

## I. LISTENING (5.0 points)

### HƯỚNG DẪN PHẦN THI NGHE HIỂU

- Bài nghe gồm 4 phần; mỗi phần được nghe 2 lần, mỗi lần cách nhau 10 giây; mở đầu và kết thúc mỗi phần nghe có tín hiệu.
- Mở đầu và kết thúc bài nghe có nhạc hiệu. Thí sinh có 02 phút để hoàn chỉnh bài trước nhạc hiệu kết thúc bài nghe.
- Mọi hướng dẫn cho thí sinh đã có trong bài nghe.

**PART 1: You will hear two experts discussing how modern life and technology influence sleep and human biology. For questions 1–5, decide whether the statement is mentioned by only one of the speakers, or by both.**

**Write:**

- **M** if the idea is expressed only by the **Male speaker (Professor Russell Foster)**
  - **F** if the idea is expressed only by the **Female speaker (Dr. Narina Ramlakan)**
  - **B** if the idea is shared by **Both of them**
1. A behavioral issue that can be improved by practical strategies
  2. A social development that unexpectedly worsened well-being
  3. A modern habit that disrupts our natural biological rhythm
  4. A widespread belief that leads to unnecessary stress
  5. A suggestion to reflect inwardly rather than rely on technology

**PART 2: For questions 6 – 10, listen to a report on the history of apple cider vinegar and match each number (6 – 10) in Column I with one letter (A – J) in Column II to make a correct statement according to what is stated or implied by the speaker(s).**

Column I	Column II
6. Babylonia	A. used vinegar to treat wounds and believed it could purify the body.
7. Ancient Egypt	B. reintroduced apple cider vinegar as a health product through books and talks.
8. Traditional Chinese medicine	C. incorporated vinegar as a remedy in ancient scrolls to cure common illnesses.
9. Medieval Europe	D. consumed vinegar to make water safer during long journeys.
10. Modern world	E. developed recipes combining vinegar with herbs to fend off infectious disease.
	F. used vinegar to preserve food and clean things
	G. introduced vinegar as a drink to help ease digestion and relieve pain.
	H. believed vinegar could bring longevity and was often praised by alchemists.
	I. discovered the fermentation process by chance through spoiled fruit.
	J. now promotes vinegar as a wellness staple despite limited scientific proof.

**PART 3: You will hear a conversation between a journalist and a leading expert in artificial intelligence. For questions 11-15, choose the correct answer A, B, C, or D.**

11. How has the global attitude towards the existential threat of AI shifted, according to Hinton?  
A. It is still widely dismissed as speculative fiction.  
B. There's growing recognition of the dangers posed by AI surpassing human intelligence.  
C. Governments are unanimously implementing strict controls on AI growth.  
D. Most experts now deny the possibility of AI gaining control.
12. What comparison does Hinton make to illustrate the way AI systems acquire and share knowledge?  
A. He likens them to a web of neural networks mimicking human empathy.

- B. He says they are like multiple versions of a brain pursuing different academic paths and instantly exchanging insights.
- C. He compares them to traditional education systems multiplying outcomes.
- D. He equates them to global think tanks operating under a single protocol.
13. What concern does Hinton express regarding legal efforts to regulate AI?
- A. The policies mainly target low-risk uses and ignore more urgent issues.
- B. Laws exclude critical fields such as national defense from AI regulation.
- C. Governments are prioritizing civilian applications over military uses.
- D. Legal frameworks are universally enforced without exception.
14. What scenario does Hinton highlight as the most troubling use of AI in warfare?
- A. AI's capacity to replicate human emotion in combat decisions.
- B. Autonomous drones executing lethal operations without human involvement.
- C. Cyberwarfare powered by AI algorithms creating misinformation.
- D. AI replacing human intelligence agencies in target selection.
15. What broader implication can be drawn from Hinton's perspective on AI risks?
- A. Ethical boundaries in warfare are already sufficient to address AI challenges.
- B. The threat of intelligent machines is overstated compared to automated weapons.
- C. AI's ability to surpass and act independently from humans represents a dual threat.
- D. The development of AI should be isolated within academic institutions only.

