

SỞ GIÁO DỤC VÀ ĐÀO TẠO ĐỀ THI TUYỂN SINH LỚP 10 THPT CHUYÊN BẮC GIANG
BẮC GIANG

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ĐỀ CHÍNH THỨC

(Đề thi có 11 trang)

Part 1.

LISA: Hi Tony, thanks ever so much for coming. You know we've been asked to organise something for John's farewell?

TONY: Yeah, sure, it's about time we started working out details.

LISA: Exactly. We don't want to leave it so late that it's double the work.

TONY: Mmm, mm, right, do you want me to take notes?

LISA: That'd be great, thanks.

TONY: Right, first thing is, when is the best time to hold it?

LISA: Well, he leaves on the twenty-fourth of December.

TONY: So what about the twenty-second?

LISA: Yeah, I think that's about right. We want it quite near the time, don't we?

TONY: Sure, and what about a venue? In college? A hotel?

LISA: I think a hotel will probably work out rather expensive, and I've been looking at the **College Dining Room**; that seems pretty reasonable.

TONY: Fine, yeah, why not?

LISA: And then we ought to be thinking about invitations... who mustn't we forget to invite?

TONY: Well, obviously John and his wife.

LISA: Right.

TONY: And the Director.

LISA: Ah ha.

TONY: The **office staff**.

LISA: Yep, and all the teachers and all the **students**.

TONY: Anyone else?

LISA: Faculty Heads?

TONY: No, better draw the line, I don't think it's necessary.

LISA: Yeah, you're right.

TONY: I don't mind writing the invitations. When shall we get them out for?

LISA: Enough time but not too early. What about the fifteenth **of December**?

TONY: Well, there are exams on the sixteenth—better avoid them.

LISA: **Tenth**?

TONY: Yeah, that should do it.

LISA: So what does that leave? Oh yes, a present.

TONY: Would you mind doing that?

LISA: No, not at all; we usually go round with an envelope during **coffee break**, don't we?

TONY: Yeah, coffee break's always the best time, 'cos people have got their money handy.

LISA: Yeah, exactly. Do we suggest an amount? Or does it seem a bit unfair?

TONY: No, I think people welcome it. We suggested **six** dollars last time, is that OK?

LISA: Yeah, plenty I would have thought, which should leave us with about ninety dollars.

TONY: Have you any ideas for presents?

LISA: Well, I've been having a little think. I thought, you know, he loves music.

TONY: Yeah, and books.

LISA: So, I thought I'd check on prices for, well, perhaps CD players.

TONY: Yeah, that's a good idea, and also I thought maybe, you know, a set of dictionaries. I heard him say he needed a good one.

LISA: The other thing he was saying last week was that his computer printer had broken.

TONY: Umm. No, I'd be really frightened about getting the wrong type.

LISA: OK, yeah.

TONY: The other thing is something for the home—Jill suggested a coffee maker.

LISA: Oh yeah. I'll certainly find out what they cost. OK, have you got all that down?

TONY: Yes.

LISA: Now we need to think a little more about the money. I know we've got a set amount from the Social Fund.

TONY: Right, what does that cover?

LISA: It's meant to cover the cost of the room.

TONY: Yeah.

LISA: And a certain amount for food.

TONY: And also drinks?

LISA: Oh yeah, certainly.

TONY: But will it be enough?

LISA: What we've done in the past is to ask guests to bring some snacks.

TONY: Right.

LISA: We don't ask them to bring more drinks because we figure that's... that should come from the Social Fund.

TONY: OK. Anything else for the guests to bring?

LISA: Well, some music, because there'll be a tape deck there in the room, and we can have some dancing later on.

TONY: Anything else?

LISA: Well, it's just a thought, but a couple of years ago we had a really good party where we set up, you know, some simple games.

TONY: Yeah, great. Wasn't it based on photos from the students and teachers?

LISA: That's right.

TONY: So we should ask the guests to bring photos. OK. I'll put it on the invitations.

LISA: Now the last thing is, who shall we ask to do the speech?

TONY: Don't you think it might be nice to have one of the students?

LISA: Well then, the Student Leader?

TONY: Yeah, much better than the Director giving speeches again.

LISA: OK then, I'll ask her. Lovely! So, is that all?

TONY: Looks like it.

LISA: Great. Thanks ever so much...

Part 2.

Speaker 1.

There was a strong wind when we took off. So the plane was shaking a bit and some passengers were obviously getting scared. I was not bothered. For much of the flight I spent my time admiring the mountain scenery from ten thousand meters or whatever height we were above those peaks. We were served a tasteless sandwich which compared unfavorably with a delicious looking hot meal being served to the lucky few in first class.

