

RA 1: Reconoce información profesional y cotidiana contenida en discursos orales emitidos por cualquier medio de comunicación en lengua estándar, interpretando con precisión el contenido del mensaje.

Listen to the following article on WhatsApp. Read all the questions in detail (5 mins.) You will listen to the text twice with a three-minute break between each listening. 30 minutes (10 marks)

1. **What makes the difference between a successful application and a failed one?**
 - ☐ a) The number of functionalities
 - ☐ b) The visual presentation of functionalities
 - ☐ c) The technical quality
 - ☐ d) The cost of the application
2. **What is the main goal of an application design according to the listening?**
 - ☐ a) To have the user spend more time on the application
 - ☐ b) To make the application look beautiful
 - ☐ c) To add as many features as possible
 - ☐ d) To reduce the cost of development
3. **What is the principle of quality in interface design mentioned in the document?**
 - ☐ a) Adding as many features as possible
 - ☐ b) Applying features like clarity, concision, and familiarity, among others
 - ☐ c) Making the interface colorful
 - ☐ d) Reducing the cost of development
4. **What is the main function of the home page in WhatsApp?**
 - ☐ a) To display advertisements
 - ☐ b) To display open chats in a timely order
 - ☐ c) To confuse the user
 - ☐ d) To make the app look modern
5. **Which of the following is NOT a section found on WhatsApp's top button bar?**
 - ☐ a) Photo
 - ☐ b) Chats
 - ☐ c) States
 - ☐ d) Settings
6. **Why does the three-dots menu throw a pop-up menu?**
 - ☐ a) To display frequently used functionalities
 - ☐ b) To display secondary functionalities
 - ☐ c) To confuse the user
 - ☐ d) To make the app look modern
7. **What is the purpose of the floating button in WhatsApp?**
 - ☐ a) To display advertisements
 - ☐ b) To change its function according to page context
 - ☐ c) To confuse the user
 - ☐ d) To make the app look modern
8. **What does the green color in WhatsApp signify?**
 - ☐ a) Safety and permission
 - ☐ b) Danger and warning
 - ☐ c) Wealth and prosperity
 - ☐ d) Sadness and depression
9. **Why is WhatsApp considered a great example of usability?**
 - ☐ a) It has many features
 - ☐ b) It is free to use
 - ☐ c) It is easy to use based on acquired experience
 - ☐ d) It has a beautiful design
10. **What is the main idea of the document?**
 - ☐ a) The technical quality of WhatsApp
 - ☐ b) The visual design and usability of WhatsApp
 - ☐ c) The cost of developing WhatsApp
 - ☐ d) The number of features in WhatsApp

RA 2: Interpreta información profesional contenida en textos escritos, analizando de forma comprensiva sus contenidos.

Read the text provided. Choose the only right answer. (10 marks) 40 minutes

1. **What is one of the most complained about issues with apps?**
 - A) Usability
 - B) Functionality
 - C) Characteristics
 - D) Layout
2. **What should you consider after getting the layout and color scheme right?**
 - A) Competitor analysis
 - B) User needs
 - C) Marketing strategy
 - D) App pricing
3. **What should be balanced against functionality and resolution in an app?**
 - A) Performance
 - B) Security
 - C) User feedback
 - D) Color schemes
4. **What is the consequence of slow loading screens?**
 - A) Increased app sales
 - B) User lack of interest
 - C) Better graphics
 - D) Enhanced functionality
5. **What is essential for good user experience in terms of image resolution?**
 - A) Blocky graphics
 - B) High-quality pictures
 - C) Low-resolution images
 - D) Limited colors
6. **What can hackers do to apps?**
 - A) Improve app functionality
 - B) Insert malicious software
 - C) Boost app speed
 - D) Enhance image resolution
7. **What is a benefit of push notifications over emails?**
 - A) They are more secure than emails
 - B) They are not so likely to be considered junk mail
 - C) They are faster to send because they can be automated
 - D) They improve app layout
8. **Why is user feedback important?**
 - A) It helps in marketing
 - B) It improves app speed
 - C) It provides insights for app improvement
 - D) It enhances image resolution
9. **What should be done after receiving user feedback?**
 - A) Ignore it
 - B) Release updates
 - C) Increase app price
 - D) Reduce app features
10. **What should be considered before starting to write a program?**
 - A) App layout
 - B) Development expenses
 - C) Marketing strategy
 - D) User feedback

10 Features that make a really great mobile app.

The world today seems to run on apps. If it is something that people can interact with, then it's likely that there is an app available for it. Well-designed apps are eye-catching and make you want to use them, whilst poorly designed ones are just frustrating and don't do what we want them to. While some basics such as usability, functionality and layout help the user experience, one of the most complained about issues with apps are the features, be it lack of expected ones or bad use of those which are there.

Once you have your basic idea, the layout, and the colour scheme right, you need to start thinking about what the customer actually wants, because if you don't meet their needs, a competitor might, and as a result, you could lose significant business. There are a few features which are nice to have and some which are must-haves, but many will make your app really stand out.

Must have mobile app features include:

1. Simplicity

Many people have short attention spans and if you make your app difficult to navigate then they will lose interest fast. If your customer cannot access their information quickly and easily, they will become frustrated and do it another way – possibly by using a competitor's app. Clear, uncluttered screens with obvious leads to the next step in the app process and no ambiguity improve customer experience and will encourage them to continue to use it.