**PART 4: Complete the summary using NO MORE THAN THREE WORDS from the recording.**

A smokeless tobacco product commonly known as (16) \_\_\_\_\_ is gaining attention in various countries. It is usually placed inside the upper lip, allowing nicotine to enter the bloodstream via the (17) \_\_\_\_\_. A popular variation of this product, called (18) \_\_\_\_\_, does not contain tobacco but still delivers nicotine to users.

Manufacturers such as (19) \_\_\_\_\_ have contributed to the spread of these products, which are currently sold with minimal restrictions in many areas. While snus is (20) \_\_\_\_\_ in the UK, people can still use it legally. In contrast, countries like France and (21) \_\_\_\_\_ have already introduced bans on similar products.

In the UK, the rise in usage is particularly noticeable among (22) \_\_\_\_\_, who claim the product helps them remain calm and focused. A university study found that nearly (23) \_\_\_\_\_ admitted using it. However, experts warn of oral health issues including (24) \_\_\_\_\_, especially in stronger products that can have up to (25) \_\_\_\_\_ the nicotine of a cigarette.

**II. READING (8.0 points)**

**II.1. LANGUAGE IN USE (3.0 points)**

**PART 1. For questions 26-35 read the text below and decide which answer (a, b, c, or d) best fits each space. Write the letter a, b, c or d in the numbered boxes provided.**

There is food for all. The problem is that the (26) \_\_\_\_\_ are too poor to buy them. Governments and charity (27) \_\_\_\_\_ already give a large (28) \_\_\_\_\_ of food to the poorer countries but they cannot help everybody all the time because they just cannot find the money to pay transport (29) \_\_\_\_\_. So the (30) \_\_\_\_\_ foods rot while millions starve.

Many of you will have heard of the 'green revolution' which has come about through the (31) \_\_\_\_\_ of high-yielding rice and wheat grains. This development (32) \_\_\_\_\_ from the work of Nobel Prize winner, Dr. Norman Borlaug. The green revolution has indeed (33) \_\_\_\_\_ grain production tremendously in countries like India, Mexico, Turkey and Pakistan but the total is still (34) \_\_\_\_\_ compared to the ever-growing population. Dr. Borlaug is frightened by the (35) \_\_\_\_\_ of man killing himself through overpopulation. "Currently, with each second, or tick of the clock, about 2.2 additional people are added to the world population," he noted.

- |                       |                  |                 |               |
|-----------------------|------------------|-----------------|---------------|
| 26. A. undernourished | B. undesirables  | C. uneducated   | D. unfaithful |
| 27. A. institutes     | B. organizations | C. institutions | D. functions  |
| 28. A. number         | B. surplus       | C. amount       | D. quota      |

- |                    |                |              |               |
|--------------------|----------------|--------------|---------------|
| 29. A. expenditure | B. values      | C. prices    | D. costs      |
| 30. A. remains     | B. surfeit     | C. surplus   | D. residue    |
| 31. A. advancement | B. development | C. progress  | D. expansion  |
| 32. A. stemmed     | B. sprouted    | C. spurt     | D. stalked    |
| 33. A. extended    | B. enlarged    | C. increased | D. expanded   |
| 34. A. incomplete  | B. unequal     | C. deficient | D. inadequate |
| 35. A. threat      | B. ominous     | C. forbode   | D. hazard     |

**PART 2. For questions 36 – 40, read the passage, then fill in each of the numbered spaces with the correct form of the words from the list below. Write your answers in the numbered boxes provided.**

INFORM	COMPEL	SOLVE	ACT
CONNECT	CENSOR	FEEL	MISTAKE

Social networking is here to stay and (36) \_\_\_\_\_ between people all over the world has never been easier. We can share our lives with our network friends who can help us solve problems or offer advice. Although these sites can act as a kind of group therapy session with people who seem to care and who will listen, there is little or no (37) \_\_\_\_\_, so cyber-bullying is a growing problem. Perhaps there need to be more constraints on what people are allowed to say. Nevertheless, social networking sites can be a great way to find people with shared interests, and they can also be very informative if used wisely. For many people, it offers them a feeling of escapism from the real world. Furthermore, it gives them a chance to chat about anything and everything, often quite meaningless, without fear of being rejected by others. Whatever the drivers, it has become a (38) \_\_\_\_\_ activity for many, so it is hardly surprising that some people feel a sense of (39) \_\_\_\_\_ if they are unable to get online for any period of time. And when they do get back online after a few hours of downtime, there is an (40) \_\_\_\_\_ feeling of relief at being a part of the world once more.

