

اختبار في مادة الإنجليزية (لغة أجنبية ثانية)

SECTION ONE: Reading Comprehension.

(8 points)

Read the passage carefully then do the activities.

Advertising has become a very specialized activity in modern times. In the business world today, supply is usually greater than demand.

There is a great competition between different manufacturers of the same kind of product to persuade consumers to buy their favourite brand. They always have to remind the consumer of the name and the qualities of their product. They do this by advertising.

The manufacturer advertises in the newspapers and on posters. He sometimes pays for songs about his product in commercial radio programmes. He employs attractive girls to distribute samples of it. He organises competitions with prizes for winners. He has often advertised on the screens of local cinemas, but more importantly, he has advertisements put into TV Programmes that would accept them. Manufacturers spend large sums of money on advertisements.

The advertisement in a newspaper is cheaper than on television. However, many businessmen think that the television is more effective than either newspapers or commercial radios.

- 1) How many sentences are there in the last paragraph?
- 2) Are these statements true or false? On your answer sheet write the sentence letter and next to it either ' T ' or ' F '
 - a- Advertising is a modern activity.
 - b. Advertising decreases competition between manufacturers.
 - c. Songs are also used in advertising.
 - d. T.V advertisements are cheap.
- 3) Answer the following questions according to the text.
 - a- Why is there great competition between manufacturers?
 - b- Where do people find advertisements?
- 4) What or who do the underlined words refer to in the text?
 - a. their (§2) h. he (§3)
- 5) Match words from column A with their opposites from column B.

A	B
a. greater	1. sell
b. buy	2. producer
c. consumer	3. demand
d. supply	4. smaller

SECTION TWO : Mastery of language**(8 points)****1. Supply punctuation and capitals where necessary.**

advertisements in europe and america cost the companies large sums of money

2. Complete the following chart as shown in the example.

Verb	Noun	Adjective
to hope	hope	hopeful
to modernise
.....	attraction
.....	consuming

3. Rewrite sentence (b) so that it means the same as sentence (a).

1-a. Manufacturers often spend large sums of money on advertisements.

1-b. Large sums of money

2-a. "Advertising has become a specialized activity," he said.

2-b. He said that

3-a. Unless you advertise your product, it won't sell.

3-b. If you

4. Reorder the following words to make a coherent sentence.

Newspapers - than - often - T.V - slower - information - provide

5. Underline the silent letter in each of the following words.

a. castle - b. honesty - c. muscle

SECTION THREE : Written Expression**(4 points)****Choose one of the following topics****Either Topic 1: Using the following notes, write a composition of about 80 to 100 words.**

In addition to advertising, the television gives other opportunities:

- gain knowledge of the world
- inform people
- develop children's activities
- debate crucial problems and exchange opinions

Or Topic 2. Write a composition of about 80 to 100 words on the following.

What are the effects of advertisements on our daily life?