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Mofdi Zakaria Secondary School **School year: 2016-2017**
3rdyear streams: exp-sci/ tech /me **Time allotted: Two hours**
Full name: ..... **Class:** .....

SECOND TERM ENGLISH EXAM

Part one : Reading

A. Comprehension **(08 points)**

Read the text carefully then do the activities

False advertising is any form of advertising that is misleading to the customer. The consumer feels **that** buying the product would result in them benefiting from the purchase. The advertising might be on television, radio, newspapers, magazines, billboards, or the internet. They might advertise that consumers could save money or that the product would perform a certain function.

There are many types of false advertising. The most ordinary kind is when a business raises the price of an item and then lowers it and claims that it is on sale. They give consumers the impression that they are really saving money.

Other companies might claim that customers will get a rebate back on **their** purchase. However, they do not tell the consumer that the price is after the rebate; therefore, customers are paying the full price. In addition, businesses are not known for getting rebates back to customers very quickly.

It is very frustrating when a customer sees an appealing advertisement on television; they are exciting and go purchase the product, then it does not do anything like what the advertisement says it would do. The consumer feels that they have been cheated out of a good purchase. Therefore, they want to do something about it so that the advertisers cannot scam anyone else.

False advertising is annoying when the product does not deliver what it promised. Consumers can report the company for fraudulent business practices and help put a stop to their deceiving ways.

1. Choose the answer that best completes the following statements.

A- The text is :.....
a.Narrative b.Expository c.Prescriptive

B. False advertising is .....behaviour.
a.legal b. moral c.illegal

C. There are .....types of false advertising.
a.none b.a lot of c.few

D.False advertising is ..... for the consumer.
a.motivating b.attracting c.annoying

2. Answer the following questions according to the text.

a. What is false advertising?
.....

b. Where do we find advertising?
.....

c. Can consumers report about false advertising?
.....

3. What /who do the underlined words refer to in the text?

That (§1)⟶ ..... their (§3) ⟶ .....

4. In which paraghraph ie it mentioned that "consumers can eradicate false advertising **"**
.....

5. Choose the title you think it's most suitable for the text.

a.False Advertising b.Advertising c.Obesity in the world

B. Text exploration: **(07 points)**

1. Match words with their definitions:

Words	Definitions
a. misleading **b.** fraudulent **c.** impression **d.** rebate	**1.** Part of tax, rent, etc paid back. **2.** Cause somebody to have a wrong idea about something. **3.** Intended to deceive. **4.** Lasting effect on somebody's mind or feelings.

2. Circle the stressed syllable in the following words.

Regulation - management - advertize - association

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3. **Complete the following table as shown in the example.**

	Verb	Noun	Adjective
Example	To commercialize	Commerce	Commercial
	To encourage	……	……
	……	……	Eatable
	……	……	Consumptive

4. **Combine the following statements using the connectors in brackets. Make necessary changes.**

   a. Advertising can be harmful. It leads consumers to buy every product.**(despite)**
   ……..

   b. He gained weight. He ate too much fat. **(because of)**
   ……

   c. Regulations about food safety are not respected. Supermarket managers have difficulty in finding safe products. **(As a result)**
   ……

PART 2: WRITING **(05 points)**

Choose one of the following topics

1. Using the following notes, write a composition of about 10 lines on the following topic:

► Compare Algerian advertisements to European ones.

▲ Algerian advertisements / poorly made / European ones / well made
▲ Local spots / long / foreign ads / short.
▲ National adverts / not always clear / foreign commercials / meaningful.
▲ Not enough money / spent / on advertising / in Algeria / large sums western world.
▲ Limited range advertising / in our country / Diversity of the means / in the West.

OR 2 : write a composition of about 100 words on a situation in which you were asked to give a bribe. What did you did?

TOPIC: ……

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Never stop learning, because life never stops teaching
Good luck ; your teachers



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