

**Федеральное государственное бюджетное образовательное учреждение
высшего образования**

**Российская академия народного хозяйства и государственной службы
при Президенте Российской Федерации**

Олимпиада школьников РАНХиГС по Иностранному (английскому) языку

Задания для учеников 10 – 11 классов

2019-2020 учебный год

Отборочный (заочный) этап

Вы приступаете к выполнению заданий Олимпиады школьников РАНХиГС. Прежде, чем Вы начнете, оргкомитет просит ознакомиться с инструкцией:

1. Вы можете выполнять задания и загружать работу до окончания приема работ в 23:59 по московскому времени 18 ноября 2019 года. Иного таймера нет.
2. Рекомендуем загрузить работу не менее чем за 1 час до окончания приема работ: в 00:00 по московскому времени 19 ноября 2019 года система блокирует прием работ автоматически.
3. Работа выполняется только самостоятельно. Коллективно выполненные работы будут аннулированы.
4. Порядок оформления работы:
 - 4.1. Открыть бланк ответов в текстовом редакторе (например, MS Word).
 - 4.2. Настроить шрифт Times New Roman, Arial или другой общеупотребимый, кегль 12 либо 14, междустрочный интервал 1,15 либо 1,5, абзацный отступ 1,25.
 - 4.3. Внести ответы и решения (где это необходимо), соблюдая порядок, указанный в заданиях
 - 4.4. Проверить соблюдение требований к объему, если они указаны в задании
5. Порядок сохранения работы:
 - 5.1. Проверить, что в файле с ответами и решениями все корректно
 - 5.2. Сохранить файл в формате PDF. Например, для MS WORD: Файл→Сохранить как...→Тип файла PDF (*.pdf)
 - 5.3. Открыть созданный файл в формате PDF. Проверить, что при сохранении не изменилось отображение элементов текста и графики (при наличии)
6. Порядок загрузки работы на сайт:
 - 6.1. Зайти в Личный кабинет: <https://olymp.ranepa.ru/shkolnik/olimpiada/lichnyj-kabinet> по своему логину и паролю
 - 6.2. Нажать кнопку «Загрузить ответы» в разделе профиля олимпиады
 - 6.3. Выбрать файл с ответами и решениями в формате PDF для загрузки
 - 6.4. Нажать CTRL+F5 для обновления страницы
 - 6.5. Открыть загруженный файл и проверить корректность его отображения
7. Замена файла при некорректной загрузке:

У Вас есть 24 часа (или менее, если до конца приема работ осталось меньше времени) на проверку загруженного файла и его замену.
8. Прием работ осуществляется только через Личный кабинет. Работы, направленные любым другим способом, в том числе по электронной почте, не оцениваются.
9. Обращаем ваше внимание, что файл простым изменением расширения на PDF системой не читается. За такую работу будет выставлена оценка 0 баллов.
10. Работа аннулируется за использование заимствования без указания ссылки на первоисточник. Первоисточники: научные работы, статьи, опубликованные в рецензируемых ВАК научных изданиях либо индексируемых в Scopus или Web of Science, нормативные правовые акты и др. Ссылки на статьи без указания автора не являются корректными.
11. Работа с любыми указанными персональными данными участника, в том числе подписанная, будет аннулирована.

PART I GRAMMAR AND VOCABULARY PECULIARITIES

Task 1.

Choose an appropriate idiom from the list and put it into each sentence/ situation in the grammatically correct form. Each idiom can be used only once.

To take off one's hat to someone, to see how the cat jumps, to make one's blood boil, to fall into line with somebody, to vanish into thin air, to make head or tail of, to leave somebody the bag (to hold), to take the bread out of somebody's mouth, to come out in one's true colours, to beat about the bush.

