

1. READING COMPREHENSION (30 minutes)

5 x 1 points

You are going to read a text about how companies choose names for their products. Choose only one answer for each question and circle the letter in front of it.

What's in a name?

Creap coffee creamer is a big seller in Japan, and Bimbo bread is extremely popular in Mexico, but people in English-speaking countries would be unlikely to buy these products. Why? Because their names have unfortunate meanings in English. As companies go global, it is becoming increasingly important to find brand names that can travel from country to country.

In a recent article from Reuters News Service, Bridget Ruffell, a director of The Brand Naming Co., which specializes in creating brand names for clients, said, "Finding the right name for an international brand is expensive, time-consuming and extremely difficult. In addition to the problems of meaning and pronunciation, all names have to be legally registered, which involves long and expensive searches to make sure that they have not already been taken by another company."

One of the most famous stories about a brand-naming problem involves an American car. The marketing department at Chevrolet decided to name their new car "Nova". They thought that they'd found a good name. *Nova* means "star" in Latin. However, in Spanish the two words *no va* mean "doesn't go" - not a very suitable name for a car.

There is more than one way to find a name for a new product. Sometimes, to avoid the problems that choosing a real word might cause, companies actually make up a word that (they hope) does not exist in any language. One very successful made-up name is Kodak. It was chosen because it is pronounceable by people who speak many different languages.

However, even when a company invents a name, it can still have name problems. For example, a number of years ago, Esso Oil Company wanted a new name for their gasoline that would be acceptable all over the world. After spending a lot of time and even more money, they came up with "Exxon". Unfortunately, it didn't work well in Japan. The Japanese pronounce it "Eki-son", which sounds like the Japanese phrase meaning "loss of profit".

1. According to the text, in the globalized world companies have to:
 - a) hire a name branding company for each new product.
 - b) invent a brand new name for a new product.
 - c) think carefully when naming a new product.
 - d) None of the above.
2. It is *only* important for the brand name to be:
 - a) pronounceable in every language.
 - b) meaningful in every language.
 - c) well searched for.
 - d) None of the above.
3. Chevrolet's *Nova* is a perfect example of:
 - a) how American companies name cars.
 - b) an unsuccessful brand-naming experience.
 - c) a successful brand-naming experience.
 - d) None of the above.
4. The name Kodak:
 - a) is pronounceable in every language of the world.
 - b) is a real word of English
 - c) is a pure invention.
 - d) None of the above.
5. Esso Oil Company's "Exxon" gas:
 - a) wasn't intended to sell in Japan.
 - b) sells well only in non-English speaking countries.
 - c) sells well only in English speaking countries.
 - d) None of the above.

2. LISTENING COMPREHENSION

5 x 1 points

You are going to listen to a story about how the new Disney movie "Frozen" was made. While you are listening, you can mark your answers on this sheet. You will have two minutes to read through the questions before you hear the story. You will hear it three times.

Circle the correct answer.

6. The Disney version inspired by *The Snow Queen*:

- a) is rather original.
- b) dates back to 1845.
- c) dates back to the first half of the nineteenth century.
- d) None of the above.

7. The characters from the movie, Anna and Elsa:

- a) are both borrowed from Andersen's fairy tales.
- b) are sisters.
- c) are first cousins.
- d) are originally from Quebec.

8. The animators of the movie:

- a) are all from Wyoming.
- b) are all from the United States.
- c) spent some time in Wyoming.
- d) hugely enjoyed their time in Wyoming.

9. The trip to Norway was an inspiration for:

- a) the look of the mountains in the movie, among other things.
- b) the costume-making team only.
- c) the lighting and art effects in the movie.
- d) All of the above.

10. Peter Del Vecho, the Producer of *Frozen*:

- a) is a huge fan of Norwegian fairy tales.
- b) admires the character of The Snow Queen.
- c) feels that Andersen's Snow Queen is a cold character.
- d) None of the above.

