



## **GRADUATE IN SECONDARY EDUCATION**

### **OPEN TEST**

## **COMMUNICATION SKILLS: ENGLISH**

**NOVEMBER 2014**

**SURNAMES AND NAME:** \_\_\_\_\_

**SIGNATURE:**

## What's behind tech's top names?

Companies have different strategies for naming or branding themselves or their products. And in the tech world, most of these reasons aren't apparent. Sure, everyone knows by this point that [Google](#) comes from a specific large number called a "googol" and that Microsoft combines "microcomputer" and "software." But what the heck is a [Twitter](#)?

The name *Twitter* was picked out of a hat. A group of employees from Odeo, the small company where *Twitter* began, had a brainstorming session. They were trying to come up with names that fit with the theme of a mobile phone buzzing in your pocket.



After narrowing down the options (which included Jitter and Twitter), they wrote them down, put them in a hat, and let fate decide. Fate decided on *Twitter*

*Adobe* founders John Warnock and Chuck Geschke were working for *Xerox* during the late 70s and early 80s, and living in Los Altos, CA, and Adobe river just happens run through the town.



Despite popular belief, the way that the buttons look a bit like the seeds of a berry wasn't taken into account. The name *BlackBerry* was purely a marketing decision. The company wanted a name that would be distinctive, memorable and fun and that would work well internationally and appeal to a wide range of customers.



*Apple* has no official story, but you can choose any of the following rumours:

- Steve Jobs used to work at a [California](#) or [Oregon](#) apple farm during the summer and grew to really appreciate apples.
- Steve Jobs was [three months late](#) filing a name for the business, and said he would call his company *Apple Computers* if his colleagues didn't suggest a better name by 5 p.m.

The three words "Nin" "ten" "do" is Japanese for "we do all that we can, as best as we can, and await the results." *Nintendo* is sort of a motto and company name all in one. Who knew that the gaming giant was so poetic?



ADAPTED FROM: <http://tinyurl.com/2f4beck>

**1. Are these statements true or false? Correct the false ones. ( 2 points)**

1. It is easy to guess what is behind tech companies' names.
2. The name *Twitter* was decided flipping a coin in the air.
3. *Adobe* was named after a river.
4. Steve Jobs loved apples and that's why he called his company *Apple Computers*.

**2. Find words in the text to match the following definitions. (1 point)**

1. A covering for the head.

---

2. People who start a company

---

3. To interest or attract someone

---

4. A short sentence or phrase that expresses the [ideals](#) of an [institution](#)

---

**3. Choose the correct answer. (2 points)**

1. What is the text about?

- a- True stories behind tech's names.
- b- The history of some tech companies.
- c- Naming a tech company is hard work.
- d- General information about tech companies.

2. What is the main idea of paragraph 5?

- a- How *Apple Computers* started.
- b- Steve Jobs and *Apple Computers*.
- c- Why *Apple Computers* was named so.
- d- There are rumours about *Apple Computers*.

3. *Blackberry's* icon

- a- was a marketing decision.
- b- looks like the seeds of a berry.
- c- is distinctive, memorable and fun.
- d- appeals to a wide range of customers.

4. *Nintendo*

- a- is a really poetic company.
- b- means "we do as good as we can".
- c- is a gaming giant with a Chinese name.
- d- is both the name of the company and its motto.

4. Choose the best word from the box to complete the text. (2 points)  
 (There are 2 words that you don't need)

### A brief history of Facebook

Mark Zuckerberg, a keen (1) \_\_\_\_\_ programmer of 23, founded *Facebook* while studying psychology (2) \_\_\_\_\_ Harvard University. In February 2004 Mr Zuckerberg launched "*The facebook*", as it was originally known and within 24 hours, 1,200 Harvard (3) \_\_\_\_\_. had signed up, and after one month, over half of the undergraduate population had a (4) \_\_\_\_\_.

The network was quickly extended to other Boston universities, and it (5) \_\_\_\_\_ to spread worldwide. In September 2006, the network was extended beyond (6) \_\_\_\_\_ institutions to anyone with a registered email (7) \_\_\_\_\_. The site remains free to join, and makes money from ads. *Yahoo* and *Google* are among (8) \_\_\_\_\_. which have expressed (9) \_\_\_\_\_ in a buy-out, with rumoured figures of around \$2bn (£975m) being discussed. Mr Zuckerberg has so far refused to (10) \_\_\_\_\_.

companies	buy	computer	students
profile	at	video	sell
educational	began	interest	address

Write your answers here:

1	2	3	4	5
6	7	8	9	10

5. Write a composition of about 100 words on :

“Are Social Networking Sites Good for Our Society?” (3 points).

The pictures and questions below are just to help you generate ideas.



- What springs to mind when you hear the term 'social networking'?
- Has social networking improved the quality of relationships in society?
- Have you joined any social networking sites? Are they fun?
- Are social networking sites for people who aren't good at meeting people face to face?
- What's the best social networking site?
- Have you ever tried to find friends on a social networking site?
- Do Social networking site users have more friends and more close?
- Are social networking sites dangerous?
- Are social networking sites changing our life?

**Remember:** think and put your ideas in order before starting to write; you may use the last page to write a draft.

