



Република Србија

МИНИСТАРСТВО ПРОСВЕТЕ, НАУКЕ  
И ТЕХНОЛОШКОГ РАЗВОЈА

# **ПРИЈЕМНИ ИСПИТ**

ЗА ОДЕЉЕЊЕ ЗА ДВОЈЕЗИЧНУ НАСТАВУ – ЕНГЛЕСКИ ЈЕЗИК

Београд, 2017.

## Упутство за рад на тесту

### **ПРОЧИТАЈ ПАЖЉИВО УПУТСТВО ЗА ИЗРАДУ ТЕСТА!**

Пре него што одговориш, пажљиво прочитај питање. Дежурни професори не пружају додатна обавештења о питањима, осим уколико она – због техничке грешке – нису довољно читљива. Одговоре на питања можеш најпре написати обичном (графитном) оловком. Признају се, међутим, само одговори написани хемијском оловком или налив-пером. Не признају се одговори у којима је нешто прецртано, дописано или исправљено белилом.

На тесту није дозвољено исписивати податке о ученику нити цртати било какве знакове.

Води рачуна о томе да је тест временски ограничен.

**СРЕЋНО!**

**1. LISTENING COMPREHENSION (~ 20 minutes)**

5 x 1 points

*You will have 2 minutes to read through the questions and answers. Then listen carefully to the passage and circle the correct answer (A, B, C, or D). You will hear the passage twice.*

1. The main idea of the passage is to:
  - a) talk about various kind of dolls that are available on the market.
  - b) introduce the American Girl doll concept to the listener.
  - c) describe Josefina, one of the American Girl dolls.
  - d) talk about the mother-daughter relationship.
  
2. According to the passage, the speaker:
  - a) grew up in a poor family.
  - b) was desperate to have a Barbie doll when she was a little girl.
  - c) tried to get to like American Girl dolls.
  - d) None of the above.
  
3. Which American Girl doll series comes with accompanying books:
  - a) babies.
  - b) dolls "like me".
  - c) those inspired by movies.
  - d) historical characters.
  
4. According to the passage, the speakers' favourite American Girl doll is:
  - a) Julie from 1917.
  - b) Talking Tina
  - c) Julie from the 1970s.
  - d) Josefina and her goat pet.
  
5. One needs as little as \_\_\_\_\_ to buy a pet for an American Girl doll:
  - a) \$ 26.
  - b) \$ 28.
  - c) \$ 30.
  - d) None of the above.

16. We aren't barely speaking to each other any more: our relationship came to an end a year ago.

\_\_\_\_\_

17. Every child has a special interest and no one is better equipped to discover that interest like his or her parent.

\_\_\_\_\_

*III A teenage magazine has organized a short story competition. Read the story below. Then, complete the blanks using one of the following linking words/phrases in each blank:*

8 x 0.25 points

HOWEVER    SINCE    BEFORE    SO    IN FACT    WHILE    LATER    WHEN

It was just another normal Friday evening and I was making a delivery. I work as a delivery boy at a pizza restaurant.

\_\_\_\_\_ (18) I was riding down a country road, I spotted a hitch-hiker. \_\_\_\_\_ (19) it has started raining, I decided to stop and take her into town. I helped her onto my motorbike and gave her a helmet to wear.

We have travelled two kilometres \_\_\_\_\_ (20) all of a sudden I lost control of the motorbike. Luckily I managed to stop. I turned around to see if the woman was all right. To my surprise she was gone. \_\_\_\_\_ (21), the helmet I had given her was neatly strapped to the pillion. I was \_\_\_\_\_ (22) shocked that it took me a while \_\_\_\_\_ (23) I could continue my journey.

\_\_\_\_\_ (24) that evening I told my boss what had happened and described the woman. A man standing near us turned around and said in a trembling voice. "You've just described my sister. She was killed on that country road. \_\_\_\_\_ (25), it happened on this very day last year."

Was it just a strange coincidence? I don't know. Nevertheless, I never went near that place again.

Very few people and even fewer brands have managed to become synonymous with pop culture in the 20th century. In the last few decades, Nike has become a Titan of the sporting world, as well as part of the daily lives of millions of people everywhere.

But during the 1960s, it was Germany's Adidas and Puma sneakers that dominated the global market on every level and in every sport. American businessman Phil Knight was convinced that the way to compete with the Germans was to introduce cheap but high-quality running shoes from Japan. But though he had a great idea and a solid plan, Phil didn't have the money to reach his goal.

During a world tour in 1963, Knight landed in Japan where he managed to make an appointment with Onitsuka, the parent company of Tiger running shoes. Tiger Shoes was interested in selling sneakers to American runners, and gave Knight samples, which he sent to the man he trusted most - his former coach at the University of Oregon, Bill Bowerman. Bowerman was known for his experimentation in matters concerning track racing. When manufacturers didn't listen to his advice, he went to his garage and altered existing models to create the lightest, and most comfortable shoe for his runners.

Bowerman was impressed by the Tiger shoes Knight sent him and proposed that they work together to market them in the U.S. After finalizing a deal with Onitsuka, they shook on the details of a partnership on January 25, 1964, creating Blue Ribbon Sports with an investment of \$500 each. The giant that we know today as Nike started as a dwarf.

By 1970, the working relationship between Blue Ribbon Sports and Onitsuka was collapsing. Knight thought that the financial arrangement with the Japanese firm was ruining his chances for financial expansion, so the association was broken.

In 1971, Blue Ribbon Sports launched its own line of footwear. They named the line "Nike," the name of the Greek Goddess of Victory. Nike is often shown with wings, giving rise to her nickname "Winged Victory." As for their now iconic logo, they used a design created by Carolyn Davidson, a graphics design student at Portland State University who was inspired by the wings of the Goddess of Victory and influenced by the fact that Knight loved the Adidas logo and wanted something like it. (Note: Davidson was paid just \$35 for this Swoosh design. Knight originally said of it, "I don't love it, but I think it will grow on me.") The now famous Swoosh was first used by Nike on June 18, 1971. Today, the Swoosh logo and the "Just Do It" slogan are among the world's greatest and most recognizable trademarks.

26. According to the text, Nike:

- a) was the only sports brand in the US in the 1960s.
- b) made itself stand out in the sports industry in the 20<sup>th</sup> century.
- c) started as a Japanese company.
- d) initially merged with German producers.

27. According to the text, Knight and Bowerman:

- a) joined together in business to sell Japanese sports shoes.
- b) questioned the quality of German sports shoes.
- c) made shoes for Onitsuka.
- d) tested and altered shoe samples for German producers.

28. According to the text, Bowerman:

- a) is responsible for the first business deal with Tiger running shoes.
- b) is the only creator of the Blue Ribbon Sports.
- c) made the first Nike shoe model.
- d) was capable of adapting sports shoes for his runners.

29. According to the text, the Nike's Swoosh logo:

- a) started off as a hit.
- b) was designed by the Nike founders.
- c) was inspired by the existing Adidas logo.
- d) was admired by Phil Knight from the beginning.

30. The main goal of the text is to:

- a) give a brief history of Nike.
- b) compare Nike with German and Japanese sports shoe producers.
- c) describe the current domination of the Nike brand.
- d) None of the above.