



## **FINAL TERM EXAM**

∞ May 2014 ∞

First name : .....  
Family name : .....

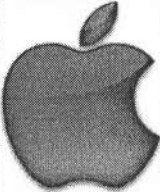
Year : .....  
Class : .....

**Text :**

# **ADVERTISEMENTS & ADVERTISING**



No matter where you look you will see ads or advertisements. They are everywhere: In newspapers, in magazines, on TV, on the radio, on the internet, when you play games on the computer, on clothing on balloons and blimps, on... Well, they are a part of your life. There are so many that you might not even notice them.



To advertise means to call something to the attention of the public. That can be done in many different ways. Street vendors advertise by calling out loudly: "Bananas – 10 for 2 dollars!" Others prefer to advertise their products on posters that can be found everywhere. Others again use television and radio for the purpose. Advertisements have been around for a long time. In the old days you "advertised" politicians and had election posters, baths, pubs etc.



It is hard to imagine a world without advertisements. They are everywhere and they pay for many things. Just think of all the programs on television that are sponsored by a company or magazines that are full of ads. You would have to pay much more if they were not part of the magazine. When you surf the net or play a game online, they are there.



Advertisements are necessary –that's what a lot of companies have experienced. Just look at the Coca-Cola and Pepsi story. Coca-Cola used to be the preferred product when it came to cola. Pepsi took the challenge and invented the Pepsi Challenge. In blind tests Pepsi was preferred by a lot of people.

Ads are not the same in every country. You have to pay attention to traditions, history and culture. What works in one country might not work in another country.

**Most printed ads consist of a headline/slogan, an eye catcher, and a copy.**

An important part of advertising and selling products is the idea of brands. When you buy a particular brand, you are not just buying a product; you are buying an identity and a lifestyle. In the old days a brand meant something hot or burning. Today it is an identifying logo, a mark or symbol that distinguishes one company or products from others. A good logo is unique and not easily confused with logos of other companies. Many logos are famous and have been around for a long time.

.....  
**I] Comprehension :** (14pts)

**A/ Match these following headings with the correct paragraphs. (1pt)**

- a – brands and logos. (paragraph 1)
- b – ways of advertising (paragraph 6)
- c – the importance of advertising (paragraph 2)
- d – advertising everywhere (paragraph 4)

**B/ Are these statements true or false? Justify. (3pts)**

- 1- You can notice all kinds of advertisements. ....  
.....  
.....
- 2- You can find advertisements everywhere except on the internet. ....  
.....  
.....
- 3- Advertisements are similar all over the world. ....  
.....  
.....

**C/ Answer the following questions. Base your answers on the text. (4pts)**

- 1- What is advertising?  
.....  
.....
- 2- How can companies advertise?  
.....  
.....
- 3- How is advertising necessary?  
.....  
.....
- 4- What is the difference between advertising in the past and now.  
.....  
.....

.....  
**D/ Find in the text words or expressions which mean the same as: (2pts)**

- 1- supported : ..... (*paragraph 3*)
- 2- being the only one of its kind : ..... (*paragraph 6*)
- 3- recognizes the difference : ..... (*paragraph 6*)
- 4- a product made by a particular company ..... (*paragraph 6*)

**E/ What do the underlined words in the text refer to: (2pts)**

- 1- them ..... (*paragraph 1*)
- 2- their:..... (*paragraph 2*)
- 3- there :..... (*paragraph 3*)
- 4- that : ..... (*paragraph 6*)

**F/ Complete the following statements from the text: (2pts)**

- 1- Nowadays advertising has become very important because .....  
.....  
.....
- 2- When you are buying a product you are also buying .....  
.....  
.....

**II] Language : (14pts)**

**A/ Put the verbs between brackets in the correct form. (4pts)**

- 1 - « Mark is my best friend. We ..... (*meet*) two years ago and we..... (*share*) the same flat since that time. » Says Tom
- 2 - Dave : ..... (*Tina/finish*) the phone call yet?  
Sam : no, she ..... (*talk*) for two hours.

.....  
**B/ Circle the correct answer a, b or c. (2 pts)**

1 – The black rhino is an ..... species because people destroy its natural habitat.

**a – endangered**

**b – dangerous**

**c – in danger**

2 – The doctor gave the patient some .....for the terrible headache he had.

**a – hairdryers**

**b – painkillers**

**c – treats**

3 – Baseball is a team sport.....is very popular in the USA.

**a – which**

**b – who**

**c – whose**

4 – I've got a lot of friends but ..... lives in my town.

**a – all of them**

**b – none of them**

**c – some of them**

**C/ Rewrite the following sentences starting with the words given : (2pts)**

1 – The police arrested the criminal in a supermarket.

The criminal .....

2 – Roberto Carlos was a good footballer but now he doesn't play any more.

Roberto Carlos .....

**D/ Write the words between brackets in the correct form : (2pts)**

1 – The patient was very scared when the doctor gave him an ..... (**inject**)

2 – Some islands might be .....in the future because of the climate change. (**inhabit**)

3 – Kamal speaks English .....(**fluent**) than his brother.

4 – We live in the ..... of a building in the city center. (**base**)

.....

**E/ Match the following sentences with the appropriate function : (2pts)**

1- Drivers must stop at the red light	<b>advice</b>
2- Wear your jacket, It might rain today	<b>necessity</b>
3- Students should work hard to get good grades.	<b>obligation</b>
4- You have to revise your lessons, the exams will be next week.	<b>possibility</b>

**F/ Complete the dialogue with expressions from the box : (2pts)**

*Loads of, check it out, as long as, it's up to you*

- 1- Tom: Can I borrow your dictionary please Dave?  
Dave: of course you can, ..... you give it back tomorrow.
- 2- Lucy: Do you think I can invite all my friends to my birthday party?  
Anna: ..... If you think you've got enough money. And I know you've got .....of friends.
- 3- John: There is a new restaurant in the city center. Can we ..... this weekend?  
Jack: yes, why not?

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**III] Writing (12pts)**

While you were reading a newspaper, you came across the following opinion on the problem page written by the journalist John Smith about the internet.

**THE  TIMES**

**Nowadays teenagers do not read books. They spend their time playing online games and chatting which can negatively affect their school results. They are always out of time out of place, living in a virtual world. Internet is useless and harmful.**

As you totally disagree with John, write him a letter focusing on the positive effects that the internet has on teenagers' education as well as their personality.

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