



Name: \_\_\_\_\_

**Examen de admisión a Cuarto Año 2019**

A) **Read the following text about Black Friday and choose the correct answer for each question.** ( /21)

## Black Friday

The day after Thanksgiving is the start of the holiday shopping season. Thanksgiving is always on a Thursday, so the day after is a Friday. This day has come to be known as Black Friday. It has been the busiest shopping day of the year since 2005.

Most stores offer great deals on Black Friday. They open their doors in the wee hours of the morning. They try to attract shoppers with big discounts. Some items like TVs are much cheaper than usual. Stores may even lose money on these items. They hope that shoppers will buy gifts for other people while they are in the store.

Black Friday is a great time to get good deals. The problem is that there are not enough low-priced items to go around. Each store may only have a few. These items are in high demand. People stand in long lines to get such great deals. They may line up hours before a store opens. They may be hoping to get a low price on a TV or laptop, but not everyone who wants one will get one. Some people leave disappointed.



The situation can be tense. Some Black Friday events have been violent. Large, eager crowds have trampled workers. Fights have broken out over toys or people cutting in line. People have shot one another over parking spots. But most Black Friday events are safe and fun. Still, if you plan on going, expect large crowds and a bit of shoving.

So where does the name "Black Friday" come from? It was first used in Philadelphia in the 1950s. The police called this day Black Friday because of the heavy traffic it drew. In the 1960s, stores tried to rename the day "Big Friday." It did not stick. The name "Black Friday" continued to spread across the country. It seems that it is here to stay.

Now people all over the country take part in the event known as Black Friday. It is even spreading to other parts of the world. Stores have held Black Friday events in the U.K., Australia, and Brazil since 2012. In Costa Rica Black Friday is known as "Viernes Negro." And in Mexico, stores offer an annual weekend of discounts. They call it "El Buen Fin," which means "the good weekend" in Spanish. I guess the language of savings is universal.

1. According to the text, why do stores set prices so low on some items that they lose money?

Stores are in a giving mood because the holiday season is just beginning.

They hope people will buy other gifts while they are in the store.

They are trying to get rid of old items from last year to make room for new items.

They want people to enjoy the holidays.

2. Which is NOT true about Black Friday?

Black Friday is always the day after Thanksgiving.

Black Friday is the start of the holiday shopping season.

Black Friday is a national holiday in the US.

Black Friday is the busiest shopping day of the year

3. Where does the name Black Friday come from?

The police called this day Black Friday to remember the victims of violence.

The police called this day Black Friday because there is a lot of traffic.

The stores called this day Black Friday because they make a lot of money.

The stores called this day Black Friday because it is a serious shopping day.

4. Which best explains the main idea of the third paragraph?

People stand in long lines on Black Friday.

Black Friday is the best time of the year to get good deals.

Black Friday deals are limited and not everyone will get one.

Black Friday is a really disappointing time of the year.

5. Which happened first?

Police began calling the day after Thanksgiving "Black Friday."

Black Friday events began happening in Australia.

Stores tried to rename the day after Thanksgiving "Big Friday."

Black Friday became the busiest shopping day of the year.

6. Which title best expresses the author's purpose in writing this text?

Black Friday: Stories from the Parking Lot

Black Friday: How to Save Money on the Big Day

Black Friday: Why You Should Go This Year

Black Friday: The Stuff That You Should Know

7. Which was NOT cited as one of the downsides of Black Friday?

Stores run out of high demand items quickly.

There are large crowds and lots of shoving.

Nobody really saves any money on Black Friday.

Sometimes violence occurs at Black Friday events.