1. It used ... (1) to think that such things couldn't be prevented.
2. I couldn't find him anywhere. He seemed ... (2).
3. To each question Mr Brown had an answer proving decisively that someone else was to blame, especially his partner, who ... (3).
4. He was advised to go back home and not come there ... (4) of honest men.
5. What he's saying isn't the main thing. It ... (5).
6. There's nothing for it but wait and ... (6).
7. The young man ... (7). I had never seen such an outrageous person.
8. That's a real idea you have. I ... (8).
9. It's difficult ... (9) the whole business.
10. It was lucky they got on, they seemed ... (10) the idea of buying a new house.

Task 2.

Use the verbs given to form a suitable word in the grammatically correct form that fits each space. Some verbs can be used twice:

conform, catch, hold up, identify, kid, throw away, page, wear, spot

1. A _____ is a thing or idea that stops you from doing something or makes it impossible.
2. Young people have a hard time _____ because they want to be different.
3. A _____ in the mail can make problems for a company.
4. _____ with somebody is to feel close to them.
5. Some people who have been in business for a long time are good at _____ swindlers.
6. When you are at the airport and don't see the person you are waiting for you can _____.
7. The hippies used to _____ about their long hair.
8. By the time you're middle-aged you would _____ to the established principles and values.
9. You should try to respect all people around you, and not think them a group of hopeless _____.
10. National _____ comes out in people's customs and lifestyles.

PART II VOCABULARY PECULIARITIES

Task 3.

Choose **ONLY** one word missing in each gap of the text which is suitable for the context. Put your answers in the appropriate spaces in the Answer Form.

Culture shock is ... (1) resulting from the ... (2) of commonly understood signs and symbols of social ... (3). In simpler words, people feel culture shock when all the expected, familiar hints and helps are stripped away. Suddenly they do not know what to do, how to act, or what in the world to think. There are two major views of culture shock: the ... (4) view and the ... (5) view.

One perspective on culture shock is the ... (6) view. The culture-shocked person experiences a breakdown in communication, is unable to cope, and feels ... (7) and ... (8).

Culture shock not only has psychological and social aspects, but it also has repercussions in terms of physical health. People can become physically ill from the stress of culture shock.

One more important aspect of this concept of culture shock is "reduced ... (9)". The person cannot speak the language well, and therefore communications are ... (10). Some of the areas of the most limited communication are usually personal feelings and psychological needs.

Task 4.

Give definitions to the following personality traits with the help of adjectives ONLY. Use at least three adjectives to describe each one. Put your answers in the appropriate spaces in the Answer Form.

1. Emotional balance
2. Extroversion
3. Conscientiousness
4. Agreeableness
5. Openness to new experiences

PART III READING FOR OPINIONS

Read the following article from a website.

Social networking websites such as Facebook are becoming an even more conspicuous promotional tool for small companies. Take Peter Singh, for example. Singh is an entrepreneur who developed his travel company almost exclusively through endorsements on social networking sites.

“I should really emphasize that social networking alone is insufficient”, said Peter in a recent interview. “A strong website is essential. Without this, your company will have no credibility when prospective clients check out your products and services.” Even so, as Peter astutely observed, a web presence is not going to attract customers who are not in the market for your company’s product, and these are the people Peter wants to connect with.” Marketing is all about persuasion, and for this, neither my company nor even a professional advertising company is going to be more convincing than family and friends.”

Peter’s approach involves taking photos of his clients as they participate in his company’s vacation adventures. He then gives clients online access to the images, so his clients can share them on their own social networking pages. Subsequently, the clients’ friends see the photos (along with a link to Peter’s website). On average, for each client that shares a photo, two prospective clients contact his company. Often, these new clients have been influenced or persuaded by a friend or family member.

Business analyst, Ann Frei, is more skeptical. She cautions that social networking can drain the marketing resources of a company with negligible results. Ann said, “Daily purchases seldom become the subject of social chatter. People may share stories about holidays or new cars, but are less likely to talk about their new frying pans or plumbing services. Companies need to think very hard about whether social networking is an effective tool for their product or service.” In addition, Ann noted that the question is also one of return. A company that earns a substantial profit from each customer may well be tempted to use social networking. On the other hand, a company that earns cents from each customer may be better off developing a marketing strategy that reaches more people in a shorter time.

