

**CONCURSUL DE LIMBA ENGLEZĂ PENTRU LICEE
CU PROFIL TEHNOLOGIC ȘI VOCAȚIONAL
ETAPA JUDEȚEANĂ, 23 mai 2026
CLASA a X-a**

- Toate subiecte sunt obligatorii
- Timp de lucru: 2 ore
- Total puncte: 90
- Se acordă 10 puncte din oficiu

SUBJECT I

20 points

Read the text below. For questions 1 – 8, choose the answer (A, B, C or D) which you think fits best according to the text.

To get to the heartbeat of the market for her clients, Shelley Yamane spends much of her time talking directly with consumers. She works as a strategic planner at Muse Cordero Chen and Partners, an agency that focuses on multicultural communications – specifically the African American, Asian and Latino markets in the United States. The Los Angeles-based shop has been one of the fastest growing ethnic agencies in the country and boasts a team of 45 employees who speak some 12 different languages and represent over 15 ethnicities. Muse Cordero Chen represents such plum accounts as Nike, Honda, and AT&T Wireless, and has garnered innumerable awards for its sometimes edgy, but always creative work.

When the client approached the agency with the task of creating a new African American campaign for Honda Civic, it was Shelley's job to research the market and develop some strategic alternatives. In the process, Shelley began to notice a trend and, after further study, it had a dramatic effect on the agency's approach. What she discerned was that in the urban market African American consumers were only one faction of a considerably larger group that was already buying the Civic. An entirely new target market was surfacing: one that was geographically concentrated and similar in age, lifestyle, and attitude. What characterized them was not their ethnicity, but that they were all young and urban, and they loved fixing up their cars.

When Honda first introduced the Civic over a quarter century ago, it was seen as something of a pioneer. Its low emissions and high gas mileage made it a frontrunner in its category. But over time, as competing manufacturers began to offer similarly priced alternatives, the Civic's market share suffered, and its image began to fade in the minds of the general car-buying public. They started looking at it as a family's second car. At the same time, though, something very quiet, but very exciting, was happening. Drove of young urbanites, attracted to the car's quality, low price, and simple, customizable design, were starting to buy Civics, and they were spending a great deal of time and energy personalizing their vehicles. They took pride in their work and began to share that pride with other Civic drivers. Soon, all over the country, communities of young, urban Civic owners were gathering in ad hoc venues to trade ideas and show off their tricked-out cars, and in time this became an actual subculture. What Shelley had discovered was the birth of a new group of people. A Civic Nation.

(Arens–Schaefer – Essentials of Contemporary Advertising)

1. The company that Shelley Yamane works for

- A. focuses on the European market.
- B. has 45 employees who speak 13 different languages.

- C. is based in New York.
- D. focuses on the communication between different cultures.

2. Muse Cordero Chen and Partners

- A. is a strategic planning agency.
- B. has earned many awards.
- C. represents such plum accounts as Nike, Toyota and AT&T Wireless.
- D. is one of the slowest growing ethnic agencies.

3. The client wanted the company to

- A. research the automotive market.
- B. develop some strategic alternatives.
- C. create a new African American campaign for Honda Civic.
- D. come up with the trends of the car market.

4. Shelley Yamane

- A. managed to discover a new target market.
- B. noticed various trends in car market.
- C. recognized that African American consumers were the major buyers of Honda Civic.
- D. didn't significantly influence the agency's approach.

5. The new group of clients

- A. was geographically segregated.
- B. had the following characteristics in common: lifestyle, age and attitude.
- C. was characterized by its ethnicity.
- D. was young and rural.

6. The Civic attained its initial success due to

- A. the low price.
- B. its image.
- C. low emissions.
- D. low gas mileage.

7. Honda Civic attracted young drivers because

- A. it was sophisticated.
- B. it was quite expensive.
- C. it was the best option for a family's number one car.
- D. it had a customizable design.

8. The writer of this article thinks that Shelley Yamane was instrumental in

- A. personalizing the Honda Civic.
- B. discovering a new group of customers.
- C. creating a new advertising campaign for Honda Civic.
- D. researching urban car owners.

SUBJECT II

20 points

You see the following advertisement in a magazine.

