



Sèrie 2

TEXT: «BOOKS ARE BACK!»

Cada qüestió val un punt. En les qüestions d'opció múltiple, es descomptaran 0,33 punts per cada resposta incorrecta; per les qüestions no contestades no hi haurà cap descompte. En la resta de qüestions, es descomptaran 0,05 punts per cada falta d'ortografia, de morfologia, de lèxic o de sintaxi. Si una falta es repeteix, només es descomptarà una vegada.

1. According to the text, at present e-books are
b) less popular than printed books.
2. The company Amazon
c) sells printed books online and in its own physical stores.
3. To decide which books to put on the shelves in its “real” stores, Amazon
b) looks at its own data from web sales.
4. To find out the price of a book, customers in an Amazon store must
d) take the book to a scanner in the store.
5. The books at an Amazon store
a) usually have two different prices.
6. According to the text, many independent booksellers
d) think that their own businesses will not be affected much by Amazon’s new stores.
7. Which of the following is a synonym for the word *features* in the sentence “Ms. Cast says the store is organized around features familiar to people who have bought books online from Amazon”?
a) characteristics
8. Which of the following is the best substitute for the word *as* in the sentence “But for now, many independent booksellers are not too worried, as they believe the businesses are very different”? Make sure that you do not change the meaning of the sentence, and that the new sentence is grammatical.
c) since

Please answer the following questions in English. (Please do not copy text but rather answer in your own words; your answers should be between 40 and 60 words in length.)

9. How does Amazon relate its “real” stores to online shopping?

The text mentions three ways: it shows book covers in the same way as it does online, it selects the books in stores on the basis of web sales, and gives two prices for books, just like it does online.

10. Why are many independent booksellers not worried about Amazon’s stores? Do you prefer to buy books in a store or online?

Independent booksellers think that their business is sufficiently different from Amazon’s because they are trying to do different things. For example, some organize events with authors, book festivals and reading groups, and some have coffee shops in their bookstores. As a result of these differences, they are not too worried. People can state whatever preference they have, obviously, as long as they answer the question.

In grading questions 9 and 10, grammar and vocabulary are more important than preciseness of content, although the answers should address the questions. If the answer written does not address the question asked at all, write *wrong topic* and take away the whole point.