

# CEFR SUCCESS



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## LEXICAL & GRAMMAR COMPETENCE – PART 1

For Questions 1-15, read the text below and choose which answer A, B, C or D best fits each space.

### Seaside Artist

Andrew Ruffhead goes out gathering rubbish on his local beach, where all (Q1) of interesting things are (Q2) up. He later uses these as the (Q3) materials for his artwork, mostly sculptures and collages in the shape of fish, like tuna, and crustaceans, (Q4) crabs and lobsters. Andrews's (Q5) work, which looks equally good in kitchens, bathrooms and gardens, has been a great success with seaside fans all over the (Q6), with his funky fish drifting as (Q7) afield as Greece and Cape Cod in New England.

(Q8) Andrew can tell you which beach the materials from each sculpture came from, he is also (Q9) to know where his work will be hung. It is this (Q10) with the public that he (Q11) enjoys. Open to the public by (Q12) his small informal studio also (Q13) him with an opportunity to get direct (Q14) from his customers. Indeed, people often bring their own beach (Q15) to the studio, to get Andrew's advice about how to make them into works of art.

- |                       |                 |                 |                 |
|-----------------------|-----------------|-----------------|-----------------|
| Q1. A) means          | B) sorts        | C) approaches   | D) methods      |
| Q2. A) washed         | B) thrown       | C) dumped       | D) tossed       |
| Q3. A) natural        | B) crude        | C) plain        | D) raw          |
| Q4. A) such as        | B) instance     | C) to example   | D) much as      |
| Q5. A) eye-opening    | B) eye-catching | C) eye-turning  | D) eye-needing  |
| Q6. A) space          | B) environment  | C) planet       | D) globe        |
| Q7. A) distant        | B) long         | C) far          | D) remote       |
| Q8. A) Indeed         | B) Quite        | C) Rather       | D) As           |
| Q9. A) desire         | B) fond         | C) keen         | D) wish         |
| Q10. A) interaction   | B) bothering    | C) eliminating  | D) intersection |
| Q11. A) roughly       | B) solely       | C) particularly | D) nearly       |
| Q12. A) schedule      | B) appointment  | C) timetable    | D) booking      |
| Q13. A) provides      | B) gains        | C) gives        | D) produces     |
| Q14. A) review        | B) feedback     | C) opinion      | D) report       |
| Q15. A) establishings | B) founds       | C) finds        | D) funds        |

**WRITE YOUR ANSWERS HERE**

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15

## LEXICAL & GRAMMAR COMPETENCE – PART 2

*Read the following passage. Decide if each sentence in the text (16-30) has a mistake and must be changed in order for the sentence to be correct. In your answer sheet, mark:*

*A if the line has a mistake and must be corrected;*

*B if there is no mistake in the line.*

**Q16.** One of the most important concepts in sales management and marketing is that the  
**Q17.** product life cycle. This is a historic record of the life of a product, showing the stage in  
**Q18.** its life the product has reached at a particular time. By identifying the stage that a product  
**Q19.** is in or may be heading towards, companies can formulate better marketing plan. All  
**Q20.** products have 'lives' inasmuch as they are created, sell with varying profitability over a  
**Q21.** period of time, and then become obsolete and are replaced or simply no longer produced.  
**Q22.** A product's sales position and profitability can be expected to fluctuate over time and so,  
**Q23.** at each successive stage in the product's cycle, it is necessary to adept different tactics.  
**Q24.** The two main features of the product life cycle are unit sales and unit profit. The unit sales  
**Q25.** figures usually jump introduction, as a response to heavy advertising and promotion, as  
**Q26.** customers buy the product experimentally. This is generally followed by a levelling off  
**Q27.** while it is evaluated – the length of period depending on the use to which the product  
**Q28.** is put. Then, unit sales rise steadily through the growth phase to the maturity phase, when  
**Q29.** the product is widely accepted, and so on to saturation level. By this time, competitors will  
**Q30.** have entered the market with their own version and, from this point, the sales team will have to work even harder to win all additional sales.

### WRITE YOUR ANSWERS HERE

Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30

## LEXICAL & GRAMMAR COMPETENCE – ANSWERS

### PART 1

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
<b>B</b>	<b>A</b>	<b>D</b>	<b>A</b>	<b>B</b>	<b>D</b>	<b>C</b>	<b>D</b>	<b>C</b>	<b>A</b>	<b>C</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>

### PART 2

Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30
<b>A</b>	<b>A</b>	<b>B</b>	<b>A</b>	<b>A</b>	<b>B</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>B</b>	<b>B</b>