

مدة الامتحان : 2:45 ساعة

اليوم والتاريخ : الإثنين 2019/6/17

مجموع العلامات (100) علامة



لعام 2019

الفرع: العلمي

المبحث: اللغة الإنجليزية

الورقة: ---

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Reading Comprehension (45 points)

Question Number One: (25points)

Read the text and do the tasks below:

this reading text from unit 10

b) the importance of product's commercial name

Like people, products have identities, and they're called brands. When Shakespeare claimed that a rose would smell the same no matter what it was called, he got it half right. In one way, names aren't important, but in the world of commerce and advertising, a product's name is part of its identity or its brand, and that can mean the difference between huge success and disastrous failure.

c) brand loyalty

How often do you hear people say things like 'I always buy X,' where X is a type of phone, car or washing powder? This kind of brand loyalty is what every marketing department dreams of creating, because it's like gold. Just to demonstrate what a strong force it is, let me tell you about the results of a survey among American consumers. They were asked what products they always bought and would never exchange for another brand. It turned out that large numbers of people were loyal to brands that no longer existed. Several people claimed they 'always bought' something that hadn't been available for over thirty years.

d) the importance of the consumers' beliefs So, if you're in manufacturing or marketing, your aim is to build up a brand with a good public image. Remember, by the way, that what your product actually is can be less important than what consumers believe it is; in other words, it's people's perceptions that really matter. But once you've achieved your goal, the job isn't done. What you now need to do is protect your brand, at all costs.

a) some dangerous marketing plans There are various ways a brand can be harmed, or even destroyed. One is to introduce new products under the same overall name that are cheaper. The result is often to cheapen the original brand in the public's eyes, so that it loses its luxury appeal. Another way of cheapening a brand is by overusing special offers like '10% off this week' or 'Buy one, get one free'. Marketing strategies like this may bring good results in the short term, but short-term thinking more often than not, leads to the death of a brand.

1. Answer the following questions:

(8 points)

1. What is the dream of every marketing department ?

the brand loyalty of a product\ or building up a brand with a good public image.

2. What should the producer do after achieving his aim?

He should protect his brand and avoid marketing strategies that harm it.

3. What may lead to the death of a brand?

short-time thinking \ or some bad marketing strategies

4. Mention the two ways that can damage a brand.

a. introducing new cheaper products under the same name of original brand

b. cheapening the original brand by overusing special offers

2. Decide whether each of the following is True or False:

(6 points)

1. The real quality of a product is more important than its public image.

(X)

2. Shakespeare believed that the name wouldn't affect the nature of the thing.

(✓)

3. The American study proves that a product's loyalty ends as soon as the product disappears.

(X)

3. Complete these sentences correctly:

(4 points)

1. According to the writer, names are very important in the field of commerce and advertising
2. Brands are products' names \ or products' identities
3. People's perceptions \ beliefs of the product is more important than what the product really is.
4. If you are in marketing, your goal is to build up a brand with a public image

4. What do the following pronouns or words refer to?

(3 points)

1. it line (2): a rose
2. They line (9): American consumers
3. you line (16): 1) the producer \ or 2) the reader of the text , but the first answer is better

5. Match the headings with the suitable paragraphs of the previous text:

(4 points)

- a. Some dangerous marketing plans
- b. The importance of a product's commercial name
- c. Brand loyalty
- d. The importance of the consumers' beliefs.

Question Number Two: (20 Points)

Read the text and find answers to the questions below:

b) advantages of the internet The benefits of the internet are so extensive that it has positively changed human society in every department. It has made life a lot easier by making information more accessible to all and creating connections with different people all around the world. For many people, the internet has become the fuel of their daily life.

d) what is the internet addiction? However, it has also led a lot of people to spend too much time in front of the computer, so much that it becomes the center of their lives. This can lead to an internet addiction. It is a mental condition characterized by excessive use of the internet, usually causing detriment to the user. Internet addiction is also known by numerous other terms, including, problematic internet use, internet overuse and compulsive internet use.

c) what makes an internet addict? Studies show that internet addiction is quite common among people who are suffering from anxiety and depression. Their lack of emotional support means they turn to the internet to fill this need. Even being stressed and unhappy can contribute greatly to the development of a computer or internet addiction. There are also those who have a history of other types of addiction such as addiction to alcohol, drugs and gambling. People who are overly shy and cannot easily relate to their peers are also at a higher risk of developing a computer or internet addiction.

a) effects of online addiction Internet addiction can be a significant threat to one's health and social well-being. The short-term effects of an online addiction include unfinished tasks and forgotten responsibilities. Long-term effects are seen more in the physical symptoms such as backache, neck pain, and vision problems from staring at the screen. Internet addiction also enforces antisocial behavior. It can lead to the inability to communicate in the real world by depriving the addict of the daily practices involved with interpersonal communication. This, of course, cripples one's ability to maintain a healthy social life.

1. Match the headings with the suitable paragraphs above:

(4 points)

- a. Effects of online addiction
- b. Advantages of the internet
- c. What makes an internet addict?
- d. What is internet addiction?

