

Test #14

Submissions Enabled

Grade: 100/100



My Submissions

Test/Quiz



Вячеслав Бантыш

Submission 2



10/10

Question 1

Listening

Task #1

Fill in the gaps.

Though in all seriousness, this (1) _ that you just saw me in, looking down at my phone, that's one of the reasons behind this project, Project Glass. Because we ultimately questioned whether this is the ultimate future of how you want to connect to other people in your life, how you want to connect to information. Should it be by just walking around looking down? But that was the vision behind Glass, and that's why we've created this form factor. Okay. And I don't want to go through all the things it does and whatnot, but I want to tell you a little bit more about the (2) _ behind what led to it. In addition to potentially socially (3) _ yourself when you're out and about looking at your phone, it's kind of, is this what you're meant to do with your body? You're standing around there and you're just rubbing this featureless (4) _ of glass. You're just kind of moving around.

My vision when we started Google 15 years ago was that eventually you wouldn't have to have a (5) _ query at all. You'd just have information come to you as you needed it. And this is now, 15 years later, sort of the first form factor that I think can (6) _ that vision when you're out and about on the street talking to people and so forth.

This project has lasted now, been just over two years. We've learned an amazing amount. It's been really important to make it comfortable. So our first (7) _ we built were huge. It was like cell phones strapped to your head. It was very heavy, pretty uncomfortable. We had to keep it secret from our (8) _ designer until she actually accepted the job, and then she almost ran away screaming. But we've come a long way.

And the other really unexpected surprise was the camera. Our original prototypes didn't have cameras at all, but it's been really magical to be able (9) _ moments spent with my family, my kids. I just never would have (10) _ a camera or a phone or something else to take that moment.

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10/10

Question 2

Writing

Task #1

Choose the correct words and fill in the gaps. Make sure that you use imperatives, and don't forget that sometimes you need to use negative verb forms instead of positive ones.

Writing for media.

Most of IT-specialists share their products with the target audience or potential customers. Some of them send this part of work on marketers, another do it by themselves.

Here are some information about different social media:

- Twitter is like a loud party where everyone talks at once and where you manage impersonal relationships only.
- (1) _ with the easiest but still very important social network to share your content through. Twitter will not need any particular writing tricks from you to reach your audience, but you still need to know what your audience there actually is.

His Majesty, the #Hashtag

Hashtags help you engage much more people to your content; but please:

- (2) _ their power
- Hashtag only those things that relate to your content directly.
- (3) _ to use no more than two hashtags per post;
- (4) _ it difficult for your audience to perceive what the story is about.

Images

Twitter lets you post your content as often as you want, and new changes are often made to make it easier for brands to use. The down side to Twitter is that 140 characters are still your limit here. How can you attract more people to your messages if they look like thousands of others on these people's feeds? Use images with your tweets!

What kinds of images should you use?

- (5) _ an image related to the content of your post for readers to understand what to expect from the post you've shared.
- (6) _ the image which will capture readers' attention and make them want to click on it for further reading.
- Google+ is like a club where everyone comes to share their passion with like-minded people.

Posting to Communities

Google+ communities are the best place to share content on a particular niche, as they consist of people who might be really interested in what you write. However, it may be not so easy to post your content there, because each community has its own rules of engagement. They will not let you just come, drop your link there, and run away. When you write for communities, share a longer copy with them. Don't write anything like, "Here is my new post! Check it out!" It will not work, because community members should know what to expect from your content. Mention all key points and ask for feedback to involve readers into discussion. Here are some tricks on how you can do that:

- Reply to comments.
- (7) _ yourself with posts of other users. Let them see you are active and really interested in this niche.
- (8) _ one and the same content. Once will be enough for your target audience to get it.
- (9) _ you've joined the right community which members will find your content interesting and useful for them.
- Facebook is like a big family where you take all your high school and college fellows, your old friends and family members who live outland.

And, finally, Facebook. It gives you three options to post your content: Posts with links, post with images, posts with videos. As far as we all know, a post with links is the most and common writing technique, so let's take a look at it first.

