	Región de Murcia Consejería de Educación, Cultura y Universidades Dirección General de Formación Profesional	PRUEBA DE ACCESO A CICLOS FORMATIVOS DE GRADO SUPERIOR FP PARTE COMÚN: LENGUA EXTRANJERA INGLÉS CONVOCATORIA 2015
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DATOS DEL ASPIRANTE: Apellidos: Nombre:	CALIFICACIÓN EJERCICIO 2
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EJERCICIO 2 PARTE COMÚN: LENGUA EXTRANJERA: INGLÉS. (Duración: 1 hora)

SOCIAL NETWORKING APPLICATIONS

Social networks are becoming essential in fields as different as business, medicine or research.

In business for instance, social networks connect people at low cost; this can be beneficial for small businesses looking to expand. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the world.

Social networks are also beginning to be adopted by healthcare professionals as a means to manage and disseminate knowledge. The advantage of the role of social networks is especially of interest to pharmaceutical companies who spend approximately "32 percent of their marketing dollars" attempting to influence the opinion leaders of social networks.

Few social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds. Companies such as MySpace and Facebook sell online advertising on their site.

They are seeking to expand, therefore charging for membership would be counter productive. Some believe that the information that the sites have on each user will allow much better targeted advertising than any other site can currently provide. Sites are also seeking other ways to make money, such as by creating an online marketplace or by selling professional information and social connections to businesses.

On large social networking services, there have been growing concerns about users giving out too much personal information and the threat of sexual predators. Users of these services need to be aware of data theft or viruses. However, large services, such as MySpace, often work with law enforcement to try to prevent such incidents. Information posted on sites such as MySpace and Facebook, has been used by police, probation, and university officials to prosecute criminals. In some situations, content posted on MySpace has been used in court.



QUESTIONS

1.-READING COMPREHENSION.

-Write true or false. (1,5 marks)

According to the text:

1. Companies consider these networks as a cost-saving method to establish communication among people. _____
2. Social networks are frequently used by enterprises as instruments to connect people. _____
3. Some firms use half of their advertising budget to affect opinion makers of these networks. _____
4. You usually pay some money to enter these social networks. _____
5. There is no reason for users to worry about giving personal data. _____

2.-GRAMMAR AND USE OF ENGLISH.

2.1 Put the verbs in brackets in the correct tense. Write the correct form of the verb on your answer sheet. (2,25 marks)

Yesterday , while Mary.....(walk) home from work, she.....(begin) to feel very tired. She.....(know) she needed to get home quickly and get into bed.

Mary.....(suffer) from a rare disease called Kleine-Lenin Syndrome since she was 17. This disease.....(cause) many people to sleep for days and sometimes weeks. When this.....(happen) to Mary, her family makes sure that they wake her up regularly so that she can eat and drink. Since she was a child, Mary.....(miss) school exams, her birthday, Christmas etc. Today Mary.....(work) as as career advisor with local people. She hopes scientists.....(discover) a cure for her disease in the near future.

2.2. Complete the text with the adequate words. Write the words on your answer sheet. (0,75 marks)

In the past, schools.....to do everything by hand to produce those black-and-white yearbooks- they look antiques now! Today it is much.....-we are using an online yearbook publisher that will help us design and print an attractive, colourful book.



2.3. Rewrite the following sentences. Write the complete new sentences on your answer sheet. (1,5 marks)

1-The last time I saw John was in 2011

I haven't

2.-"Why are you upset?" she told me

She asked me.....

3.-Take my advice: try harder

You.....

4.- They are destroying a lot of forests in South Africa


A lot of forests.....

5.- I got angry with my son because he failed 3 subjects

If my son.....

2. 4-Vocabulary. Pick the odd word out and write it on your answer sheet (1 mark)

- | | | | |
|---------------|-----------|----------|----------------|
| 1. business | network | company | enterprise |
| 2. management | control | failure | administration |
| 3. concern | worry | bother | entertainment |
| 4. low | expensive | moderate | cheap |

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3.-WRITING (25/50 words)

-Do you think companies and businesses should access personal profiles in social networks in order to hire workers? You may draw information from the text but please use your own words (3 marks)

Criterios de evaluación

Se valorará la comprensión y la expresión escrita, así como el caudal léxico utilizado. Dominio de la capacidad específica objeto de esta prueba.

Criterios de calificación

La calificación de cada cuestión planteada viene expresada en el enunciado de la misma. Si la cuestión dispone de varios apartados se repartirá equitativamente la puntuación máxima asignada a la misma.