2. Answer the following questions:

(6 points)

1. In what ways has the internet made life easier?
 - a. by making information more accessible to all
 - b. by creating connections with different people all around the world

2. What is the definition provided in the text for internet addiction?

It is a mental condition characterized by excessive use of the internet, usually causing detriment to the user.

3. According to the text, what kinds of people are more likely to be internet addicts?

- those who are suffering from anxiety and depression
- those who have a history of other types of addiction
- those who are overly shy and cannot easily relate to their peers

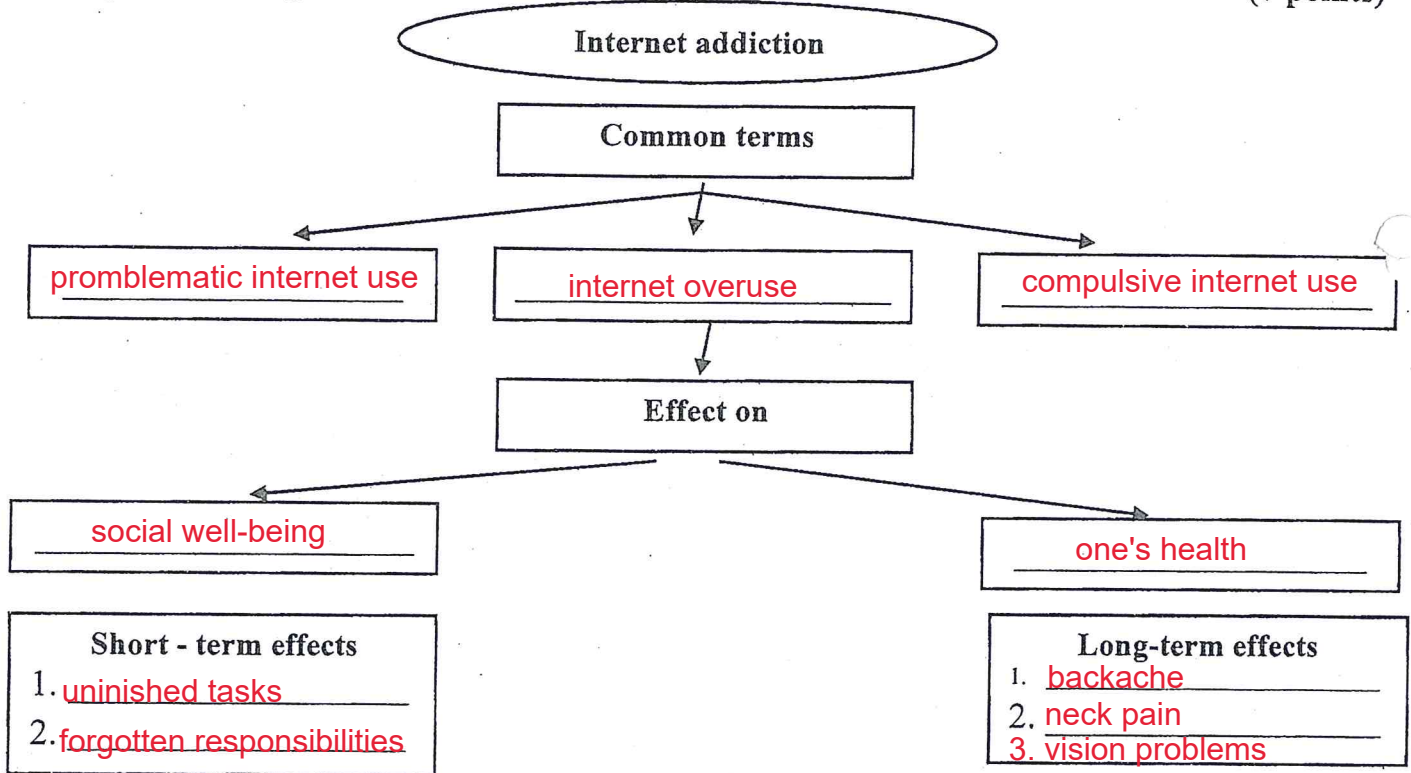
3. Decide whether each of the following is True or False:

(3 points)

- The writer's attitude towards the internet effect on human life is completely negative. (X)
- Internet addiction can lead to the inability of the addict to communicate in the real world. (✓)

4. Complete the diagram from the text:

(7 points)



Vocabulary: (20 points)

Question Number Three: (20 points)

1. Replace the underlined parts of the sentences below with words from the box: (4 points)

roughly excuse consensus persevere

- If you find a job difficult, it's important that you don't give up. persevere
- I'm sure he isn't really ill. I think it's just an untrue reason for not working hard. excuse
- At the end of the meeting, we reached a general agreement. consensus
- All my friends are approximately the same age. roughly

2. Complete the sentences with words from the box:

(4 points)

conviction reluctant fees lack

- Palestinian refugees had a conviction that they would return home one day. this question from unit 11
- At universities today, fees are too high for students to pay.
- He made a lot of mistakes because of his lack of experience.
- Most women are reluctant to answer questions about their weight and age.