Speaker 2.

It was mid-winter and it had seemed a good idea at the time to take the train rather than go by car. As I bought the tickets online at home I thought about relaxing while I ate a tasty meal admiring the beautiful countryside from the window and maybe even having a good chat with an interesting

stranger sitting next to me. But in the event the window was too dirty to see through, the food tasted like cardboard and the man in the next seat spent the entire journey snoring loudly. The train got in on time but long before then I was wishing I'd driven instead. Whatever the risk of hold-ups and accidents that might have involved.

Speaker 3.

It had been a pretty good crossing for the first couple of hours but then the waves got much bigger and the ship started rolling around. It wasn't that I was worried it would sink or anything like that but I did regret having that excellent meal when I first came on board as I began to feel quite seasick. That uncomfortable feeling in my stomach lasted the whole voyage and I was relieved to see the harbour eventually appear in front of us even though it was in a rather unattractive port city.

Speaker 4.

I was meeting my parents at the airport and as it would have taken nearly three hours by train I took a cab instead. It was a long way on boring motorways through dull countryside and I thought I might regret going by road but I had such a good chat with the driver that the time just flew past which was just as well because we were held up for ages in a really bad jam and despite all the driver's best efforts without taking any risks I should add we were never going to make it on time. To make matters worse my parents flight arrived early but at least they were able to have a good meal at the airport while they waited for me.

Speaker 5.

As a student I'd done that overnight bus journey before and I knew how boring it was. Outside there was wonderful tropical scenery but it was dark all the way and of course you don't get a meal on a coach. It was just as well I had that fantastic curry before setting off. At least though I thought to myself it was safer than going in a friend's car until that was a huge lorry suddenly cut in front of us and for a moment I wished I put my safety belt on. I mentioned this to the guy next to me but he just nodded. He wasn't very friendly and I was glad when he finally pulled in at the bus station right on time.

Part 3.

Interviewer: Welcome to the studio, Dr Patterson. There have been a number of complaints about marketing that makes use of the senses. How far do you feel the complaints are justified?

Dr Patterson: Well, there's nothing new about using the senses to sell products and services. First it was colour, then sound and now it's the sense of smell (1). But the use of sophisticated scent technology bothers some people. I don't think anyone has an issue with bread smelling like bread or coffee smelling like coffee. But there are occasions which do make me slightly uncomfortable with the idea.

Interviewer: Do you mean when the smell of chocolate or bread is artificially strong, for example, and it is used to trick people into coming inside a shop and spending money?

Dr Patterson: Well, if it's a place where chocolate's made, there might well be a strong smell, but if it's just a shop selling packaged chocolate, people won't be able to smell it, so the scent marketer helps things along by pumping out a chocolatey smell.

Interviewer: Ah ...

Dr Patterson: That's not a problem for most of us, but the approach can backfire if people get wind of the fact that smell is being used to manipulate them. I mean, when a powerful and irresistible scent is used to entice them into a shop only to find nothing identified with that smell actually on sale (2).

Interviewer: What's the most unusual smell you've come across in a store?

Dr Patterson: Recently, a big toy store used scent marketing to encourage adult shoppers to spend more time looking at toys. The smell they used was pina colada - you know, the pineapple-coconut cocktail. It seems like a strange choice but it supposedly conjures up visions of holidays and tropical paradises (3). I guess that's why they used it but without access to the marketing company's brief, of course, we can't be sure. The store was in London, so perhaps that was it.

Interviewer: Wasn't there a complaint recently about a campaign like this?

Dr Patterson: Well, it wasn't, strictly speaking, a case of subliminal scent marketing, the kind that normally causes people to raise objections. In fact, it was the milk board in the United States that

wanted to encourage people to drink more milk. The smell of milk is not one that most people like very much, so they opted, very cleverly in my opinion, for pumping out the smell of freshly baked cookies. The idea was that the cookie smell would make people want to eat some cookies and, by association, drink some milk (4). I think they got the idea from campaigns where the smell of coffee had been used to sell plastic kitchen products that don't have a smell.

Interviewer: So who objected and why?

Dr Patterson: The allergy lobby - and they objected very strongly. They don't like our environment being manipulated through pumping scented oils into the air - because it is potentially dangerous for this group. It's fair enough, really. If they start having breathing difficulties but can't actually smell whatever it is that is being pumped out, they won't realise they need to move away. Into the bargain, scent marketing is increasingly ubiquitous. It's being used on airlines, in hotels and even, somewhat worryingly, in casinos to encourage people to stay and keep gambling (5).

Interviewer: Why would a hotel or airline want to use something like this? Surely, if we're guests in the hotel or passengers on the plane already...