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SECOND-TERM EXAMINATION	02 Hours
Third-Year SE+GE+TM	

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 products. **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 prices for winners. He has often advertised on the screen of local cinemas, but more importantly, he has advertisements put on TV programmes that would accept them.

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

PART ONE : Reading and Interpreting (15 pts)



A- Comprehension /Interpretation

1- Type of Discourse : *Choose the best answer(a ,b or c):* **(0.5pt)**

The text is: **a)** narrative **b)** expository **c)** descriptive

2- True / False Statements : ***Are these statements true or false according to the text?*** **(1.5pt)**



a) Television is the best media to advertise a new product.
b) Manufacturers use billboards in advertisement.
c) Attractive girls are employed to buy products.



3- Comprehension Questions : ***Answer the following questions according to the text:*** **(3pts)**



d) Why is there a great competition between manufacturers?
e) How do manufacturers advertise their products?
f) Is television more important than radio in advertising?



4- Title : ***Choose the best title (a, b or c) to this passage***: **(0.5pt)**

a) Advertising **b)** Business is Business **c)** For and Against Advertising

5- Vocabulary :

A) Synonyms : ***Find in the text words that are closest in meaning to:*** **(1pt)**

a) publicity (§1) =……..**b)** to convince (§2) =……..

B) Opposites : ***Find in the text words opposite in meaning to:***



a) traditional (§1) ≠……**b)** refuse (§3) ≠……

6- Cohesive Markers: ***Who/what do the underlined words refer to in the text?*** **(0.5pt)**

a) **They** do this (§2) = …… **b)** **He** employs attractive girls (§3) = ……..

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B- Text Exploration:

1- Morphology : *Derive nouns from the following verbs*: **(1.5 pts)**

(consume - advertise - produce)

2- Transformations : *Rewrite the following statements using the prompts provided :* **(3pts)**

a) Advertisements for fast foods will be banned. **(might)**
b) Health warnings will be written on the packages of processed food. **(might)**
c) The Algerian government will impose an eco-tax on polluting industries. **(may)**

3- Gap-filling: *Fill in the blanks from the list:* **(02 pts)**

(advertising - other - consumer - studies)

Some **….(1)…** found that advertising had a good effect on consumer satisfaction; **….(2)….**studies found that **…(3)…** had a negative impact and led to **…(4)….**

4- Sound System: *Underline the stressed syllable:* **(1.5pts)**

advertise - advertisement - commerce - commercial - regulate - regulation

PART TWO: WRITTEN EXPRESSION (5pts)

Choose ONE of the following topics:

Topic One: *Reorder these sentences to get a coherent paragraph:*

a) In the Middle Ages, people used pictures above their shops.
b) Because most people could not read.
c) The first step towards modern advertising came in the 15th and 17th centuries with the development of printing.
d) There was no written advertising yet,
e) At the same time, as education improved gradually the written word became accessible to more people.



Topic Two: *Imagine what A says and complete the dialogue:*

A: ……
B: I have terrible pains in my stomach.
A:……
B: A ham-burger.
A:…….
B: I know but I had too much work, so I ate in the office.
A:…….
B: Never again! I prefer going on a fast than eating fast food.







Topic Three: *Write a paragraph in which you answer the following question:*

- Do you think that advertising (publicity) is the best way for selling goods?

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ANSWER SHEET

PART ONE : Reading and Interpreting

A- Comprehension /Interpretation

1- Type of Discourse : The text is: (….)

2- True / False Statements :

a	b	c

3- Comprehension Questions :

a) There is a great competition between manufacturers because ……
.....

b) Manufacturers advertise their products .....
.....

c).....

4- Title : ***(....)***

5- Vocabulary :

A) Synonyms : a) publicity =……**b)** to convince = ...

B) Opposites : a) traditional ≠……**b)** refuse ≠……

6- Cohesive Markers: a) They do this = ……
b) He employs attractive girls = ……

B- Text Exploration:

1- Morphology :

Verb	Noun
consume	……
advertise	……
produce	……..

2- Transformations

a) ……

b) ……..

c) ……..

3- Gap-filling:

1	2	3	4

4- Sound System:

advertise - advertisement - commerce - commercial - regulate - regulation

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PART TWO: **WRITTEN EXPRESSION**

Topic : (....)

Topic One:

Order	1	2	3	4	5
Statements					

Topic Two:

A: ……

B: I have terrible pains in my stomach.

A:……

B: A hamburger.

A:……

B: I know but I had too much work, so I ate in the office.

A:……

B: Never again! I prefer going on a fast than eating fast food.

Topic Three: Do you think that advertising (publicity) is the best way for selling goods?

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And now, that you've finished, what do you think of a big juicy hamburger !!?!



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