**PART 3. The passage below contains FIVE mistakes. For questions 41 – 45, UNDERLINE the mistakes and WRITE THEIR CORRECT FORMS in the numbered boxes provided. (0) has been done as an example.**

On a Friday afternoon in a huge (0) open-planned office in a customer call centre located in a windy business park, twenty minutes from the nearest shop, there is the subdued murmur of concerned customer service representatives handling confusing, demanding, anxious customers. Their patience does not falter. It is hard, emotional labour for all 1,700 representatives and it goes on for eight-hour shift with half an hour for lunch and two fifteen-minute breaks. It requires them to set back every aspect of their character except an obliging, cheerful, nothing-is-any-trouble manner. How do you motivate someone to be that patient on what is a very low starting salary? The answer is the brand: if your employers love the brand, they'll work much, much hard.

*Example: (0) open-plan*

## **II.2. READING COMPREHENSION (5.0 points)**

**PART 1. For questions 46 – 55, read the following passage and fill in each of the numbered spaces with ONE suitable word. Write your answers in the numbered boxes provided.**

To all intents and (46) \_\_\_\_\_, Jill had left her successful job as a lawyer to have a sabbatical for six months and everyone expected her to return to her highly-paid job. But in reality she was on her way to East Africa to work as a volunteer in an orphanage, intent (47) \_\_\_\_\_ staying there forever. (48) \_\_\_\_\_ since she was six, she had been fascinated by stories about Africa and then horrified by the conditions (49) \_\_\_\_\_ which millions of children live. Two years ago she had gone on an expensive safari holiday with her friends to Uganda but she didn't enjoy the holiday. (50) \_\_\_\_\_ he had seen children washing in the filthy puddles outside their shacks, the situation hadn't seemed real to her.

As a result, (51) \_\_\_\_\_ returning to her hotel, she made a decision that would change her life forever. No (52) \_\_\_\_\_ had she arrived home than she sold her house and got a job as a volunteer (53) \_\_\_\_\_ the intention of making a difference to children's lives. She deliberately didn't tell anyone what she was doing in (54) \_\_\_\_\_ they tried to (55) \_\_\_\_\_ her out of it. Hence all the secrecy.

**Part 2: For questions 56 - 68, read the following passage and do the tasks that follow.**

### **HIGHS & LOWS**

Hormone levels – and hence our moods – may be affected by the weather. Gloomy weather can cause depression, but sunshine appears to raise the spirits. In Britain, for example, the dull weather of winter drastically cuts down the amount of sunlight that is experienced which strongly affects some people. They become so depressed and lacking in energy that their work and social life are affected. This condition has been given the name SAD (Seasonal Affective Disorder). Sufferers can fight back by making the most of any sunlight in winter and by spending a few hours each day under special, full-spectrum lamps. These provide more ultraviolet and blue-green light than ordinary fluorescent and tungsten lights. Some Russian scientists claim that children learn better after being exposed to ultraviolet light. In warm countries, hours of work are often arranged so that workers can take a break, or even a siesta, during the hottest part of the day. Scientists are working to discover the links between the weather and human beings' moods and performance.

It is generally believed that tempers grow shorter in hot, muggy weather. There is no doubt that 'crimes against the person' rise in the summer, when the weather is hotter and fall in the winter when the weather is colder. Research in the United States has shown a relationship between temperature and street riots. The frequency of riots rises dramatically as the weather gets warmer, hitting a peak around 27-30°C. But is this effect really due to a mood change caused by the heat? Some scientists argue that trouble starts more often in hot weather merely because there are more people in the street when the weather is good. Psychologists have also studied how being cold affects performance. Researchers compared divers working in icy cold water at 5°C with others in water at 20°C (about swimming pool temperature). The colder water made the divers worse at simple arithmetic and other mental tasks. But significantly, their performance was impaired as soon as they were put into the cold water – before their bodies had time to cool down. This suggests that the low temperature did not slow down mental functioning directly, but the feeling of cold distracted the divers from their tasks.