Now, you can see that a perfect post should look different for each social network. Depending on people who interact there, you may need specific tricks to create awesome content for them. We're sure you write awesome content. (10) _ a little more effort to make each piece of content shine on your social media channels.

Writing

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- (1) start with the easiest but still very important social network to share your content through. Twitter will not need any particular writing tricks from you to reach your audience, but you still need to know what your audience there actually is.

His Majesty, the #Hashtag

Hashtags help you engage much more people to your content; but please:

- (2) Do not abuse their power
- Hashtag only those things that relate to your content directly.
- (3) Try to use no more than two hashtags per post;
- (4) Don't make it difficult for your audience to perceive what the story is about.

Images

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Now, you can see that a perfect post should look different for each social network. Depending on people who interact there, you may need specific tricks to create awesome content for them. We're sure you write awesome content. (10) **Put** a little more effort to make each piece of content shine on your social media channels.

1/1

Question 3

Task #2

Choose the correct response to complete each of the following sentences:

1. Many social networking sites like Facebook, Twitter, etc. help people _____ together (= get connected, become part of the same group) online.
- a. bend
 - b. **band**
 - c. bond

1/1

Question 4

2. Twitter has implemented _____ search functionality, so that someone can find information as soon as it is posted on the network.
- a. timely
 - b. faster-than-light
 - c. **real-time**

1/1

Question 5

3. Twitter recently _____ (= got rid of) a lot of spam accounts.
- a. positioned
 - b. **purged**
 - c. paced

1/1

Question 6

4. The site now allows you to save _____ (= more than one) maps.
- a. **multiple**
 - b. massive
 - c. multiplied

1/1

Question 7

5. A "friend _____" is something you send to someone asking them to join your network of friends.

a. request

b. network

c. addition

1/1

Question 8

6. The account has been _____. (= The account is currently not active.)

a. disassembled

b. dismissed

c. deactivated

1/1

Question 9

7. On most social networking sites, you can _____ videos to your page. (= upload and show videos on your page)

a. post

b. make

c. raise

1/1

Question 10

8. Facebook recently launched a mobile _____. (= mobile version)

a. platform

b. zone

c. copy

1/1

Question 11

9. A lot of people find Facebook's applications and quizzes _____. (= irritating)

a. derogatory

b. annoying

c. nervous

1/1

Question 12

10. A _____ is basically a line of text, like a sentence, etc.

a. captive

b. capture

c. caption

1/1

Question 13

Reading

Task #1

True or False?

1. On October 16, 2012, the daughter of one of Allen Epling's houseguests spotted a shiny object in the sky.

True

False

1/1

Question 14

2. The people in Pike County were witnessing a test of Project Loon.

True

False

1/1

Question 15

3. Apple is obsessed with fixing the world's broadband problem.

True

False

1/1

Question 16

4. Project Loon has the official status of a Google "moon shot," a high-risk, high-reward, Hail Mary effort.

True

False

1/1

Question 17

5. Founded in early 2008, the research lab is specifically devoted to moon shots like self-driving cars and Google Glass.

True

False

1/1

Question 18

6. Balloons are not hostages to wind.

True

False

1/1

Question 19

7. Each balloon had a small 3G transmitter that could communicate with receivers on the ground.

True

False

1/1

Question 20

8. The last Icarus test was run in late 2011.

True

False

1/1

Question 21

9. In the course of about 200 tests, Google recovered only two balloons.

True

False

1/1

Question 22

10. The first version of software was codenamed Vulcan.

True

False

1/1

Question 23

11. The Loon team can access the web-based system from any computer or tablet.

True

False

1/1

Question 24

12. Mountain-ringed Lake Tekapo is smack in Game of Thrones territory.

True

False

1/1

Question 25

13. The green ball antenna is connected to a standard Netgear router, and the Wi-Fi is active.

True

False

1/1

Question 26

14. Google-wide attitude is to make the world a better place.

True

False

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