3. Choose the correct answer:

(4 points)

1. The book you need is (on request / on order) and will probably be here next week.
2. When you find a too expensive item, it is considered as (upmarket / market value).
3. The two tourists don't need a big car since they haven't got much (cases / luggage).
4. Policemen usually wear uniforms when they are (on the way / on duty).

4. Complete the sentences with suitable phrasal verbs from the box:

(4 points)

hand on

found out

passed on

broken through

1. Have our soldiers broken through the enemy's defences?
2. Love of land has been passed on to us by our parents and grandparents.
3. Please, read this notice and hand it on to your classmate.
4. Amr was really shocked when he found out that his friend had told his secret to others.

5. Complete the sentences using the words in the box with (co-, mis-, over-, under):

(4 points)

operation

rated

work

lead

1. Information in adverts isn't usually untrue, but it can mislead people and give them the wrong idea.
2. When people overwork, they may get very tired.
3. Being underrated by their employer, most workers decided to leave the company.
4. This success couldn't have been achieved without your cooperation.

Language: (20 Points)

Section A: (10 points)

Question Number Four: (10 Points)

A: Complete the sentences with the correct tense of the verbs in brackets:

(3 points)

1. When they got home last night, they found (find) that somebody had broken into (break into) their apartment.
2. Nuha was watching (watch) a frightening movie at ten p.m. last night.
3. Sorry, you can't speak to him now. He is having (have) a shower.
4. Salma and her sister have been cleaning (clean) the house all day long.
5. Everything is going well. We have not had (not/have) any problems so far.

B: Circle the correct answer:

(2 points)

1. He's quite unpopular, so he (probably will / probably won't) lose the election.
2. We (are leaving / will leave) tomorrow. We've already bought the train tickets.
3. We (got used to / used to) living in an area where everyone knew everyone else's business. unit 11
4. You (must be / must have been) disappointed when your team lost the game last week. unit 11

C: Rewrite the following using the words between brackets:

(5 points)

1. I was supposed to finish my project before the end of this term, but I didn't. (I should)
I should have finished my project before the end of this term.

2. They didn't buy a new defender last season. (They regret)
They regret not buying a new defender last season.

3. 'Does anyone know where the nearest police station is?' (He asked)
He asked if anyone knew where the nearest police station was.

4. 'Don't accept the first offer you get.' (His father advised him)

His father advised him not to accept the first offer he got. / His father advised him against accepting the first offer he got.

5. 'Why don't you phone me before 9:30?' (Ahmad asked his sister)

Ahmed asked his sister why she didn't phone him before 9:30.

Section B: (10 points)

From this section answer two parts only (1,2,3) **أجب عن قسمين من السؤال فقط (1,2,3)**

Question Number Five: (10 Points)

1. A: Complete the following sentences with a, an, the, or (no article):

(3 points)

1. X chess is my favourite game.
2. There was an egg on the table. Where is it??
3. I met a friend of mine in the street yesterday.
4. X music is nice to listen to, but I'm not interested in the music that Shadi plays.
5. The European ambassador is leaving tomorrow night.

B: Rewrite the following using reduced relative clauses:

(2 points)

1. There have been several natural disasters which were caused by climate change.
There have been several natural disasters caused by climate change.
2. Do you know the man who has a book in his hand?
Do you know the man having a book in his hand?

2. A: Rewrite the sentences replacing the underlined part with causative structure: (2 points)

1. I have an idea for a product, but I'm not sure how to arrange for someone to make it.
I have an idea for a product, but I'm not sure how to get it made. or (.....how to have it made.)
2. If you want to wear earrings, you should pierce your ears.

If you want to wear earrings, you should get your ears pierced. or (.....should have your ears pierced.)

B: Add question tags to the sentences below:

(3 points)

1. It can't be easy as it looks, can it?
2. Sami had much work to do yesterday, didn't he?
3. She rarely comes these days, does she?

3. Correct the following sentences: (There is only one mistake in each sentence)

(5 points)

1. You need to send a writing application with your CV. a written application
2. Life must be very unpleasant for people lived near busy airports. people living near...
3. There is something strange about Sami, he is looking very pale. He looks very pale.
4. They accused me about not telling the truth. of this question from unit 11
5. Who objects to have a rest for 15 minutes? objects to having a rest this question from unit 11

Writing (15 points)**Question Number six: (15 points)**

Choose one of the following topics:

اكتب موضوعاً واحداً من أحد الموضوعين

Write a short essay of about 120 words on one of the following topics:

1. "Your life begins at the end of your comfort zone." Use the following ideas:

Paragraph 1: What do you think the phrase "Comfort Zone" might mean?

Paragraph 2: The benefits of doing the same routine.

Paragraph 3: What challenges you might face when stepping out of your comfort zone and how to overcome them.

Paragraph 4: Conclusion

2. Write a story of a memorable holiday (or other experience) that you had. (It could be memorable for good or bad reasons.)

Paragraph 1: Introduction and background

Paragraph 2: The beginning of the holiday / experience

Paragraph 3: The rest of the holiday / experience

Paragraph 4: Conclusion (What do you think about it now?)

The End