3. GRAMMAR AND VOCABULARY (30 minutes)

10 x 0.25 points

I Circle the correct answer:

11. People like to have _____ work appreciated by others.
a) his b) its c) their d) there
12. A: " _____ to the party?"
B: "John did."
a) Who invites you b) Who did you invite
c) Who you invited d) Who invited you
13. There is _____ time left before the end of the school year.
a) a few b) many c) no d) none
14. You _____ me tonight, but you can if you want to talk.
a) must not call b) don't have to call c) should calling d) must not to call
15. The exact number of stars _____ impossible to determine.
a) been b) has c) are d) is
16. Nina tries to _____ going to the dentist because she is deathly afraid of pain.
a) put off b) putting off c) put on d) putting on
17. Tommy has never been to Disney World, and _____ has Sarah.
a) either b) so c) neither d) likewise
18. This dessert _____ three ingredients: chocolate, flour, and eggs.
a) consists out of b) consists from c) contains with d) contains
19. Our family has lived in New York _____ I can remember.
a) despite the fact that b) as long as
c) in the event that d) so far
20. My sister and I have _____ same last name.
a) a b) the c) an d) -

II Circle the one underlined part that has a grammatical error. Write your correction above the error.

5 x 0.25 points

21. It is a common misconception that twins always look like.
22. Columbus, long regarded as a hero but recently criticized by historians and sociologists, was born in 1451 and was died in 1506.
23. Never has the world's climate been so chaotic and unpredictable that it is at present.
24. Afterward the operation was completed, the team of doctors seemed satisfied that they had done their best.
25. To get a visa to visit Australia, a valid passport and two recent photographs required as well as proof of a round-trip ticket.

III Find one word that best fits the description given and write it on the line provided.

5 x 0.25 points

26. a strong base of a building, usually below ground = _____
27. a vibration of a portion of the Earth's crust = _____
28. take air in order to live = _____
29. stop before it starts (stop in advance) = _____
30. a person who speaks two languages fluently = _____

За комисију

LISTENING COMPREHENSION TRANSCRIPT

Напомена: ученици имају право да погледају питања пре слушања у времену од 2 минута, а такође и за време читања текста. Текст се чита три пута.

THE STORY BEHIND THE STORY OF *FROZEN*

“Every once in a while, a movie comes along where it starts to tell you what it needs to be,” says Producer Peter Del Vecho of his recent project, Walt Disney Animation Studios’ *Frozen*. “And this is one of those movies.”

The film is loosely based on the Hans Christian Andersen fairy tale *The Snow Queen*, which was first published in 1845. While the Disney version pulls from elements of the original fairy tale, the finished product is a largely original story.

“In the versions we looked at that had been attempted prior to this,” says Peter, “it was hard to understand or feel for that distant character. The key became tying it to a sibling relationship. There was more at stake.” Rather than a story simply of one woman, the sisterly relationship in *Frozen* made for a far better story. “You may not always like what Elsa does in the movie, you may not always agree with what Anna does in the movie, but you should be able to understand each of their points of view in the movie,” Peter says.

Once the basic story was set, it came time to figure out how to do this epic tale justice. The production, art, lighting, and design leads needed to gather inspiration, so research trips were the next logical step. They sent the animators to Wyoming so they could get familiar with walking through snow. “They came back with an appreciation for the fact that there’s a top layer of the snow that supports your weight, but you break through and you’re caught on the more compacted level,” says Peter.

The lighting and art teams went to the Ice Hotel in Quebec, Canada to do some observations of how light reflects and alters on snow and ice.

The last trip was to Norway to get inspiration for the look of the film. They knew the story needed ice, mountains, water, and other elements that made Norway an ideal choice for inspiration. Says Peter of one aspect they really drew from, “They may not be the tallest mountains in the world, but they’re very vast.” These trips helped to inform the look of the film, both in big ways and in small ones. You might see nods not just to the vast expanses of Norway, but also to the subtleties of the country’s architecture and even clothing style.