

МИНИСТЕРСТВО СЕЛЬСКОГО ХОЗЯЙСТВА РОССИЙСКОЙ
ФЕДЕРАЦИИ
федеральное государственное бюджетное образовательное учреждение
высшего образования
«МИЧУРИНСКИЙ ГОСУДАРСТВЕННЫЙ АГРАРНЫЙ
УНИВЕРСИТЕТ»

ОЛИМПИАДА ИМ. И.В. МИЧУРИНА

АНГЛИЙСКИЙ ЯЗЫК

9 класс

ВАРИАНТ 2

Инструкция для участников

I. Прочитайте тексты и установите соответствие между текстами A–G и заголовками 1–8. В ответ запишите цифры, в порядке, соответствующем буквам. Используйте каждую цифру только один раз. В задании есть один лишний заголовок.

1. A magic journey
2. Freedom of choice
3. A trip around the world
4. An unusual means of transport
5. A family weekend
6. Ideal for beginners
7. An all-inclusive trip
8. Across the continent

A. Everyone knows that cycling is a nice and healthy way to travel. It offers you independence. You don't depend on timetables. You can go where and when you want. You can stop at a restaurant when you please, stay in the places you like and leave if you get bored. The world is yours.

B. Learn the basics of rock climbing with Cliffs and Ice. It is a perfect choice for those who decide to take up climbing for the first time. After a week in Cornwall you will learn the main skills necessary to become a competent climber. We will give you an experience that you can use in different climbing areas in the UK.

C. It is situated close to the Lake District, which is known for picturesque scenery. The ingredients that will help you make an unforgettable winter holiday with your

nearest and dearest are: the welcoming fireplaces, delicious food, cosy rooms and different sports facilities. It's perfect for a weekend trip with children. Take the people you love to our delightful hotel in the country.

D. A journey through a wild and faraway desert — by camel! This is a wonderful choice for anyone who wants to forget the modern means of travelling. You'll be on top of a camel and part of a desert caravan. Camel drivers will accompany you, providing good company, as you admire the golden sand and the bright blue sky.

E. If you take a train tour to the lakes, you'll have nothing to worry about. You will leave London in a comfortable train, travel through the small picturesque towns and into the green hills. There will be no problems with the trip. The price already includes a return ticket, afternoon tea at Linden Hotel, a beautiful lake cruise, a visit to the medieval village and Hill Top, home of a famous English writer.

F. The Hogwarts Express plays a big part in the adventures of Harry Potter. A trip to the Scottish Highlands can be your chance to sit in the same carriage and dream about your own trip to the mysterious world. The journey goes through some of Scotland's most splendid scenery. The best part of the journey is when the train crosses the Glenfinnan viaduct, a railway bridge.

G. Are you ready for Africa? Say yes and take a Safari Holiday. It is a mystery, wonder and ... adventure! Our safari experts will take you through Africa from east to west. We offer views of dunes, mountain ranges, untouched beaches and open fields. You will see the amazing wildlife and beautiful nature. Let us make your African safari an experience you will never forget!

Текст	A	B	C	D	E	F	G
Заголовок							

II. Прочитайте текст и выберите вариант ответа, соответствующий содержанию текста.

Nike

Take a look around. How many people are wearing Nike right now? There is at least one, trust me. Nike is the number one manufacturer of footwear and clothes, and it has become a world famous brand on the same level as Coca Cola, McDonald's, and Apple.

Nike was originally known as Blue Ribbon Shoes. It was founded in 1964 by the runner Philip Knight and his coach Bill Bowerman. They established the company to import cheap Japanese running shoes for sale in the U.S. At the very beginning they had no room or shop, so Philip Knight sold the shoes out of the

back of his car. Meanwhile Bill Bowerman worked on improvements to the footwear. He tore the shoes apart to see how he could make them lighter and better.