2. Speed

Fast loading screens are vital. No one likes waiting, particularly when all they have to look at is a screen-loading symbol and this frustration soon gives way to boredom resulting in a decision to seek something better. Speed means an appropriate set of graphics and not fetching large tables and databases. Keep it simple and keep it quick.

3. Good image resolution

While you must balance app speed against functionality and resolution, you have to ensure that what you have on screen is sufficiently detailed to make the user experience worthwhile. We are well past the times of blocky graphics and today's users expect to have hi-definition and 16 million colours. Anything less will limit your app sales.

4. Flexibility

There are three main mobile operating systems – iOS, Android, and Windows – and in order to achieve the best out of your app, it needs to be available on all of these. Android apps are easy to upload to the PlayStore, but iOS needs to be tried and tested by Apple before they are allowed on the App Store. The coding doesn't necessarily need to be different, but you may be dealing with different screen sizes and resolutions so make sure to test on both systems before uploading.

5. Security

Internet security is becoming an ever-increasing issue and the same applies for your app. With many applications storing personal and sensitive information or credit and debit card details, security is an absolute must. Hackers may attempt to:

- Place malware into apps and onto devices where it can access data and steal screen lock passcodes.
- Intercept sensitive information travelling over the network.
- Steal customer data for identity theft or fraud.
- Get hold of private business assets.

All those potential issues mean that your app security must be watertight, rather than something that you tack on as an afterthought.

6. Search options

It sounds simple but many apps miss this important feature considering this is something that many users make use of. The ability to search either the app or the internet is important and while it's not going to work so much for game-based apps, it's essential for the business and social variety.

7. Bright and bold colour schemes

Fundamentals such as eye-grabbing colour schemes are going to pull your customers in. Pay attention to complementary colours from the colour wheel and you will end up with an app that looks stylish and professional at the same time.

8. Push notifications

Easier to send than emails and less likely to end up in a spam folder, push notifications can be text, graphic, or a combination of both to send your users content that they may be interested in. Relevant and personalised push messaging is much better than unsolicited messages since they are aimed solely at the user and likely to be of interest to them.

9. User feedback

While you would want to make the perfect app the first time around, there are always going to be other ways to make it better and suit the user more. The best way to understand that is to ask the user themselves. Feedback is a perfect way to get your customers to tell you what they want and to filter that feedback into what's a must-have addition or deletion, what's possible to do with a bit of work, and what to ignore. By putting a feedback button on the app, you enable the client to tell you what they think would make it better.

10. Updates

Once you have your feedback, you can sort out how to make your app more relevant to your customers and send out updates periodically. This means that you not only end up with a better product but can respond to security issues as they arise. Updates keep your app fresh and give the user more of what they want.

However, having all these features in your app is likely to push development costs up significantly, so it is necessary to understand what those costs could be before committing anything to code. You can do this by using a mobile app cost calculator, which examines the proposed features and elements, and accurately derive a likely cost for the development of your app. Once you have that, you will understand more about your investment and be able to fix a sales price or apply in-app advertising that will not only fund it but pay back your investment too.

RA 4: Elabora documentos e informes propios del sector, relacionando los recursos lingüísticos con el propósito del mismo.

Write an email applying for a job. Use appropriate expressions to answer the advertisement shown providing personal details. (100-150 words) 45 minutes.10 marks

Tech Innovators Inc.

- Tech Innovators Inc. is expanding its operations to Madrid, Spain. We are seeking a talented **app developer** to join our dynamic Development Team. The ideal candidate should have **at least one year of experience** in a similar role, a positive attitude towards teamwork and be open to traveling across Europe and North Africa.

Qualifications:

- Proficiency in programming with demonstrable skills in **Java, Python, and SQL**.
- Knowledge of **Spanish** is desirable (French speakers are also welcome).

Interested candidates should send their applications along with their CV to **Maria Gonzalez**, HR Department, Ref. **HR/05052025**. Email: mgonzalez@techinnovators.com.

FROM	
TO	
SUBJECT	
ATTACHMENT	

Content(1)	Coherence, clearness, precession (0,1)		
	Minimum length(0,2)		
	The use of expressions(0,2)		
Form(1)	Grammar mistakes(0.2)		
	Vocabulary(0.15)		
	Orthography & punctuation(0.15)		

NOMBREINGLÉS TÉCNICO G S
 RA 3: RA 3: Emite mensajes orales claros y bien estructurados, analizando el contenido de la situación.

FLUENCY (4 MARKS)			1	2	3	4	5	6	7	8	9	10
CONTENTS (3 MARKS)	Comprehension		1	2	3	4	5	6	7	8	9	10
	Interaction		1	2	3	4	5	6	7	8	9	10
	Strategies		1	2	3	4	5	6	7	8	9	10
ACCURACY (3 MARKS)	Specific vocabulary		1	2	3	4	5	6	7	8	9	10
	Grammar accuracy		1	2	3	4	5	6	7	8	9	10
	Pronunciation		1	2	3	4	5	6	7	8	9	10

TOTAL MARK: **/10**

NOTES