Psychologists have conducted studies showing that people become less skeptical and more optimistic when the weather is sunny. However, this apparently does not just depend on the temperature. An American psychologist studied customers in a temperature-controlled restaurant. They gave bigger tips when the sun was shining and smaller tips when it wasn't, even though the temperature in the restaurant was the same. A link between weather and mood is made believable by the evidence for a connection between behavior and the length of the daylight hours. This in turn might involve the level of a hormone called melatonin, produced in the pineal gland in the brain. The amount of melatonin falls with greater exposure to daylight. Research shows that melatonin plays an important part in the seasonal behavior of certain animals. For example, food consumption of stags increases during the winter, reaching a peak in February/ March. It falls again to a low point in May, then rises to a peak in September, before dropping to another minimum in November. These changes seem to be triggered by varying melatonin levels.

In the laboratory, hamsters put on more weight when the nights are getting shorter and their melatonin levels are falling. On the other hand, if they are given injections of melatonin, they will stop eating altogether. It seems that time cues provided by the changing lengths of day and night trigger changes in animals' behavior – changes that are needed to cope with the cycle of the seasons. People's moods too, have been shown to react to the length of the daylight hours. Skeptics might say that longer exposure to sunshine puts people in a better mood because they associate it with the happy feelings of holidays and freedom from responsibility. However, the belief that rain and murky weather make people more unhappy is borne out by a study in Belgium, which showed that a telephone counseling service gets more telephone calls from people with suicidal feelings when it rains.

When there is a thunderstorm brewing, some people complain of the air being 'heavy' and of feeling irritable, moody and on edge. They may be reacting to the fact that the air can become slightly positively charged when large thunderclouds are generating the intense electrical fields that cause lightning flashes.

The positive charge increases the levels of serotonin (a chemical involved in sending signals in the nervous system). High levels of serotonin in certain areas of the nervous system make people more active and reactive and, possibly, more aggressive. When certain winds are blowing, such as the Mistral in southern France and the Fohn in southern Germany, mood can be affected – and the number of traffic accidents rises. It may be significant that the concentration of positively charged particles is greater than normal in these winds. In the United Kingdom, 400,000 ionizers are sold every year. These small machines raise the number of negative ions in the air in a room. Many people claim they feel better in negatively charged air.

**Questions 56 - 62:**

**TRUE** if the statement is true according to the passage

**FALSE** if the statement is false according to the passage

**NOT GIVEN** if the information is not given in the passage

56. Seasonal Affective Disorder is disrupting children's education in Russia.

57. Serotonin is an essential cause of human aggression.

58. Scientific evidence links 'happy associations with weather' to human mood.

59. A link between depression and the time of year has been established.

60. Melatonin levels increase at certain times of the year.

61. Positively charged ions can influence eating habits.

62. Human irritability may be influenced by the number of ions being generated by machines.

**Questions 63 - 65:**

According to the text, which **THREE** of the following conditions have been scientifically proved to have a psychological effect on humans?

Choose **THREE** letters **A - G** and write them in boxes **63-65** on your answer sheet.

A. lack of negative ions

B. rainy weather

C. food consumption

D. high serotonin levels

E. sunny weather

F. freedom from worry

G. lack of counselling facilities

**Questions 66-68**

**Complete each of the following statements with the best ending from the box below.**

Write the appropriate letters **A-G** in boxes **66-68** on your answer sheet.

66. It has been established that social tension increases significantly in the United States during \_\_\_\_.

67. Research has shown that a hamster's bodyweight increases according to its exposure to \_\_\_\_.

68. Animals cope with changing weather and food availability because they are influenced by \_\_\_\_.

A. daylight

B. hot weather

C. melatonin

D. moderate temperatures

E. poor co-ordination

F. time cues

G. impaired performance

**Part 3. In the extract from the article below, seven paragraphs have been removed. For questions 69-75, read the passage and choose from paragraphs A-H the one which fits each gap. There is ONE extra paragraph which you do not need to use.**

Almost everyone knows what Lego is and has probably played with it at some point in their lives. Since the company's foundation in 1932, millions have been delighted by the interlocking bricks that can unleash the creative ideas lurking inside us, adults and children alike. Part of the attraction is in the attention to detail, which of course the customer is largely unaware of. The Danish creator, Ole Kirk Christiansen, was meticulous about 'doing things right', which is one of the reasons why this popular toy has stood the test of time.