**B) You are going to read an article about young entrepreneurs. Complete with the correct forms of the verbs in brackets. ( / 15)**

**Kid Entrepreneur Catherine Cook on Building A Company at Age 15**

When Catherine Cook and her brother, David, were growing up in New Jersey, they 1) ..... (set up/habit in the past) little libraries in their house and rent out books to their parents for a small charge. By the time they were in high school, they 2).....(launch) the social networking site MyYearbook.com. If their older brother Geoff hadn't invested \$250,000, they 3) ..... (not - be) successful now. 4)..... (graduate) from Georgetown University, Catherine sold her company for \$100 million.

The biggest struggle they had to face was making a site that was fun to use. After 5) ..... (brainstorm) ideas, Catherine and Dave decided to take a new approach to their feed and features. Instead of showing people their friend's posts, the feed is organized in order to search for people by their locations. This way, members 6) ....., (modal + see) the people near them and near their age.

**The following is an excerpt from an interview to Catherine and Dave which appeared in 50 interviews: Young entrepreneurs (Volume1)**

**Q: You have over 2,000,000 members, how did you manage to grow your website so fast?**

MyYearbook now has more than 5 million members. The way we have achieved this growth is by widgetizing all of our content and listening to what our users want. Any new feature we make for MyYearbook 7)..... (post) on a number of other sites like **Facebook, MySpace, Xanga**, etc. thereby spreading the word about our site and the quality of our features. We organize what our members want and are sure to add them to the site. By listening to our users and making viral features, MyYearbook is known 8) .....(gain) the members it has today by word of mouth.

**Q: Do you think that entrepreneurialism is something that is in your blood? Or is it something that can be acquired??**

I think it is something that 9)..... (modal + learn), but only if you have a suitable mentor that can give you advice and help you out once in a while. If I hadn't had my older brother, Geoff, to turn to for business advice, it 10) .....(be) many times harder to raise the venture capital and deal with investors without his help and experience.

**Q: What advice would you give to a Young Entrepreneur setting up their first business?**

Being a young entrepreneur is not easy. It 11) ..... (expect) that young people won't succeed and it was very hard for me, at the beginning, to find people, who actually believed in my ideas, to work with. I wish we 12)..... (take) seriously at first. I'd advise young people 13) ..... (not / be) scared of asking for advice and to use all available resources to find their way.

**Q: What are your plans for the future?**

I want to grow MyYearbook as far as I can, and I guess that by the end of this year, I 14)..... (start) something else after MyYearbook. Running the site is just really exciting, and I don't think I'll be able to give up being an entrepreneur. I'm used 15) .....(work) hard.

**C) Read the following article about the iPod and fill in the blanks with only ONE word. ( / 15)**

**Say goodbye to the iPod era**

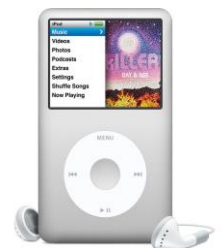
Apple just quietly announced that it was killing the Shuffle and iPod Nano, leaving just iPod Touch as the remaining model, and the Touch is basically the iPhone without phone service. The others seem to have 1) \_\_\_\_\_ out of steam, as they were pure music players, like the original iPod. This definitely signifies the end of an era.

Before the iPod, you'll recall that Apple was just coming back to life. 2) \_\_\_\_\_ returned to the company, CEO Steve Jobs introduced an appealing all-in-one iMac computer that found a gap in the market. Sales paled compared to Windows computers, but the iMacs were well-reviewed and starting to take off.

Meanwhile, the idea of the "Mp3 player," was starting to spread by word of 3) \_\_\_\_\_. The Diamond Rio and Creative Labs Nomad Jukebox were two of the earliest models, and for the first time, we were able to transfer songs from our computers to devices that enabled us to take portable music around.

All the work on these models didn't seem to pay 4) \_\_\_\_\_, but it all changed on Oct. 23, 2001. That's 5) \_\_\_\_\_ Apple introduced the first iPod, it had a built-in 5 gigabyte hard drive that Apple said could put "1,000 songs in your pocket."

Originally, the iPod could only be used with Mac computers, and it wasn't until 2004 that sales started to increase.