Task 5.

Using the drop-down menu, use the best option according to the information given. Put your answers in the appropriate spaces in the Answer Form.

1. Peter Singh believes that marketing can be conducted
 - a) entirely through social networking.
 - b) predominantly through social networking.
 - c) mostly through search engine optimization.
 - d) solely through family contacts.

2. Peter Singh's company tries to attract customers who
 - a) are actively seeking travel services.
 - b) can afford his travel services.
 - c) may not be planning a vacation.
 - d) are travelling in small groups.

3. Peter Singh's marketing strategy is to
 - a) sell vacation photographs through social networking sites.
 - b) entice family and friends of his clients to contact his company.
 - c) hire a marketing company to identify clients' friends and family.
 - d) use clients' images in his advertisements.

4. Ann Frei argues that social networking marketing
 - a) is better suited for simple consumer items.
 - b) consumes too much time and money for little return.
 - c) encourages trivial discussions about unimportant topics.
 - d) may not reach the target customers for the product.

5. Ann Frei believes social networking marketing is most effective in products
 - a) where there is a big markup on each item sold.
 - b) that clients' friends will probably like as much as the client.
 - c) that are frequently purchased by a large number of people.
 - d) where the return from a single client is significant enough to warrant the investment.

Task 6.

The following is the comment by a visitor to the website page. Complete the comment by choosing the best option to fill each gap. Put your answers into the appropriate spaces in the Answer Form.

I think business people should pay attention to Frei's ... (1) approach. ... (2) is only effective when people choose to share your product. We simply ... (3) that everyone will talk about the vast majority of products they buy. At the same time, we can no longer rely on traditional advertising methods. It is becoming very clear that the media has been ... (4) over the last fifteen years. Young people watch less television and hardly read magazines at all. We need to ... (5), as this is where they go for almost all their information.

1. a) radical
b) defeatist
c) cautious
d) exciting

2. a) social networking
b) marketing
c) advertising
d) family

3. a) have to hope
b) can't preclude
c) can't expect
d) have to forecast

4. a) devastated
b) diminished
c) commercialized
d) transformed

5. a) set up Internet shops
b) establish online advertising agencies
c) reach out to them online
d) promote vacations online

PART IV LISTENING AND WRITING

Task 7.

You will listen to 6 news items from leading broadcasting companies. Decide which variety of the English language they can be referred to. Prove your choice by providing at least two examples of differences in pronunciation between the varieties of the English language you have listened to. Put your answers in the appropriate spaces in the Answer Form.

Task 8.

All the news items you have heard are devoted to the same topic. Express your opinion about the topic highlighted in a form of a short text. Use 80-100 words. Put your answer in the appropriate space in the Answer Form.

Your piece of writing should contain at least 10 of the following words and expressions:

to witness sth; deforestation; to be concerned about sth; concern; to be blamed for sth; to tackle climate change/crisis; to lose support; to gain popularity; to put at risk; massive increase in sth; to be oblivious to the fact that; to face intense criticism; the pace of global warming; to respond to sth; massive devastation; natural disaster; to ask for emergence help; to contribute to sth; to clear the land for agro business; to collect data; to gather evidence; consequences, to be limited in sth; to report sth.

Task 9.

You will watch 3 film clips.

Clip 1. Make up your own dialogue of 8-10 lines between the main characters.

Clip 2. Make up your own monologue of the main character. Write 8-10 sentences.

Clip 3. Make up your own conversation of 8-10 lines between film characters.

REMEMBER: Original version will not be accepted.

PART V LISTENING

Task 10.

Listen to three speeches that were given by prominent public figures.

1. Identify the speakers and give their full names. Put your answers in the appropriate spaces in the Answer Form.

2. What major themes do these speeches encompass? Name at least two, use not more than 10-12 words. Prove your choice by a quote. Put your answers in the appropriate spaces in the Answer Form.