UNIT 10

QUIZ B

NAME: _____
DATE: _____
SCORE: _____ /50

A Listen to the presentation. Then read the questions and choose the correct answers.

1 Who is the person speaking?
- **A** a career adviser
- **B** a potential employer
- **C** a university professor

2 When could students get a job at Harper Nelson?
- **A** as soon as they graduate from college
- **B** only after they prove they have new ideas
- **C** only after they have had some work experience

3 What is one thing that the company offers workers?
- **A** financial and legal assistance
- **B** training in different areas
- **C** frequent promotions

4 What does the speaker say about the company?
- **A** It is a great place to work.
- **B** The offices are large and modern.
- **C** There is a restaurant where employees can eat for free.

5 What does the speaker expect some of students to do?
- **A** to start looking for a job immediately
- **B** to ask him questions after the presentation
- **C** to apply for a job at Harper Nelson

_____ / 10 (2 points each)

B Complete the definitions with the words in the box.

build | feature | gender | individual | ~~likeness~~ | match | personality | similarity

EXAMPLE People or things that look similar share a "likeness."

1 The word "_____" refers to what you are like as a person.
2 The noun "_____" means "a person (when considered separately from a group)."
3 A "_____" is a part of our face, such as the mouth, eyes or nose.
4 A person's "_____" is the particular size and shape of his or her body.
5 When we say that a person is a man or a woman, we are describing the person's "_____."
6 When two people or things are similar and combine well together, they are a "_____."
7 "_____" is the state of being almost the same (as someone/something else).

_____ / 7 (1 point each)

C Circle the correct answers.

1 I'd like you to do an online **survey** / **assessment** that asks questions about shopping habits.
2 In the math exam, remember to write down your **examinations** / **calculations** so that we can see how you arrived at the answer.
3 The doctors did a thorough **analysis** / **demonstration** of the patients' blood.
4 We need to **assess** / **survey** our options carefully.
5 They have **examined** / **calculated** the machine and discovered what the problem was.
6 I have **identified** / **demonstrated** at least three people in the company who could be promoted.
7 I **calculate** / **identify** that they should be getting home now, if they left at 6.
8 Can you **demonstrate** / **assess** how you reached this answer, please?

_____ / 8 (1 point each)

D Complete the sentences with the gerund form of the verbs in the box.

be earn fly give have help listen ~~lock~~ work

EXAMPLE Mariano is responsible for ___locking___ the office at the end of the day.
1 Kaitlyn is always boasting about _____ a big house and a swimming pool.
2 I need to apologize for _____ rude in the meeting.
3 Some experts believe in _____ children a choice of food from an early age.
4 The employees complained about _____ longer hours for the same pay.
5 Anton has a real fear of _____, especially in small planes.
6 I believe in the importance of _____ other people whenever we can.
7 I don't really care about _____ a lot of money. I can survive very happily on very little.
8 We are all tired of _____ to Mira talking about her job.

_____ / 8 (1 point each)

E Decide if the sentences are grammatically correct. Circle *Correct* or *Incorrect* for each sentence.

EXAMPLE This app protects you from get hacked. Correct / Incorrect
1 The heavy rain kept us from playing outside. Correct / Incorrect
2 Her speech caused many people reconsider their views. Correct / Incorrect
3 The software enables users edit videos. Correct / Incorrect
4 Ali's parents made him to apologize. Correct / Incorrect
5 The library allows people to borrow up to five books. Correct / Incorrect
6 Sunscreen protects you from getting burned. Correct / Incorrect
7 The donation enabled the organization purchasing a new building. Correct / Incorrect

_____ / 7 (1 point each)

F Read the article. Then answer the questions.

Three Rules for Great Web Design

Building a great website can be an intimidating task. With so many websites out there, how do you make sure yours gets noticed? Many web designers feel pressure to make their website unique, but being *too* unique can be a recipe for failure. It turns out that most successful websites share some common characteristics. So the challenge of successful web design is not to come up with a totally new design, but rather to identify the features that make a website successful and make sure they are in your design. As John D Rockefeller once said, "The secret to success is to do the common thing uncommonly well." In this post we'll examine what makes a great website.

The 3 Click Rule

One common characteristic of most successful websites is that they are easy to navigate. Users don't want to spend a lot of time navigating your site. They want to get where they need to go – fast. The more time a user has to spend on your site trying to find what they are looking for, the more likely they are to leave your site. In general, it should take a user no more than 3 clicks to do anything. Whether they are trying to buy a product, contact customer support, or post a review, make sure users can accomplish it in no more than 3 clicks.

Less is More

Many web designers feel pressure to make the most of their website's home page. That can be a mistake. A home page that is too crowded with information can chase users away from your site. Identify the information that is *most* essential to your website. Put that on your home page – and nothing else.

Do the expected

Most good websites put certain features in the same basic places. The link to the user's shopping cart is almost always in the upper-right-hand corner. Links to social media are generally in the bottom left. When important features like these are not in the places users expect them to be, users get frustrated and will leave your site. Don't move away from these standard practices.

1 What is the main idea of the article?

A A well-designed website should be unique.

B There is no way to improve on existing website design.

C Good website design draws lessons from what already works.

2 What is the intention of the 3 click rule?

A to provide users with only essential information

B to help users move around a website efficiently

C to prevent users from getting bored and leaving the website

3 What does the writer say about a website's home page?

A It should have links to all other pages of the website.

B It should be the best designed page of the website.

C It should only contain the most important information.

4 Which of the following statements would the writer most likely agree with?

A Users expect all websites to be the same.

B Users want websites to be new and interesting.

C Users want websites to feel familiar and easy to use.

_____ / 8 (2 points each)