Cambridge English: Proficiency (CPE) Entry Test

How to take the test:
The test will take about 100 minutes.
There are three parts. You should follow the time limits strictly.

Part 1: Writing
Do not take longer than 45 minutes for part 1.
This can be handwitten on a separate sheet of paper, or you can use a computer. No dictionaries, spell checks or Internet.

Part 2: Reading
Do not take longer than 20 minutes for part 2.
Write your answers on the question paper.

Part 3: Grammar & Vocabulary
Do not take longer than 35 minutes for part 3.

After you finish your test
Scan the test and email it to mailbox@ghs.co.za. Limit the size of all scans to a total of 2MB.

Problems scanning or no scanner available?
No problem. Transfer your answers to an email, and send them to mailbox@ghs.co.za.
Example of answers transferred to an email:

The contents of the reading, grammar and vocabulary sections of this test are selected from official Cambridge examination papers, published by Cambridge University Press.
Part 1: Writing

45 minutes

Choose ONE of these topics, and write about this topic for 45 minutes.

Choose Question 1 OR Question 2 OR Question 3

**Question 1: My Ideal Home**
A magazine has invited readers to send in articles about 'my ideal home' Write an article.

Include some of these points:
- Describe your ideal home.
- How is your ideal home decorated and furnished?
- How does this choice reflect your personality?
- In general, what can we learn about people from the type of home they live in and the way they furnish it?

**Question 2: Keeping in Touch**
How does modern technology (e.g. mobile phones, internet, Facebook) affect relationships with family and friends?

Write an essay. Include some of these points:
- In what ways does technology help relationships? (Give examples if you wish)
- In what ways does technology harm relationships? (Give examples if you wish)
- Overall, what effect do you think it has had?

**Question 3: Leisure Activities**
Choose ONE of your favourite leisure activities, and write a magazine article about it. (You could choose anything – reading; surfing; playing the saxophone; keeping a diary...)

Cover some of these points:
- Make readers interested in this activity
- Explain how you started this activity
- Explain why you like this activity/ what benefits it gives
- Encourage readers to try this activity themselves
Part 2: Reading

20 minutes

You are going to read THREE short texts. For questions 1-6, choose the answer (A, B, C or D) which you think fits best according to the text. There is a time limit, so you need to read quickly.

Please STOP after 20 minutes. This is a strict time limit.

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Advertising in the US

A kind of creeping illiteracy invaded advertising in the US in the 1950s, to the [dismay] of many. By 1958 Ford was advertising that you could 'travel smooth' in a Thunderbird Sunliner and the maker of Ace Combs was urging buyers to 'comb it handsome' - a trend that continues today with 'pantihose that fits you real comfortable' and other linguistic [manglings] too numerous and dispiriting to dwell on.

We may smile at the advertising ruses of the past but in fact such manipulation still goes on, albeit at a more sophisticated level. The New York Times Magazine reported in 1990 how an advertising copywriter had been told to come up with some impressive labels for a [putative] hand cream. She invented the arresting and healthful-sounding term 'oxygenating moisturizers', and wrote the accompanying text with references to 'tiny bubbles of oxygen that release moisture into your skin'. This done, her work was turned over to the company's research and development department, which was instructed to come up with a product that matched the text.

Truth has seldom been a particularly visible feature of American advertising. And has all this deviousness led to a tightening of the rules concerning what is allowable in advertising? Hardly. In 1986, as William Lutz relates in Doublespeak, the insurance company John Hancock launched an ad campaign in which 'real people in real situations' discussed their financial predicaments with remarkable [candour]. When a journalist asked to speak to these real people, a company spokesman conceded that they were actors and 'in that sense they are not real people'.

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1) What is the writer’s point about the advertisement for a hand cream?
   a) It existed before the product was created.
   b) It inaccurately described the product.
   c) It caused controversy when it came out.
   d) It made the product sound interesting.

2) Which of these words is used to express disapproval on the part of the writer? (The words are highlighted in the text.)
   a) dismay
   b) manglings
   c) putative
   d) candour
Nick Drake and his record company

Island Records had as much faith in Nick Drake as anyone, but in those antediluvian times before videos, the only way an audience got to see an act whose record they liked was in performance. And playing live was something which Nick was beginning to have a serious problem with. For him, the very idea of 'promoting product' was probably anathema; but it was essential for acts to be seen, not just heard. Nick's reluctance to perform effectively cut off the prime avenue of exposure for any new act, a fact which did not escape his record label. David Sandison explains: 'There was interest from a few people but it was limited. It was "Yeah, that's nice, but so what?" ... And that's understandable. There wasn't any profile. There wasn't anything to grab on to. There wasn't even explaining the songs in interviews. There wasn't any gigging so that you could make that live connection.'

In the light of frequent allegations of his record company's indifference, it is interesting that Gabrielle feels strongly that Island could not have been more supportive of her brother. 'Island was not where the problem lay. I read about Nick railing that he wasn't more famous, but in the end, you jolly well have to set about becoming famous. As a young artist of any sort, you have to push. I think he was very lucky - he was also extraordinarily talented - but he found somewhere like Island who were prepared to support him, nurture him, and not mind that he didn't do the publicity.'

3) What does David Sandison say about Nick Drake?
   a) Some people began to lose patience with him.
   b) His image was wrong.
   c) He wasn’t a very appealing person.
   d) People didn’t have much to say about him.