69.	
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What led to this unfortunate state was a series of bad decisions based on advice given by external business consultants. At this time, product diversity and business expansion were very much in fashion in all sorts of different industries and so The Lego Group had started to move into various sectors that lay well outside its expertise. It had created theme parks, and clothes and jewellery for girls, none of which were creating significant revenues so it was clearly time to get back to basics and rethink their product strategy.

70.	
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This renewed focus chimed well with the company's motto, created by the founder, Christiansen, and which is carved into a plaque at the Lego Museum in Billund in Denmark: 'Only the best is good enough'. This idea of focusing on strengths and not expanding into unknown areas is a key feature of the thinking in Danish business culture, and the mentality of The Lego Group is that the company is about engineering good-quality products for play and that they should not stray from this focus.

71.	
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The change in the company's fortunes has been analysed extensively by business experts fascinated by such a momentous financial turnaround ever since. Countless books have been written about it and many other large brands have analysed The Lego Group's approach to see how it can help their businesses. One of the fundamental approaches taken by the Danish company is based on forging partnerships that allow collaboration on innovative projects while at the same time remaining true to their principles of doing what they do best.

72.	
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One of the most successful of these was with NASA, the American space agency. The two organisations participated in a robotics competition during the 1990s, which was a big hit among the participants and the organisations' relationship has remained strong ever since. This is partly because The Lego Group is deeply interested in how children play and learn, and also because NASA has a long history of being involved in educational projects for young people. Both want to encourage children to develop an interest in science and engineering through fun.

73.	
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The Lego Group has never targeted its products on just one gender. However, historically, its popularity has been overwhelmingly enjoyed by boys. They love the mini figures of people and don't much care how realistic they are. Girls, on the other hand, need to be able to identify with model people. Apparently, this does not happen with the traditional figures, which is why, after several years of market research, a set of figures aimed at girls was developed.

74.	
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Focusing on what customers like and want has proven to be useful in a variety of ways. In what could be called one of the first attempts at crowd sourcing, The Lego Group got its fans and customers to vote on designs and even suggest ideas for new products. Ideas that went on to be commissioned earned 1% of sales for the people that had suggested them – a great way to build customer engagement.

75.	
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**Missing paragraphs:**

- A. The team from The Lego Group travels extensively and engages with children and parents to develop a better understanding of what kinds of toys children like and dislike. By observing children interacting with toys and each other, the company can target its products more effectively, which is how the team learned more about marketing to girls, a sector that had previously eluded them.
- B. Innovation has been key to maintaining customers' interest, too, as can be seen in the Lego

movies and the adult architecture range, and also in the new kids' social media platform, which allows children too young to partake in other social networking platforms to share their designs safely online. These extensions into cinema, adult play and technology seem to represent the final pieces of a huge jigsaw puzzle for a complete learning and creativity system by one company.

- C. In order to do this, the newly appointed CEO set about rebuilding the organisation. Business operations were streamlined, and many things were scaled back such as staff and the product ranges. In addition, the company sold all the extras that were not a core part of the business, which meant that it was able to return to its roots.
- D. By returning to the original ethos, the company was able to put emphasis on renewed energy in the brand and become financially stable. Over a decade later the results were clear to see, and they were extremely positive. In 2017 the company was voted the number one toy brand in many countries. It reported sales of over £600 million that year, and the turnaround was seen as amazing, one of the most impressive success stories in commercial history.
- E. This rethink led to moving the company's factories to alternative locations. Many large corporations outsource their production operations to parts of the world offering lower labour costs, but The Lego Group has factories in Europe, South America and Asia so that a wide range of products can be quickly shipped to their key markets to keep their customers, both adults and children, happy.
- F. However, this hasn't always been the case. Despite its huge success during the 1970s and 80s, by the beginning of the twenty-first century, the company's fortunes were looking decidedly precarious. It was in debt to the tune of \$800 million, and sales were in fast decline. What had seemed inconceivable throughout the company's history, a total and utter collapse was beginning to look like reality.
- G. The company became extremely successful and sales skyrocketed in a short space of time. This attention to detail shows how serious The Lego Group is about understanding play. In fact, the company thinks that it is important enough to have set up a sister company to study child development as well as partnering with the children's charity UNICEF and financing the first Professor of Play at Cambridge University in the UK.
- H. In recent years The Lego Group has worked with quite a diverse set of companies in order to innovate, and an example of this is the collaboration with Lucasfilm, the production company behind the Star Wars films. In 1999 the *Lego Star Wars* franchise was launched at a toy fair in New York and it became instantly popular. The partnership worked well for both companies and paved the way for further innovative Lego Group partnerships.