This was one year after the introduction of the iTunes Store, which gave consumers an easy, legal way to buy songs. Remember that record stores were still common and CDs were 6) \_\_\_\_\_ sold prominently at Best Buy, Target and Barnes and Noble.

The iTunes Store and the iPod changed all that. But in 7) \_\_\_\_\_ of the fact that the iPods grew (the last classic edition of the original iPod had 160 GBs of storage space for songs), people moved onto all-in-one devices.

In 2007, Jobs introduced to the world the iPhone, a new kind of digital play-toy that was a phone, as 8) \_\_\_\_\_ as an internet communicator and an iPod, and with that, it was goodbye iPod.

The iPhone, was 9) \_\_\_\_\_ an effective device that it eventually killed off the interest in a stand-alone music player. 10) \_\_\_\_\_ was clear that this would happen in the long 11) \_\_\_\_\_ .

And who cares about storage when 12) \_\_\_\_\_ of downloading music onto your iPhone, you can use a service like Spotify, which offers unlimited music streaming to every song you could ever think of.

However, the little iPod is a more compact object to run or walk with and it's nice to have a pure music player in your hands, 13) \_\_\_\_\_ if you can't check your e-mail while grooving to the music or find out what time sunset will be.

That, you can do with the iPod Touch, which again, is the iPhone without phone service and the only remaining iPod still for sale on the Apple website.

Surely, Apple 14) \_\_\_\_\_ still be selling the Shuffle, Nano, Mini and other iPod models if consumer interest was still there. It is believed that this would be the case, at least for some years to come.

If you still want one, however, it's not the end of the 15) \_\_\_\_\_. There are dozens to choose from in used and discontinued but still for sale models available on Amazon, eBay and other marketplaces.

So long, iPod. It's been a great ride, I've been your greatest fan, but truthfully, I haven't turned you on in years.

**D) Rewrite the sentences using the word given.** ( / 20)

1- I missed Black Friday because I overslept. **WOULD**  
If I had \_\_\_\_\_ missed Black Friday.

2- Eva couldn't apply for the job in IT because she knows that her computer skills aren't good enough. **BETTER**  
Eva knows that if her computer skills \_\_\_\_\_ for the job in IT.

3- "Why don't you buy a new mobile phone", Mary told Peter. **SUGGESTED**  
Mary \_\_\_\_\_ a new mobile phone.

4- Experts believe that inflation is going to decrease by the end of next year. **BELIEVED**  
Inflation \_\_\_\_\_ by the end of next year.

5- Everyone knows that the crisis started a long time ago. **IS**  
It \_\_\_\_\_ started a long time ago.

6- Statistics report that the number of people without a job increased dramatically last year. **HAVE**  
The number of people without a job \_\_\_\_\_ dramatically last year.

7- I regret not buying Starck's fruit juicer when I had the chance. **WISH**  
I \_\_\_\_\_ Starck's fruit juicer when I had the chance.

8- It's a pity I don't have one of those well-designed chairs in my bedroom. **ONE**  
I wish \_\_\_\_\_ of those well-designed chairs in my bedroom.

9- In spite of queuing all night I could not get the special offer. **THOUGH**  
I could not get the special offer \_\_\_\_\_ all night.

10- I spent all my money on the Black Friday offers so now I'm broke. **NOT**  
I would \_\_\_\_\_ spent all my money on the Black Friday offers.

**E) Choose ONE of the following topics and write about it in about 200 words.** ( / 29)

- Write a **for and against** essay on the following topic:

*Modern technology only makes our lives more difficult by driving us to spend more and more money.*

Remember to divide your essay into suitable paragraphs and use appropriate linkers.

- Write a **story** beginning with the following sentence:

*I never thought I would be able to start my own technology company, but all of a sudden there I was.*

Remember to divide it into paragraphs, use a variety of tenses and include time expressions to connect your ideas. Use Having + past participle or After + gerund at least once.