4) What view is expressed by Nick Drake’s sister?
   a) He was much misunderstood.
   b) He wasn’t aware of how great his talent was.
   c) He had opportunities that he didn’t take.
   d) He never wanted to be popular.
Advertising agencies and their clients

Advertising agencies have long been viewed by their clients with a mixture of wariness and envy. Fat pay cheques and fast cars remain an enduring image. But things have changed. British advertising agencies are turning to training: not just for their own staff but for their clients as well. Role reversal has become a novel way of educating companies which use advertisements in the advertising agency's darkest arts.

The agency LHS last month staged its first role reversal course. It involved 19 managers from 15 different companies and their task was to plan and create an entire campaign within 48 hours, culminating in a pitch for the £5m advertising business for a fictitious product launch. Participants were divided into groups of five or six. Their first job was to create a brief to advertise a new ice cream bar. Briefs were then swapped and each group became an 'agency'. The agencies' first task was to interpret the brief. 'These were of decidedly mixed quality,' Kevin Duncan of LHS said. 'Clear briefs elicit no questions. Poor briefs generate many - and no answers.' They then had to decide their strategy. They were given market and media data, though some of this was erroneous, 'to illustrate how a good brand manager sifts information in advance'.

The next step was to develop a creative approach and by the end of the first full day the agencies were expected to be in a position to test their ideas with research groups made up of members of the public. Interpreting the results of qualitative research is critical, Mr Duncan said. 'People willfully interpret research findings to post-rationalise their ideas.'

5) On the LHS agency’s course, what did participants have to do?
   a) design a new product
   b) try to win a contract
   c) move from group to group
   d) negotiate a budget

6) What is said about research groups?
   a) People in advertising get confused by what they say.
   b) People in advertising pay too much attention to them.
   c) People in advertising pretend that they have been proved right by them.
   d) People in advertising change their strategies as a result of what they say.
Part 3: Grammar & Vocabulary  35 minutes

Do tasks 1, 2 and 3.

Task 1
Read the text below and think of the word, which best fits each gap. Use only one word in each gap. There is an example at the beginning.

Letter from a Genius

In 1912, the world's top mathematicians began to receive letters which were (0)___full___ of incredibly complex formulae. They came from Madras, in India, (7)______________ a 23-year-old accounts clerk named Srinivasa Ramanujan had seemingly (8)______________ up with hundreds of new solutions to known mathematical problems (9)______________ any form of assistance or training. For the most (10)______________ the professional mathematicians’ response was the usual one (11)______________ faced with eccentric letters: they consigned them straight (12)______________ the bin. But in 1913, some reached G. H. Hardy, a leading authority in number theory at Cambridge University. He, too, initially dismissed the letters (13)______________ the work of an eccentric, but unable to (14)______________ them out of his head, he eventually subjected them to closer scrutiny. After a few hours, Hardy arrived (15)______________ the conclusion’ that what he had (16)______________ him was the work of a mathematical genius, a view confirmed by colleagues with (17)______________ he shared his discovery.
**Task 2**

Read the text below and decide which answer best fits each gap.

**Paul Simon**

Rock and roll in the 1950s was primarily a youth cult, but its lasting importance (18)_____________ in the seismic impact it had on the middle class and the middle-aged. It also (19)_____________ the way for the next generation of rock idols, who listened to it awestruck and aware that this strange, unsettling sound would somehow, irrevocably, be (20)_____________ with their destinies.

For Paul Simon, as for other youngsters in the US, the chief (21)_____________ for hearing this new and invigorating type of music that was sweeping the country was courtesy of Alan Freed’s radio show, *Moondog Rock ‘n’ Roll Party*. Freed’s show was (22)_____________ listening for a whole generation of fledgling rock idols. Like the young John Lennon, 3,000 miles away in Liverpool, with his ear (23)_____________ to Radio Luxembourg - the only European outlet for the new rock and roll – Paul Simon was fascinated by the sounds pouring from Freed’s show, and prepared himself for the next big step for a rock and roll obsessed teenager, the switch from listening to others’ music to making his own.

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Task 3

Read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning.

Rain making

When it rains, it doesn't always pour. During a typical storm, a comparatively small amount of the locked up moisture in each cloud reaches the ground as rain. So the idea that human (0) _comparatively_ small amount of the locked up moisture in each cloud reaches the ground as rain. So the idea that human (24) ________________ - a rain dance, perhaps - might encourage the sky to give up a little (25) ________________ water has been around since prehistoric times. More recently, would-be rain makers have used a more direct (26) ________________ - that of throwing various chemicals out of aeroplanes in an effort to wring more rain from the clouds, a practice known as `cloud seeding'.

Yet such techniques, which were first developed in the 1940s, are (27) ________________ difficult to evaluate. It is hard to (28) ________________ for example, how much rain would have fallen anyway. So, despite much anecdotal evidence of the advantages of cloud seeding, which has led to its adoption in more than 40 countries around the world, as far as scientists are concerned, results are still (29) ________________ That could be about to change. For the past three years (30) ________________ have been carrying out the most extensive and (31) ________________ evaluation to date of a revolutionary new technique which will substantially boost the volume of (32) ________________. The preliminary (33) ________________ of their experiments indicate that solid evidence of the technique’s effectiveness is now

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