**Part 4: For questions 76-85, read the passage and choose the answer A, B, C or D which fits best according to the text.**

In much-vaunted rhetoric, the eleventh of September 2001 has gone down in history books as “the day the world changed forever”. This was seen as a positive change, with the majority of nations supporting a **clamp-down** on terrorism on an international basis, and calling for more co-operation between intelligence agencies and police forces.

Unfortunately, a more sinister force was unleashed, and democratic countries that formerly valued the freedom of the individual suddenly became the targets of criticism for non-governmental organisations (NGOs) such as Amnesty International and civil liberties campaigners like Statewatch, an independent group which monitors threats to privacy and civil liberties in the European Union.

In some countries, civil liberties had already been compromised. Many Europeans had been living with closed circuit television cameras in public places for many years, for example, and accepted their existence as a necessary evil which would reduce the risk of street crimes, thus assuring the safety of the majority. However, after the September 11th attacks, governments hastily dusted off and revived ancient statutes or drafted sweeping new acts which were aimed at giving themselves and the police considerably more powers with a view to cracking down on terrorists, wherever they were to be found. In the decade prior to 2011, government policies were put in place which aimed to provide citizens with access to information. People were empowered to check their personal data to ensure its accuracy

wherever the data was held (i.e.-in banks, local government offices, etc.). Now, though, **draconian** measures were suddenly proposed, which included the storing of personal communications, including, all e-mails and phone calls, for at least one year, with all telecommunications firms having to keep records of the names and addresses of their clients as well as the numbers and addresses of calls and e-mails sent by them. Governments argued, quite convincingly, that such measures were necessary to combat terrorism, and other benefits were also played up, such as improved ability to track child abductors. While balking at the idea of telephone-tapping and uncontrolled information-swapping among government agencies, the public, by and large, have been receptive to other such measures, but they may live to regret their compliance.

An independent study of 50 countries published in 2002 criticised Britain, in particular, over a series of measures which, its authors say, have undermined civil liberties, especially since the September 11th attacks. They accuse the government of having placed substantial limitations on numerous rights, including freedom of assembly, privacy, freedom of movement, the right to silence and freedom of speech. The implementation of tough new measures severely limiting the number of immigrants accepted by Western countries has also raised concerns among civil rights groups, who point out that laws aimed at reducing global terrorism have penalised many legitimate refugees fleeing war-torn countries or repressive regimes. Furthermore, these measures have had far-reaching effects. Repressive regimes around the world have seized upon the precedent being set by the West to legitimise their own previously questionable human rights practices, with only NGOs like Amnesty International left to cry foul.

Individuals have unwittingly contributed to the erosion of their own personal freedom by adopting new technologies that offer more convenience and security (e.g. - extensive use of credit cards, smart cards, customer loyalty cards, etc.), while compromising their freedom. It is easier to trace a person's movements when such cards are used. Willingness to give up privacy in exchange for security will remain a strong force, and some companies have jumped on the bandwagon, offering "personal location" devices aimed at parents who fear for their children's safety. Whilst this may seem reasonable, consider the following: at what age does a rebellious teenager have the right to remove such a tracking chip?

It seems a strange concept that, in the twenty-first century, the very peoples who have fought for their freedom of expression and movement and freedom of the press are now allowing their governments to have access to personal and confidential information which would have been unthinkable a decade ago. For centuries like Britain to be found to have acted unlawfully by discriminating against foreign nationals would also have been unthinkable once, given Britain's strong legislation against racial discrimination and the existence of a commission whose sole purpose is to investigate charges of such acts. There used to be a distinction between countries which had poor records of human rights abuses and more liberal countries, but the dividing line has become a trifle blurred.

George Orwell predicted that the age of surveillance would be 1984; he was 17 years out in his calculations, but Orwell would have been horrified to discover that convenience and security have become more important to the majority than basic human rights.

