



ACADEMIA NAȚIONALĂ DE INFORMAȚII
„MIHAI VITEAZUL”

PROBA PENTRU EVALUAREA NIVELULUI DE LIMBĂ STRĂINĂ
LIMBA ENGLEZĂ

Choose the correct answer:

Social media influencers

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

So what is an influencer and how do we become one?

An influencer is a person who can influence decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a lot of followers who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts.

Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then there are five tips on how to do it.

1. What does "look up to" mean in the text?

- a) to direct one's head upwards;
- b) to admire and respect someone;
- c) to hope to receive attention from someone;
- d) to wait for someone's approval.

2. A social media influencer is someone who:

- a) makes decisions for his/her followers.
- b) is an expert in a particular area.
- c) pays his/her followers to buy products.
- d) has just a few followers who pay attention to his/her opinions.

3. Companies want to use influencers to help:

- a) sell their products to the latter's followers.
- b) develop new products.
- c) write their blog posts.
- d) design their websites.

Tip no. 1 Choose your niche

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

Tip no. 2 Choose your medium and write an interesting bio

Most influencers these days are bloggers and micro-bloggers. Decide which medium - such as your own online blog, Instagram or Snapchat - is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your specialty area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

4. Choose the synonym of "niche" that is the most appropriate in the context:

- a) opportunities for training;
- b) field of expertise and interest;
- c) variety of choices;
- d) possibilities of advertising online.

5. If you want to be an influencer, your bio on your social media account should sound:

- a) unique.
- b) common.
- c) similar to other bloggers.
- d) attractive to companies.

Tip no. 3 Post regularly and consistently

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

Tip no. 4 Tell an interesting story

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

6. What is the key to successful posts?

- a) consistency and regularity;
- b) diversity and contrast;
- c) spontaneity and subjectivity;
- d) number of followers and likes.

7. According to the text, you should make sure that you post:

- a) once a month.
- b) every day for the first month and then once a month.
- c) about similar subjects.
- d) about all sorts of different things.



Tip no. 5 Make sure people can easily find your content

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blog posts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience.

8. You can make sure that people find your post by:

- a) using hashtags;
- b) using funny or memorable titles;
- c) using different social media to link your post;
- d) all of the above.

9. What does "catchy titles" mean?

- a) titles that describe print screens;
- b) titles that attract attention and are easy to remember;
- c) titles that describe things that are difficult or impossible to catch;
- d) titles that are easy to forget.

10. What could the title of this text be?

- a) Five ways to influence people
- b) Five ways to use influencers in marketing
- c) Five tips on becoming a social media influencer
- d) Five tips on making money as an influencer

11. Look, the child the flowers!

- a) smell
- b) smells
- c) is smelling
- d) had smelled

12. You me! Please, stop doing that!

- a) are always interrupting
- b) always interrupt
- c) always interrupting
- d) is always interrupting me

13. I really you!

- a) had loved
- b) love
- c) am loving
- d) will have loved

14. This soup fresh anymore.
a) didn't taste
b) don't taste
c) isn't tasting
d) doesn't taste
15. A few weeks ago her child down and broke her knee.
a) fell
b) had fallen
c) was falling
d) has fallen
16. By this time next week, we all the exams.
a) will be taking
b) will have taken
c) have taken
d) are taking
17. I in a school in Prague when I met my boyfriend.
a) had been working
b) worked
c) was working
d) have been working
18. If he hadn't been my boss, I him to shut up.
a) told
b) would have told
c) would tell
d) had told
19. She told me she me the following day.
a) would have phoned
b) would phone
c) will phone
d) will be phoning
20. Someone knocked at the door while I a book.
a) am reading
b) have been reading
c) was reading
d) had been reading



21. The police asked him where he the money.
a) hides
b) is hiding
c) hid
d) had hidden
22. By next month, I for ten years.
a) will be married
b) am married
c) will have been married
d) have been married
23. I am getting used with my new colleagues.
a) working
b) to be working
c) to work
d) to working
24. Are you interested in the whole movie?
a) watch
b) having watched
c) watching
d) to watch
25. I'd rather shopping than do my homework.
a) going
b) go
c) went
d) to go
26. The plane by now. It took off 8 hours ago.
a) need to land
b) could be landing
c) was able to land
d) must have landed
27. I didn't have the key, so I get in the car.
a) could
b) couldn't be
c) wasn't able to
d) might
28. I would have bought a new car if I the money.
a) had
b) had have
c) have had
d) had had

