Oficina d'Accés a la Universitat

Proves d'accés a la universitat per a més grans de 25 anys

Llengua estrangera **Anglès**

Sèrie 2

























Fase general

Qualificació parcial		
Qüestions d'opció múltiple	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
Qualificació		

La suma parcial de les qüestions d'opció múltiple no pot ser inferior a 0 punts.

Qualificació total		
Qualificació parcial		
Qüestions	9	
	10	
Suma de note parcials		
Qualificació final		

Qualificació

Etiqueta del corrector/a

Etiqueta	de l'alur	nne/a

Opció d'accés:

A. Arts i humanitats

☐ B. Ciències

☐ C. Ciències de la salut

□ D. Ciències socials i jurídiques

☐ E. Enginyeria i arquitectura

BOOKS ARE BACK!

When Amazon first introduced the Kindle, and e-books were very popular, a lot of people thought printed books and bookstores were going to disappear. But a decade later, print is outselling digital, and many independent bookstores are successful. Even Amazon has started to open "real" bookstores.

Amazon's newest bookstore is in New York City. "We call ourselves a physical extension of Amazon," says Jennifer Cast, vice president of Amazon Books.

In Amazon's stores, books are placed on shelves with the covers **facing out**. Ms. Cast says the store is organized around features familiar to people who have bought books online from Amazon. The selection of books on sale in the shop is based on data collected from selling books on the website.

Another important way the store connects to the website is price. Customers must check an item's price at one of the store's scanners, and they're given both the regular price and the Amazon Prime member price, which is usually cheaper.

Amazon's entry into the physical bookstore business could be seen as a threat to small independent bookstore owners. But for now, many independent booksellers are not too worried, as they believe the businesses are very different. While Amazon's stores are trying to reproduce the company's online experience, most independent stores try to do something different. In addition to organizing events with authors, festivals and book groups, many often have coffee shops where customers can relax.

Text adapted from a report by Lynn Neary. National Public Radio [online] (August 15, 2017)

to face out: To place so that the whole cover is seen.

Després de llegir el text, responeu a les qüestions seguint les instruccions que es donen en cada cas. 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.

Después de leer el texto, responda a las cuestiones siguiendo las instrucciones que se dan en cada caso. Todas las cuestiones valen un punto. En las cuestiones de opción múltiple, se descontarán 0,33 puntos por cada respuesta incorrecta; por las cuestiones no contestadas no habrá ningún descuento. En el resto de las cuestiones, se descontarán 0,05 puntos por cada falta de ortografía, de morfología, de léxico o de sintaxis. Si una falta se repite, solo se descontará una vez.

Choose the correct answer (1-8).

- 1. According to the text, at present e-books are
 - *a*) more popular than printed books.
 - *b*) less popular than printed books.
 - *c*) taking over the market everywhere.
 - d) too expensive for many people.
- **2.** The company Amazon
 - *a*) sells printed books online only.
 - **b**) sells e-books only.
 - *c*) sells printed books online and in its own physical stores.
 - d) uses its physical stores only to show and advertise books, because you have to go online to buy something.
- 3. To decide which books to put on the shelves in its "real" stores, Amazon
 - a) looks at the bestseller lists published in newspapers.
 - **b**) looks at its own data from web sales.
 - *c*) listens to publishers, who pay for the shelf space for their books.
 - *d*) only studies data about non-fiction books.

- **4.** To find out the price of a book, customers in an Amazon store must
 - a) look for the publisher's price marked on the inside flap.
 - **b**) look for the Amazon price tag on the back cover.
 - c) check an app on their smartphone.
 - *d*) take the book to a scanner in the store.
- 5. The books at an Amazon store
 - *a*) usually have two different prices.
 - **b**) are more expensive than books bought online.
 - c) are a little cheaper than books online, as a way to attract people to the store.
 - *d*) are never sold at a reduced price.
- **6.** According to the text, many independent booksellers
 - a) are very concerned about the opening of Amazon stores.
 - **b**) are in direct competition with Amazon stores.
 - c) will relocate to other cities once Amazon has opened a new store.
 - 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 <u>features</u> familiar to people who have bought books online from Amazon"?
 - a) characteristics
 - **b**) needs
 - c) prices
 - d) ties
- **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, <u>as</u> 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.
 - a) instead
 - **b**) like
 - c) since
 - d) while

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?

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

TR	Obser	vacions:
Qualif	icació:	Etiqueta del revisor/a

Etiqueta de l'alumne/a