76. As used in the first paragraph, the word "**clamp-down**" is CLOSEST in meaning to \_\_\_\_.

- A. abolition                      B. demolition                      C. prevention                      D. devolution

77. In the second paragraph, the writer implies that \_\_\_\_

- A. certain NGOs are having to resort to undemocratic action.  
B. state repression is much more commonplace in countries that used to guard against it.  
C. civil liberties activists are endangering privacy.  
D. certain European Union countries lack respect for individual freedoms.

78. The writer indicates that before September 2001 \_\_\_\_

- A. terrorism wasn't considered a threat in countries that now act against it.  
B. the police in some countries didn't have enough resources to fight terrorism.  
C. the police in some countries had been demanding more powers.  
D. some countries had dispensed with laws that had given the police more powers.

79. As used in the fourth paragraph, the word "**draconian**" is CLOSEST in meaning to \_\_\_\_.

- A. vehement                      B. severe                      C. transparent                      D. outrageous

80. What does the writer feel about government attitudes to the individual in the 1990s?



- A. There was a move towards building public confidence with regard to the subject of personal information.
  - B. No careful thought had been given to using personal communications to combat crime.
  - C. Information about phone calls and e-mails wasn't kept long enough.
  - D. Government policies unwittingly encouraged child abductions.
81. What is the general attitude of citizens to the question of the right to privacy?
- A. People see this as their inalienable right.
  - B. They are prepared to surrender their liberty to some extent.
  - C. People have been placated with jargon about reducing crime.
  - D. People are not convinced that their rights are under threat.
82. What point is made about tracing people's movements or activities through financial transactions?
- A. It makes people feel more secure.
  - B. People have willingly exchanged privacy for convenience.
  - C. It could help parents who fear for their children's safety.
  - D. People who rely on "plastic" money facilitate such surveillance.
83. What does the writer suggest about some of the new legislation in the seventh paragraph?
- A. Most people in the countries concerned find it unacceptable.
  - B. People had to struggle to achieve this.
  - C. It is contrary to the spirit of other existing legislation.
  - D. It is mainly relevant to foreigners.
84. What point does the writer make about George Orwell and his predictions?
- A. Orwell would have been dismayed at the reasons underlying the current situation.
  - B. If he were alive, he would say that he had been right.
  - C. The prediction was fairly inaccurate.
  - D. Orwell would have been horrified by the importance of security.
85. Which of the following is the best title for the passage?
- A. Privacy and civil liberties
  - B. Freedom and security
  - C. Terrorism and surveillance
  - D. Terrorism and human rights

**Part 5. You are going to read an article about famous businesses which failed. For questions 86-95, choose from the sections (A-D). The sections may be chosen more than once.**

#### **BOOM AND BUST**

A. Making money is a fickle business and in order to stand the test of time companies have to withstand such onslaughts as random world events, changes in legislation and shifts in consumer behaviour. Yet none is more liable to bring about their undoing than a failure to innovate and keep pace with their competitors. Probably the most often cited example is the sad tale of how Blockbuster, the once ubiquitous video rental store found in every town in the UK and the USA, and with countless branches worldwide, went from boom to bust in little more than a quarter of a century. Whether or not this was entirely due to the rise of online video rental and subsequently streaming services, as is frequently cited, is not cut and dried. After all, it could have reacted to the rapidly changing preferences of its customers and embraced the new technologies emerging, but instead chose not to evolve in line with its competitors.

B. Sometimes circumstances behind a business's success or failure are beyond anyone's control. History is littered with examples of ventures large and small that suffered at the hands of natural disasters or political events, but those that make the headlines tend to be large organisations, often household names, which have either formed part of the economic bedrock of a country for generations or are globally recognised, seemingly unbreakable corporations. And it is precisely this renown and perceived stability which means that their downfall is so shocking to the public. The classic example is Pan Am, America's iconic airline of the 1960s and a hugely lucrative business in its heyday. It prided itself on two of the cornerstones of aviation, renowned customer service and a fleet of modern aircraft. What it could not have predicted, however, was the oil crisis of the early 1970s which caused fuel costs to soar. Had it not

been for the high fuel consumption of their aircraft, they may have weathered the storm, but they were forced to hike ticket prices and soon after customers responded with their feet.

