shopaholic.