



**TASK 1 (7 x 1 mark = 7 marks)**

Read the following texts and match them to the most suitable heading from the list supplied. Each heading can only be used ONCE. There are three headings you will not need. Text 0 has been matched to its heading as an example.

MARK

## ***eBAY TIPS FOR SELLING SUCCESSFULLY***

*These are selling tips from eBay Inc., which is an American Internet company that manages eBay.com. They organize public sales in which the person who offers the highest price gets the item. Here is some advice to sell your stuff successfully.*

**TEXT 0**

By using the What's It Worth? tool you will find useful information about your item such as the average selling price, average starting price, and volume of recently sold items. You can also find great information on pricing, features, and key words that attract buyers by browsing Completed Listings.

**TEXT 1**

Getting that first bid is critical, as buyers are more likely to jump in if there are already bids on auction. Buyers may lose interest if they assume an item is overpriced. Many successful sellers set a low opening bid to jumpstart bidding and increase their final selling price.

**TEXT 2**

Specifying reasonable shipping and handling costs in your listing is essential for smart selling. eBay's free Shipping Calculator provides real-time shipping costs to buyers all over the world, so you can increase your chances of success. Remember that a long wait can be both boring and frustrating for customers.

**TEXT 3**

Maximizing your item title is a must if you want to sell your product. Be sure to include key words that buyers will search for, such as unique or descriptive attributes, and always check your spelling. Your item title is critical in helping users find your items, so use each character wisely.

**TEXT 4**

A good description is concise, well organized, and easy to read. Create bold section headlines, bulleted lists, and be sure to include item style/type, brand, condition, and other attributes. Think about your listing from the buyer's perspective – the more information you provide, the more likely buyers are to place a bid.

**TEXT 5**

A picture really is worth more than a thousand words! Use clear, well-lit photos from a variety of angles to accurately showcase your item. Use good lighting and an uncluttered background to get the most out of your photo. Add additional photos to showcase details and unique features of your item.

**TEXT 6**

Always respond quickly to any buyer questions. Include extras or a handwritten note in the box to really surprise and delight your customers. Make sure to leave feedback for your buyer so they'll do the same for you. Successful communication is one of the keys to successful business.

**TEXT 7**

After the sale make sure that you pay for shipping, print labels on your home printer, and schedule free carrier pick-up-all online and at no additional charge – so you can save money, time, and a trip to the post office! We make it easy for you, so please make it easy for us.

Adapted from © e-Bay.Inc

## ***eBAY TIPS FOR SELLING SUCCESSFULLY***

- A A modest start is more intelligent
- B A well-planned explanation can attract buyers
- C Attractive and correct descriptions are essential
- D Delivery prices can help you sell
- E Exchanging messages will help you sell
- F Important characteristics you want to know about*
- G Once you sell a product follow the procedures
- H Put your photographs in the background
- I Request your buyers' opinion
- J Reserving a product can be difficult
- K Show what it looks like

TEXT	0	1	2	3	4	5	6	7
HEADING	<i>F</i>							
	✓							



**TASK TWO (6 x 1 marks = 6 marks)**

**Read the following text and choose the option (a, b or c) which fits best according to the text. Then write it in the corresponding white box of the questionnaire provided on the next page. Item 0 is an example.**

<b>MARK</b>

***WHAT MAKES A GOOD ROAD SIGN?***

Many road signs are bizarre when thought about logically. Just what is one meant to do if there is a danger of falling rocks? And if the road is slippery, will your car tyres really cross like the alarming skid marks seen on the sign?

But even if some symbols do not stand up to scrutiny, they convey a message that is quickly recognised. Or at least, that's the hope. Out of 500 drivers surveyed last year, none was able to correctly identify 12 road signs and only one sign - the speed camera - was known to them all. A review of signs has been launched by the Department for Transport, looking at ways to reduce the number of signs and introduce more technology. So what makes a good sign? "The most important thing is that it works," says Michael Wolff, chairman of The Sign Design Society.

Not only do modern drivers travel faster than before, they are also listening to the radio, chatting on their hands-free phone and trying to get children in the back under control. Distractions are everywhere. With so much competition for a driver's attention, a good sign must be clear and simple so that it can be seen, read and understood in an instant. The red no-entry sign is one that, even without words or pictures, conveys its message.

But others don't. Many drivers are unable to recognise the "no stopping" sign. And former police driving instructor Chris Walker says the "give way to oncoming traffic" sign is hotly debated at driving school because it is illogical and takes too long to work out.

