نجاح 213 · najah213.com

**Ain Soltane Secondary school** **Level: 3rd Year/ M.E**
**Name: ……..** **School Year: 2019/ 2020**

## Second Term Test

**Part One: Reading**
**Read the text carefully and do the following activities**:

Advertisements are key part of the business. Huge amounts of money have been spent on advertising throughout the world. Different types of advertisement such as television, radio, newspaper, the internet and posters can influence consumer's behavior positively or negatively as there are different arguments and opinions.

Looking at the positive part, advertisements tell us about the products available on the market. Secondly, **it** creates many job opportunities and helps in reducing unemployment. On the negative front, advertisements persuade us to buy things even if we don't need them. Furthermore, many products, like cigarettes and spirits, which are not good for health are advertised as a high life style products and people, especially youngsters get carried away and get used to such harmful effects.

Thus, the negative impact of advertising should be reduced and ads should be regulated. It's high time governments controlled products **which** are dangerous.

**Adapted from:** www.inc.com › encyclopedia › advertisingbudget

**A/ Comprehension:**

**1- Say whether the following statements are true or false:**
**a-** No money is spent on advertisements. …….
**b-** There are different kinds of advertisements ……
**c-** The advertising industry helps people find jobs. ……..
**d-** Young persons are particularly influenced by ads in a negative way. …….

**2-** In which paragraph is it mentioned that "ads inform us about the availability of some products?"
**§ Number**.....

**3- Answer the following questions according to the text:**
**a-** What can the types of advertisements do to the consumer?

……

**b-** How does advertising impact people negatively?

……
……

**c-** Does the author suggest solutions to avoid the negative impact? Justify from the text.

……..

**4- Who or what do the underlined words in the text refer to?**
a- **It (§2)** ……. b- **which** (§3) ……

فروض واختبارات مع الحلول لكل المستويات — مجاناً
najah213.com

najah213.com · نجاح 213

**B/ Text Exploration:**

**1- Find in the text words or expressions that are closest in meaning to the following:**

**a-** Buyer **(§1)** = …….

**b-** Goods **(§2) =** …….

**2- Complete the following chart as show in the example below:**

| | Verb | Noun | Adjective |
|---|---|---|---|
| **Example** | **Produce** | **Product** | **Productive** |
| | …… | **effect** | …….. |
| | **persuade** | …… | …….. |
| | …… | …… | **Dangerous** |

**3- Rewrite sentence B so that it means the same as A**

**1- A-** If the packaging is attractive, consumers will buy it.
**B-** Unless……..

**2- A-** Organic food is healthy because it doesn't contain fertilizers.
**B-** Because of …….

**3- Reorder the following sentences to make a coherent paragraph**

a- Companies attempt to make these commercials sufficiently entertaining,
b- It is considered the most important American football game of the year.
c- Each year, greater sums of money are paid to obtain a commercial spot during the Super Bowl.
d- so that members of the public would actually want to watch them.

| 1 | 2 | 3 | 4 |
|---|---|---|---|
| | | | |

**4- Classify the following words in the table below according to the pronunciation of their final /s/**
**Posters -arguments – carries - reduces**

| /s/ | /z/ | /iz/ |
|---|---|---|
| | | |

**Part Two:**

**Production:**

**Complete the following dialogue. (3pts)**

A-:……

B-: No, I'm not interested in watching tv commercials.

A-:……..?

B:-Because they sometimes have bad influence on the consumer's choice.

A:- How is that? Can you give me an example?

B:- ……

**Good Luck** 😊

فروض واختبارات مع الحلول لكل المستويات — مجاناً
najah213.com