

مدة الامتحان : 2:45 ساعة  
اليوم والتاريخ : الإثنين 2019/6/17  
مجموع العلامات (100) علامة



### Reading Comprehension (45 points)

#### Question Number One: (25points)

Read the text and do the tasks below:

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.

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.

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.

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 ?

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

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

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

a.

b.

#### 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. ( )

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. ( )



**3. Complete these sentences correctly:****(4 points)**

1. According to the writer, names are very important in the field of \_\_\_\_\_.
2. Brands are \_\_\_\_\_.
3. People's \_\_\_\_\_ than what the product really is.
4. If you are in marketing, your goal is \_\_\_\_\_.

**4. What do the following pronouns or words refer to?****(3 points)**

1. it line (2): \_\_\_\_\_.
2. They line (9): \_\_\_\_\_.
3. you line (16): \_\_\_\_\_.

**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:**

\_\_\_\_\_ 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.

\_\_\_\_\_ 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.

\_\_\_\_\_ 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.

\_\_\_\_\_ 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. \_\_\_\_\_

b. \_\_\_\_\_



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

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

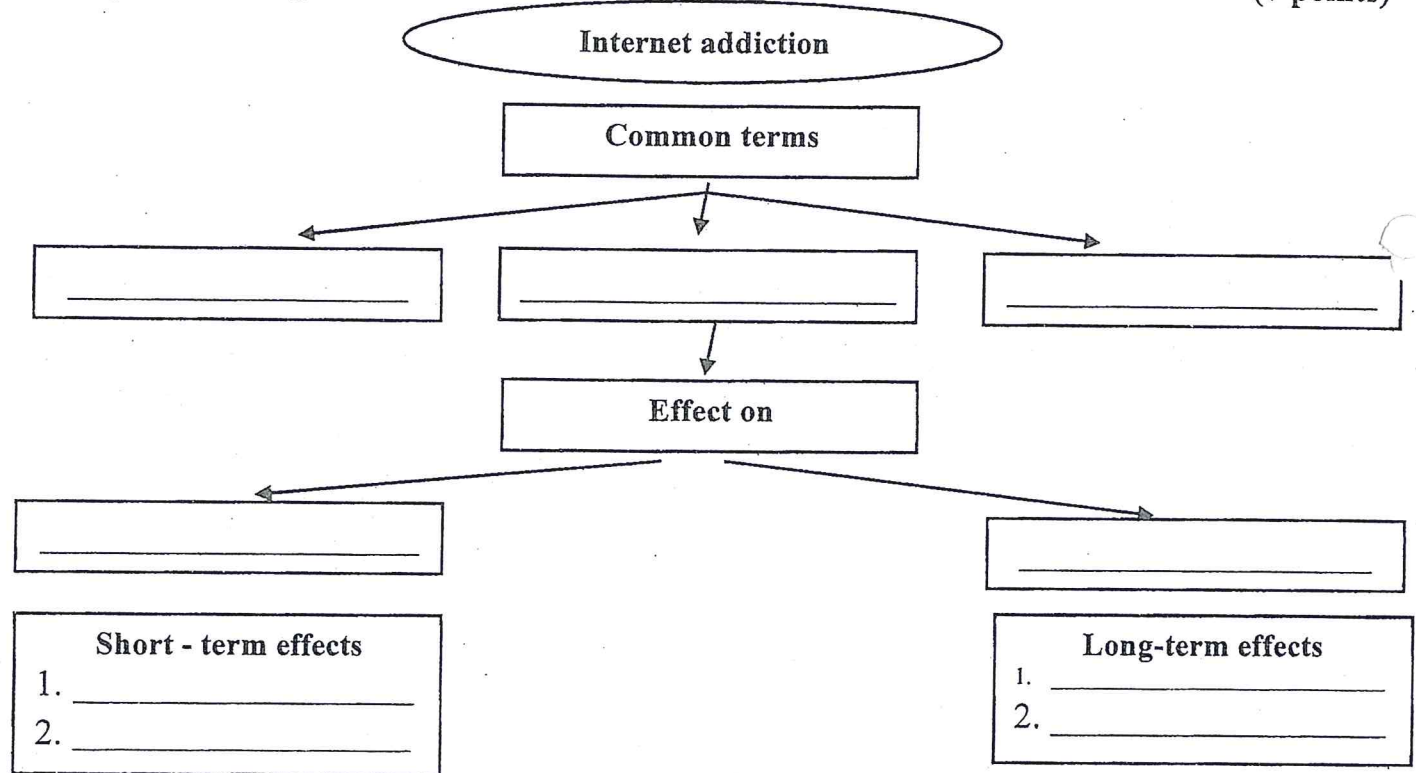
3. Decide whether each of the following is True or False:

(3 points)

1. The writer's attitude towards the internet effect on human life is completely negative. ( )
2. 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

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

2. Complete the sentences with words from the box:

(4 points)

conviction

reluctant

fees

lack

1. Palestinian refugees had a \_\_\_\_\_ that they would return home one day.
2. At universities today, \_\_\_\_\_ are too high for students to pay.
3. He made a lot of mistakes because of his \_\_\_\_\_ of experience.
4. Most women are \_\_\_\_\_ 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 \_\_\_\_\_ the enemy's defences?
2. Love of land has been \_\_\_\_\_ to us by our parents and grandparents.
3. Please, read this notice and \_\_\_\_\_ it \_\_\_\_\_ to your classmate.
4. Amr was really shocked when he \_\_\_\_\_ 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 \_\_\_\_\_ people and give them the wrong idea.
2. When people \_\_\_\_\_, they may get very tired.
3. Being \_\_\_\_\_ by their employer, most workers decided to leave the company.
4. This success couldn't have been achieved without your \_\_\_\_\_.

## 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 \_\_\_\_\_ (find) that somebody \_\_\_\_\_ (break into) their apartment.
2. Nuha \_\_\_\_\_ (watch) a frightening movie at ten p.m. last night.
3. Sorry, you can't speak to him now. He \_\_\_\_\_ (have) a shower.
4. Salma and her sister \_\_\_\_\_ (clean) the house all day long.
5. Everything is going well. We \_\_\_\_\_ (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.
4. You (must be/ must have been) disappointed when your team lost the game last week.

## 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)
2. They didn't buy a new defender last season. ( They regret)
3. 'Does anyone know where the nearest police station is?' (He asked)
4. 'Don't accept the first offer you get.' (His father advised him)
5. 'Why don't you phone me before 9:30?' (Ahmad asked his sister)



**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)

- \_\_\_\_\_ chess is my favourite game.
- There was \_\_\_\_\_ egg on the table. Where is it??
- I met \_\_\_\_\_ friend of mine in the street yesterday.
- \_\_\_\_\_ music is nice to listen to, but I'm not interested in \_\_\_\_\_ music that Shadi plays.
- \_\_\_\_\_ European ambassador is leaving tomorrow night.

B: Rewrite the following using reduced relative clauses:

(2 points)

- There have been several natural disasters which were caused by climate change.

- Do you know the man who has a book in his hand?

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

- I have an idea for a product, but I'm not sure how to arrange for someone to make it.

- If you want to wear earrings, you should pierce your ears.

B: Add question tags to the sentences below:

(3 points)

- It can't be easy as it looks, \_\_\_\_\_?
- Sami had much work to do yesterday, \_\_\_\_\_?
- She rarely comes these days, \_\_\_\_\_?

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

(5 points)

- You need to send a writing application with your CV. \_\_\_\_\_
- Life must be very unpleasant for people lived near busy airports. \_\_\_\_\_
- There is something strange about Sami, he is looking very pale. \_\_\_\_\_
- They accused me about not telling the truth. \_\_\_\_\_
- Who objects to have a rest for 15 minutes? \_\_\_\_\_

**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**