In 1967 a third person joined Blue Ribbon Shoes. It was Jeff Johnson. A runner himself, Johnson became the first full-time employee of Blue Ribbon Shoes. His contribution to the company is so great that it's hard to estimate. Johnson created the first product brochures, print adverts and marketing materials, and even took the photographs for the company's catalogues. He established a mail-order system and opened the first company shop.

At about the same time the company became ready to take a big move forward. They no longer wanted to be distributors, but wished to start designing and manufacturing their own brand of athletic shoes. Here again Johnson made an enormous contribution to the company. One night, he dreamed of Nike, the Greek goddess of victory, and suggested the name to his bosses.

Yet, another thing was missing — a memorable logo. One was created by a graphic design student Carolyn Davidson. She had become acquainted with Philip Knight who asked her for her design ideas and Carolyn agreed to do some freelance work for his company. Soon she presented a number of designs to Philip Knight and the other company managers, and they finally selected the mark which today is the Swoosh. That has been the Nike logo ever since then. Amazingly, Carolyn asked just \$35 for her work.

In 1988 Nike started an advertising campaign with its world famous slogan "Just Do It". The slogan was born during a Nike meeting with the advertising agency. The slogan has become so closely associated with Nike that as soon as most people hear or see those three words, they remember Nike, even if the company name is not mentioned. Today, the words «Just Do It» and the Nike "swoosh" brandmark are all that are needed to identify something as a Nike product.

Isn't it amazing how a small symbol we call a logo can make a company into a huge success.

8. Nike and Blue Ribbon Shoes are the names for one and the same business.

- 1) True
- 2) False
- 3) Not stated

9. The business was founded by Japanese businessmen.

- 1) True
- 2) False
- 3) Not stated

10. The business started with renting a large shop.

- 1) True
- 2) False

3) Not stated

11. P. Knight, B. Bowerman and J. Johnson were responsible for different spheres of the business in the company.

1) True

2) False

3) Not stated

12. Famous athletes were employed to advertise the company's shoes.

1) True

2) False

3) Not stated

13. The company Nike was called after a character from an ancient myth.

1) True

2) False

3) Not stated

14. Nike's logo was created by a famous advertising company.

1) True

2) False

3) Not stated

15. The Nike company paid a large amount of money for creating the slogan «Just Do It».

1) True

2) False

3) Not stated

III. Прочитайте приведённый ниже текст. Преобразуйте слово, напечатанное заглавными буквами в скобках так, чтобы оно грамматически соответствовало содержанию текста. Заполните пропуск полученным словом.

1. Dad usually comes up with original ideas. Last Sunday Dad 16. _____ (DECIDE) that we should all go on a camping trip. The idea came to him while he _____ (READ) an article about camping. The article said that camping brings families together. "Not true", I smiled. "What about television? It usually _____ (HELP) families to feel a lot more united." "If the weather is fine, we _____ (GO) on a trip next weekend," Dad said and put his magazine on the coffee table. I quickly looked

over at my _____(YOUNG) brother, Paul. He gave me a knowing smile, “Do you remember _____(WE) last trip?” I certainly did. Last summer Dad told us that fishing would be a great activity for our family. We bought four expensive fishing rods and drove for three long hours to a big lake in Virginia.

When we got there, we discovered that we _____(FORGET) to take the fishing rods. Ten minutes later we made another unpleasant discovery: we _____(NOT/HAVE) the tent which meant we couldn't stay overnight and we had to drive all the way back home again. We _____(BE) tired and disappointed with the trip.

2. Some adults think that teenagers spend too much time on their computers, iPods and other gadgets. However, I think that the opinion that computers are evil is _____(FAIR). The computer is the reality of our new world and it's silly to _____(APPROVE) of children using it. We simply can't do without computers — we need them for _____(EDUCATION) purposes and they help us keep in touch with friends. Sometimes we use them for _____(ENTERTAIN). Playing games is not a waste of time either — while playing we become more _____(SKILL) on the computer. This is just my _____(PERSON) opinion but lots of my friends share it.