The symbols on signs should not be interpreted too literally - the roadworks warning is often compared to a man opening an umbrella, while some of the most recognisable signs evoke memories of the pre-motoring age. A 19th century-style bellows camera is used, with great success, to warn of the imminent danger of racking up a speeding fine and rail enthusiasts' hearts must race at the symbol of a steam train before level crossings. "Symbols don't have to be accurate; they are there to convey an idea and be understood," Mr Wolff says. Some widely used signs have attracted criticism for being outdated. The image of stooped elderly people crossing a road has been branded as "insulting" by Help the Aged. It originates from a children's competition in 1981.

Different colours provoke very different reactions in the human mind, says Dr David Cowell, who specialises in the psychology of colour. The brain is very sensitive to the level of energy in the light that passes through your eyes, with different colours of light carrying different amounts of energy. "Blue [the colour of motorway signage] suggests harmony and relaxation," says Dr Cowell. "It is the colour of nature in relaxed form. It encourages social communication and consideration of others." Orange and yellow "suggest a positive future", he says, the point being that the colour of signs surrounding roadworks is clearly meant to encourage frustrated drivers to think beyond the current delays.

Different shaped signs also create different psychological reactions, suggests Dr Cowell. "A triangular sign has points and represents danger," which is why the shape is used for warning signs. "Rectangular signs are the same shape as a book and therefore give information. Round signs are instructional. They look like the end of a pointing finger giving you an instruction."

While the fundamental design of the country's road signs has remained unchanged for almost half a century, the number of signs seems to be multiplying. Today British roads can seem crammed with symbols warning drivers of every foreseeable danger, from falling rocks to passing deer. As well as fuelling fears, the streetscape is being damaged, and the proliferation of signs reduces their

effectiveness. "Drivers now face a system overload," says Mr Walker. "Signs are duplicated, in some cases triplicated, leaving little time for the information to be seen and processed." Even the most well-designed road sign will be of little use if nobody can make it out.

Adapted from © Dominic Koole, BBC News 2008

## **WHAT MAKES A GOOD ROAD SIGN?**

**0. What is important about road signs is that they should be**

- a) *easily recognisable.*
- b) *logically designed.*
- c) *realistic representations.*

**8. A recent survey has shown that**

- a) drivers should revise the sign system.
- b) the sign system doesn't work at all.
- c) the sign system has to be improved.

**9. Today it is more necessary than ever that**

- a) distractions be avoided.
- b) drivers pay attention on the roads.
- c) signs are well designed.

**10. Some signs are very effective even though they may**

- a) depict unrecognisable objects.
- b) have a controversial origin.
- c) look old fashioned.

**11. The colours around roadworks are intended to**

- a) attract attention.
- b) encourage patience.
- c) indicate them clearly.

**12. According to Dr Cowell, the shapes of road signs are meant to**

- a) make drivers behave in different ways.
- b) remind drivers of a code.
- c) represent different risks.

**13. The number of signs on British roads**

- a) is cause for concern.
- b) makes drivers feel fear.
- c) prevents every possible danger.

<b>NUMBER</b>	0	8	9	10	11	12	13
<b>LETTER</b>	<i>B</i>						

✓							
---	--	--	--	--	--	--	--



## CLAVES COMPRENSIÓN DE LECTURA NIVEL INTERMEDIO

### TASK ONE (EBAY TIPS FOR SELLING SUCCESSFULLY):

1. **A**    2. **D**    3. **B**    4. **C**    5. **K**    6. **E**    7. **G**

### TASK TWO (WHAT MAKES A GOOD ROAD SIGN?):

8. **C**    9. **C**    10. **C**    11. **B**    12. **A**    13. **A**

### TASK THREE (HOW DONATING MONEY CAN MAKE YOU FEEL RICHER):

- |                     |                    |
|---------------------|--------------------|
| 14. <b>NOW</b>      | 17. <b>ONE</b>     |
| 15. <b>ALSO</b>     | 18. <b>PERFECT</b> |
| 16. <b>MOVEMENT</b> | 19. <b>MESSAGE</b> |

### TASK FOUR (LANCASTER UNIVERSITY):

- |                                 |                                 |
|---------------------------------|---------------------------------|
| 20. <b>8.30 PM</b>              | 23. <b>RANGERS (from LCCCS)</b> |
| 21. <b>WITH YOUR COURSE FEE</b> | 24. <b>CYCLE POINT</b>          |
| 22. <b>ON CAMPUS</b>            | 25. <b>BUDGIE BIKES</b>         |