C. Another area where companies are vulnerable to failure is in how they do what they do. Like the products and services they sell, this should be subject to scrutiny and periodic reassessment in order to be alive to the need for change as and when it arises. Kodak, the photography giant, is a prime example of complacency setting in and the results of turning a blind eye to the limitations of a specific approach. The company followed the 'razor and blades' model of selling one product at low prices with complementary products at vastly inflated prices. In their case, the cameras were the razors, and the processing of the film was the blades. As digital photography came of age, the costs of cameras and printing photos began to change but rather than adjust to the new trend, Kodak wasted a decade attempting to convince people of the superiority of analogue photography, all in vain as it finally lost the fight and filed for bankruptcy in 2012.

D. These days if you were to ask any adolescents or twenty somethings if they'd heard of Myspace, you'd likely be met with blank looks all round, but in the mid-2000s, it was the social media start-up on everyone's lips. It soon became a victim of its own success, sending shockwaves across the business world. Bought by a large news media corporation for over \$500 million, it was touted as a master stroke of a takeover. However, it was plagued by technology issues and users found the excessive advertising overwhelming and off-putting. This lack of attention to the user experience was instrumental in its downfall, to the extent that it would never be able to regain users' trust. Surprisingly, in this case there was an even more destructive element that sealed Myspace's fate. The new owners had a distinct lack of understanding of the agile mentality needed to run a social media company and attempted to integrate it into their corporate way of doing things. As such, Myspace lost out to its competitors and soon the market was overtaken by the social media giants we know today.

**In which section does the writer do the following?**

- 86. refer to a number of situations beyond a company's control
- 87. highlight the role that one retail chain played in its own downfall
- 88. mention how ignoring customers can be fatal to a business
- 89. advocate for revision of the ways companies do business
- 90. highlight the pitfalls of continuing to adhere to a particular sales model
- 91. weigh up the core factors which contribute to a business's failure
- 92. mention that success can be a double-edged sword
- 93. disagree with the standard explanation for one company's failure
- 94. explain how a company's commitment to quality can inadvertently contribute to its demise
- 95. show how quickly a company can fall out of favour with consumers

### **III. WRITING (5.0 points)**

**PART 1: Read the following extract and use your own words to summarise it. Your summary should be between 120 and 150 words.**

It's good to be in the know, so to speak, but how much do we really know of what's going on in the world around us? We tend to assume that news outlets will keep us well-informed on any subject we might care to know about, but we overlook the fact that news isn't just a service, it's a business. In fact, many go so far as to claim that, for some news sources, offering objective information isn't even on their radar.

Accusations of 'yellow journalism' were levied against some big-name newspapers virtually at their foundation, proving that this aspersion is not just a 21st century phenomenon. This term described a paper that published salacious and sensationalist stories, the accuracy of which seemed neither here nor there to the newspaper, but in doing so, resulted in increased circulation.

The Great Moon Hoax of 1835, where the New York Sun published a series of articles detailing astronomer John Herschel's supposed observations of unicorns and giant man-bats on the moon, is a case in point. Regrettably, Herschel himself, deeply ensconced in study and thousands of miles away in South Africa, was powerless to counteract these absurd claims.

Needless to say, this supposed scoop of theirs sold in incredible quantities, which was a great bonus for a paper that relied on advertising revenue for its income. After all, why would the advertisers focus on the reliability of stories, when the ones with the biggest reaction sold the most?

Fortunately for us, there are some tell-tale signs of such news articles that are still helpful to the general reader today. Firstly, large graphics and pictures are frequently used to entice the reader, in addition to sensationalist language. After all, hard-hitting words like *scrap* or *oust* can easily draw more attention than boring old *remove* ever will.

Anything that frequently cites 'anonymous sources' should also be eyed with caution, especially in investigative articles on the rich and famous, as the likelihood is that the source is simply non-existent. Likewise, anything in the article that is overtly fanning the flames of excitement, anger, or controversy should raise suspicion.

These techniques have been used by some in the news business since the beginning of the 20th century and still are today. However, where the news once wore its banner of ownership quite clearly, now it's a lot harder to discern its origin. With one click, we can be taken through a tour of any number of news sites without ever knowing who owns them or their veracity.

**PART 2. Write an essay of at least 300 words on the following topic:**

**When you do a good deed for an ungrateful person, you're not only wasting your effort but also corrupting your own kindness.**

**To what extent do you agree or disagree with this statement?**

Give reasons for your answer and include any relevant examples from your own knowledge or experience.