Wanted – people to join the Arctic expedition

Our organization is researching life in the Arctic. We are looking for people to join our two-month expedition next year.

- Are you able to work in a team?
- Do you have skills that are useful in the Arctic environment?
- Do you have a good command of English?

Write a **letter of application of 120-150 words** to the expedition organizer, Roger Beard, explaining you would be suitable to join the Arctic expedition. Sign your letter as **Victor / Victoria Taylor**.

SUBJECT III

20 points

Read the text below and use the words given in capitals to form words that fit in the gaps. There is an example at the beginning (0).

THE CHALLENGER DEEP

Our planet's deepest ...**known**... (0) place is called the Challenger Deep, nearly 11 kilometres below the surface of the Pacific Ocean. The Challenger Deep is in the Mariana Trench, a deep crack in the Earth's crust more than 2,550 kilometres in ... (1)

The water pressure at the bottom of the Challenger Deep is about a thousand times the standard ... (2) pressure at the sea level. It is in constant ... (3) and the temperature is just a few degrees above freezing. It was ... (4) thought that in these conditions, it was ... (5) for any life to exist.

In 1960, two ... (6) men went down into the Challenger Deep in a special underwater vessel, but ... (7) the water was too cloudy for them to take photographs. In 2012, another man made the descent without finding any ... (8) of life. However, unmanned robotic ... (9) have now found tiny micro-organisms in the sediment at the bottom, and the discovery has caused considerable ... (10) for scientists.

0. **KNOW**
1. **LONG**
2. **ATMOSPHERE**
3. **DARK**
4. **INITIAL**
5. **POSIBLE**
6. **COURAGE**
7. **FORTUNATE**
8. **EVIDENT**
9. **COLLECT**
10. **EXCITED**

SUBJECT IV

20 points

Choose the correct answer (A, B, C or D) to complete each of the numbered gaps in the text below. There is an example at the beginning (0).

THE MUSTARD SHOP

Norwich, a city in the east of England, is a ...C... (0) shopping centre for thousands of people. In particular, visitors love to ... (1) the small, unusual shop hidden away in Norwich's narrow streets. The Mustard Shop is usually high on everybody's ... (2) of interesting shops to see.

The ... (3) between mustard, a type of sauce, and Norwich ... (4) back to the 19th century. Jeremiah Colman began to make mustard in 1814 in a nearby village. The yellow fields, full of mustard flowers whose seeds were required for Colman's factory, soon changed the appearance of the local ... (5). The company ... (6) rapidly and in 1854 it moved to a suburb on the outskirts of Norwich. By this time, Colman's mustard was famous in many countries. The company is still in ... (7) and many people continue to enjoy eating mustard with meat, cheese and other food.

In 1973, the company opened The Mustard Shop. It is a careful reproduction of a typical mustard shop of a hundred years ago and sells a wide ... (8) of mustards. Upstairs there is a small museum where visitors can ... (9) a collection of old Colman's posters and an exhibition explaining the history of mustard. It is a shop not to be ... (10) when visiting Norwich.

0. A. known	B. common	C. popular	D. normal
1. A. explore	B. enquire	C. research	D. analyse
2. A. account	B. brochure	C. list	D. guide
3. A. join	B. tie	C. union	D. link
4. A. comes	B. goes	C. belongs	D. leads
5. A. view	B. scenery	C. background	D. nature
6. A. expanded	B. enlarged	C. increased	D. strengthened
7. A. reality	B. fact	C. existence	D. force
8. A. amount	B. extent	C. range	D. set
9. A. review	B. watch	C. examine	D. remark
10. A. unnoticed	B. missed	C. escaped	D. left

SUBJECT V

10 points

For questions 1 to 5, choose the correct answer, A-H. There are three extra answers which you do not need to use.

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| 1. Is there anything I can do for you? | A. I'm going to pay by visa |
| 2. What time does your flight leave? | B. It's outside the room through the glass door. |
| 3. Is there any dish that you particularly like? | C. It leaves at half past seven. |
| 4. Where's the balcony? | D. I have to be there ninety minutes before. |
| 5. Does the train go all the way to Venice? | E. I usually enjoy homemade traditional food. |
| | F. No, you have to change trains in Bologna. |
| | G. I really like going skiing during summer. |
| | H. I'm good for now, thank you. |