29. If she were red-haired, she completely different.

- a) would look
- b) would have looked
- c) were looking
- d) will be looking

30. It's high time you something from this experience.

- a) learn
- b) learned
- c) have learned
- d) will learn

31. Little that you had sent me a letter.

- a) did I know
- b) I did know
- c) was I know
- d) I knew

32. You shouldn't risk without wearing a helmet.

- a) skiing
- b) to ski
- c) to being skiing
- d) skied

33. They stopped the car what had happened.

- a) seeing
- b) to see
- c) to be seeing
- d) to having seen

34. In the end he calmed and allowed the chairman to prepare the document.

- a) away
- b) off
- c) down
- d) out

35. They worked for a few hours on the problem, but couldn't figure what had happened.

- a) out
- b) in
- c) away
- d) on



36. A lot of money on weapons nowadays.
a) are being spent
b) is being spent
c) spent
d) are spent
37. The President a speech next Monday.
a) will be giving
b) will have given
c) gave
d) has given
38. Why do you keep on me angry?
a) make
b) to make
c) making
d) to have made
39. He my daughter for a few weeks already.
a) has been seeing
b) had been seeing
c) had seen
d) has seen
40. I if I had time.
a) had come
b) would come
c) come
d) will come
41. His business dealings are a cloud.
a) on
b) above
c) under
d) over
42. My father built a for our dogs.
a) kit
b) hive
c) kennel
d) nest
43. if I really enjoy spending time with you, I can't see you today, I'm busy.
a) Even
b) In spite
c) Much as
d) No matter

44. My exam date is on the of July.

- a) 2st
- b) 2th
- c) 2rd
- d) 2nd

45. The elderly often talk to

- a) themselves
- b) themselfs
- c) themselves
- d) yourselves

46. She is her brother.

- a) as successful as
- b) more successful as
- c) the most successful than
- d) more successful

47. Their first concert was a complete and failure.

- a) outer
- b) utter
- c) utmost
- d) outmost

48. The nearest hotel was much than she thought.

- a) farther
- b) farthest
- c) far
- d) furtherer

49. of the two cakes do you like best?

- a) Which
- b) Who
- c) What
- d) Whom

50. The was cuddling her cubs.

- a) lioness
- b) she-lion
- c) liones
- d) lionnes



51. There are only days left of the summer holiday.
a) fewer
b) a little
c) little
d) a few
52. This cake reminds me my childhood.
a) on
b) off
c) of
d) at
53. It was snowing heavily that the children went out to play in the snow.
a) so
b) such
c) enough
d) too
54. Please, behave yourself and mind your !
a) manner's
b) manner
c) manners
d) manners'
55. *Hamlet* is of Shakespeare's plays .
a) the more interesting
b) the most interesting
c) more interesting
d) most interesting
56. My mother asked me to buy three of soap.
a) specks
b) blocks
c) bars
d) pats
57. Friday is the day of the week.
a) fifth
b) five
c) fiveth
d) fifth's
58. A plane is an air balloon.
a) the fastest
b) more fast than
c) much faster than
d) as faster than

59. It was raining so heavily that he could drive his car.
a) hard
b) hardly
c) harder
d) hardest
60. I have never driven a truck before.
a) ten-ton
b) ten tons
c) ten-ton's
d) ten-tons
61. my grandmother comes to my house, she always gives me pocket money.
a) Wherever
b) Whenever
c) However
d) Whatever
62. Newspapers, magazines, TV and the radio are called "the".
a) media
b) advertisement
c) broadcast
d) publicity
63. The vast majority of people who in the survey discovered they were better off than their ancestors.
a) attended
b) included
c) associated
d) participated
64. The detective concluded that the back you follow your family line, the more likely you are to discover the truth.
a) older
b) further
c) greater
d) higher
65. Body language can a lot about a person's intentions.
a) reveal
b) open
c) begin
d) give



66. Passionate researchers often that their job is fascinating.
- a) describe
 - b) define
 - c) remark
 - d) regard
67. Social media networks help people get in touch without great
- a) fee
 - b) price
 - c) charge
 - d) expense
68. Committing a crime will damage your
- a) career
 - b) work
 - c) job
 - d) employment
69. The Internet enables millions of people worldwide to information about family history.
- a) accomplish
 - b) approach
 - c) access
 - d) admit
70. Genealogy concerns family history, than the national history studied at school.
- a) instead
 - b) rather
 - c) except
 - d) sooner

