

Keynote Advanced

End-of-course Test A

Paper 2: Writing

Time: 1 hour 30 minutes

Name: _____

Total score: _____ / 40

INSTRUCTIONS TO CANDIDATES

Do not open this question paper until you are told to do so.

Read the instructions for each part of the paper carefully.

Answer the Part 1 question and **one** question from Part 2.

Write clearly in pen, not pencil. You may make alterations, but make sure your work is easy to read.

INFORMATION FOR CANDIDATES

Each question in this paper carries equal marks.

Part 1

You **must** answer this question. Write your answer in **220 – 260** words in an appropriate style on a separate sheet of paper.

- 1** In your English class, you have listened to a radio documentary on strategies for reducing the effects of global consumerism on the environment. You have made the notes below:

Strategies for reducing the effects of global consumerism

- banning the use of non-recyclable materials
- encouraging shopping in charity and second-hand shops
- regulating the production of disposable items

Some opinions expressed in the documentary:

‘Sustainable materials are the best option, but they need to be cheaper.’

‘We will suffocate the planet if we don’t change our shopping habits.’

‘People see shopping as a hobby and they confuse “I need” with “I want”.’

Write an essay discussing **two** of the strategies in your notes. You should **explain which strategy you think will be more effective** in controlling the effects on the environment of global consumerism, **giving reasons** in support of your answer.

You may, if you wish, make use of the opinions expressed in the documentary, but you should use your own words as far as possible.

Marks (out of 20) = _____

Part 2

Write an answer to one of the questions **2 – 4** in this part. Write your answer in **220 – 260** words in an appropriate style on a separate sheet of paper.

- 2** You have seen an article in your local newspaper about a new initiative which will award one local entrepreneur or influential figure with the Outstanding Person of Year medal. You want to nominate a person you know well and look up to for the medal.

You have decided to write an email to the newspaper telling them about this person's achievements, explaining why you look up to them and giving reasons why you think they should win.

Write your **email**.

- 3** You are part of the marketing team of a large company that has decided to change its logo, as market research suggests that it has acquired negative connotations through association with a similarly named, but disreputable company. You have been asked to come up with new ideas and to write a proposal for the board.

Your proposal should explain why this change is needed and suggest new styles of logo which will be more positive and effective.

Write your **proposal**.

- 4** You have been asked to write a report for a group of business people who will be visiting your country from various parts of Europe. This group is looking for ideas of places to visit which offer relaxation activities in calming, stress-free surroundings.

You should include information on transport options, giving the easiest but most attractive routes, and on the leisure activities available for individuals and groups.

Write your **report**.

Marks (out of 20) = _____