

Listening & Reading

ANSWER SHEET

ID NUMBER

A 9 - 1 0 2

Item #					
1	A	(B)			
2	(A)	B			
3	(A)	B			
4	A	(B)			
5	(A)	B			
6	A	(B)			
7	(A)	B			
8	(A)	B			
9	(A)	B			
10	A	(B)			
11	A	(B)	C		
12	(A)	B	C		
13	A	B	(C)		
14	A	(B)	C		
15	(A)	B	C		
16	A	B	C	(D)	
17	(A)	B	C	D	
18	A	(B)	C	D	
19	(A)	B	C	D	
20	(A)	B	C	D	
21	A	(B)	C	D	
22	A	B	(C)	D	
23	A	B	C	(D)	
24	A	(B)	C	D	
25	A	B	C	(D)	
26	A	(B)	C	D	E
27	A	B	C	D	(E)
28	A	B	C	(D)	E
29	(A)	B	C	D	E
30	A	B	(C)	D	E
31	A	B	(C)	D	
32	A	B	C	(D)	
33	A	B	(C)	D	
34	A	(B)	C	D	
35	A	B	C	(D)	
36	A	B	(C)		
37	A	(B)	C		
38	(A)	B	C		
39	(A)	B	C		
40	A	B	(C)		

Writing

ANSWER SHEET

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I have gathered data on the attendance of English museums and galleries through the years to find out how that number changed as the years drew on and what may have caused it. I am also willing to find ways to increase the appeal of museums and galleries to the public.

According to the data from Social Statistics there are some noticeable trends. Firstly, I am happy to announce that people are becoming more and more interested in attending museums and galleries. However, they tend to lose their interest when asked to pay for admission – hence the substantial drop in attendance rates of Natural History Museum and Science Museum.

For example, both of those museums had four times more visitors than Tate Gallery ~~had~~ in 2013 but after admission charges were introduced in 2014 they lost more than half of their ~~visitors~~ visitors and by 2017 they moved to the bottom of the list.

Nevertheless, the data sounds promising: the overall number of museum visitors is growing each year – 13.7 mln, 14.8 mln and 15.1 mln in 2013, 2015 and 2017 respectively.

To keep it that way and ~~possibly~~ hopefully even better I am going to try and give some recommendations on what could be done. First of all – drop the admission charges, nobody likes them, as the data shows. You don't have to get rid of them completely, but you can make them lower or introduce days when there are no charges. Secondly – better marketing. Nowadays ~~more~~ everyone is on social media all the time. Big brands like chain fast food companies know that and try to create a memorable and noticeable online presence. I think museums should do that too. Start a YouTube channel, a Twitter account and start posting about your museum in an interesting and entertaining enough way to go viral and that will be your key to success.

In conclusion, the attendance rate as a whole is growing and we should keep that up. For that we have to promote in a more modern and engaging way, a way that is appropriate to our modern society. Also, people hate admission charges.

Use of English

ANSWER SHEET

ID NUMBER

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Куркина Анна

+85?

1	no matter how tough it	+
2	to popular belief	+
3	prospect the stadium will be	+
4	regretted not being	+
5	suggested that he should	+
6	used to speaking	+
7	take into the account	+
8	it not been for	+
9	must have gone	+
10	been a significant rise in	+

11	doing	+
12	v	+
13	to	+
14	been	+
15	v	+
16	v	+
17	too	+
18	more	+
19	v	+
20	what	+

21	A	B	C	D	31	H	+
22	A	B	C	D	32	J	+
23	A	B	C	D	33	N	+
24	A	B	C	D	34	M	+
25	A	B	C	D	35	O	+
26	A	B	C	D	36	B	+
27	A	B	C	D	37	P	+
28	A	B	C	D	38	F	+
29	A	B	C	D	39	K	+
30	A	B	C	D	40	C	+

34.