Level: 3ASS2.3.5.6 **School Year: 2014- 2015**

Second Term Assessement

Answer on the sheet of the exam

Part one: reading

Read the text carefully then do the activities

Advertising is a message designed to promote a product, a service or an idea. In everyday life, people come into contact with many kinds of advertising. Printed advertisements make up a large part of newspapers and magazines. Poster ads appear in many buses, subways and trains. Neon signs along downtown streets flash advertisements. Billboards on the roadsides, commercials interrupt TV and radio programs…

The purpose of most advertising is to sell the products or services. Manufacturers advertise to try to persuade people to buy their products. Large business 'firms also use advertising to create a favourable image of their company. Local businesses use it to gain new customers and increase sales. Advertising thus plays a key role in the competition among businesses for the customer's dollar.

Advertising is also used by individuals, political parties and candidates, social organisations, special internet groups, and the government. Many people advertise in newspapers to sell used cars, homes, or other property. Political parties and candidates use advertising to try to win votes. Social organisations and special interest groups often advertise to promote a cause or to influence the way people think or act.

A) Comprehension (08 PTS)

1 . Say whether the following statements are true or false. (write T or F next to each sentence)

a) Advertising is a part of people's daily life. ….
b) The main purpose of advertising is to sell products and services. ….
c) Advertising has no influence on competition between large firms. ….
d) Advertisements make political parties lose votes. ….

2 . Fill in the table with information from the text as shown in the example.

OF ADVERTISING	ADVERTISED
Example :- printed ads	In newspapers and magazines
……	……
Neon signs	……
……	Roadsides
- Commercials	……

3. Answer the following questions according to the text.

a) Who uses advertising?

……

……

b) Why do social organisations and special interest groups use advertising?

……

……

4) In which paragraph are:

a) The different kinds of advertising mentioned? In paragraph.....

b) The users of advertising in elections mentioned? In paragraph .....

5) Choose the general idea of the text.

a) Reasons for advertising.
b) The negative effects of advertising.
c) Consumer goods.

The general idea is .....

B) Text exploration. (07 PTS)

1. Find in the text words or phrases which are closest in meaning to the following:

a) Convince (§ 2)..... a) very important (§ 2).....

2. Complete the following chart as shown in the example.

	nouns	adjectives
Example: to advertise	advertisement	advertised
.....	product	.....
To sell	.....	.....
.....	.....	useful

3. Classify the following words according to the pronunciation of the final's'.

Buses – roadsides – sites – services – sales – groups.

/S/	/Z/	/IZ/

4. Ask questions that the underlined words answer.

a) Every day, people come into contact with many kinds of advertising.

.....

b) Many people advertise in newspapers to sell used cars, homes or other property.

.....

5. Complete the following dialogue.

A: .....

B: it is a message meant to promote a product or an idea.

A: .....

B: we can find advertising everywhere.

A: .....

B: manufacturers, businesses, politicians, almost everyone uses it.

A: .....

B: yes, of course. Advertising is a big business.

Part two: written expression (05 pts)

Write a composition of 80 words on one of the following topics.

Topic 1:

A factory has just produced a new product. Using the following notes write a composition to show how to promote this product.

- Description of the product
- Its use
- Its advantages
- Its price

Topic 2:

Are you for or against advertising? Justify your choice.

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