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 ADVERT			VERTISE	ED				
					papers and maga:	zines			
Neon signs									
	Neon signs		Roadsides						
	- Commercials								
3. A newer the following questions according to the tayt									
	3. Answer the following questions according to the text.								
	a) Who uses advertising?								
	b) Why do social organisations and special interest groups use advertising?								
	o) why do social organisations a	-	-	is use aux	citising.				
	4) In which paragraph are:								
	a) The different kinds of advert	ising me	ntioned? In par	agraph					
	b) The users of advertising in el 5) Choose the general idea of the		mentioned? In p	aragraph					
	a) Reasons for advertising.								
	b) The negative effects of adve	rtising.							
	c) Consumer goods.								
	The general idea is								
	Text exploration. (07 PTS)				C 11 :				
	Find in the text words or phrases w			_					
	Convince (§ 2))					
**	Complete the following chart as sin	plete the following chart as shown in the example. nouns adjectives							
	Example: to advertise	ac	lvertisement		advertised	1			
		pr	oduct			1			
	To sell				C-1	4			
	Classify the following words accord	rding to	the pronunciation		seful nal's'.	_			
	Buses - roadsides - sites - services	_	-						
	/S/		/Z/		/IZ/				
	Ask questions that the underlined								
)	Every day, people come into conta	ct with i	nany kinds of ad	vertising.					
)	Many people advertise in newspap	ers to se	ll used cars, hon	es or oth	er property.				
	Complete the following dialogue.								
	A:								
	A:								
	B: we can find advertising everywhere.								
	A:								
	A:								
	B: yes, of course. Advertising is a big business.								
	Part two: written expression (05	_	the fall arrive t	nias					
	Write a composition of 80 words of Topic 1:	n one of	the following to	pics.					
	A factory has just produced a new	w produ	ct. Using the foll	owing no	tes write a compo	osition to			
	show how to promote this product.		and to to to		a compo				
	Description of the product								
	Its use								
	Its advantages								

- Its price

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<u>l opic 2:</u>
Are you for or against advertising? Justify your choice.

CORRECTION OF THE SECOND TERM ENGLISH ASSESSMENT

A) Comprehension 08PTS

- 1. True or false:02 PTS
- a) True
- b) True
- c) False
- d) False
- 2. Table.02 PTS

tinds	where	
	vays	
ls	lio programs	

- 3. Answer: 02 PTS
- a) Manufacturers, businesses, individuals, political parties, social organisations,.....
- b) They use it to promote a cause or to influence the way people think or act.
- 4. Paragraph 01 PT
- a) First §
- b) Third §
- 5. General idea: 01 PT
- a) Reasons for advertising.
- B) Text exploration. 07 PTS
- 1. Synonyms 01 PTS
- a) convince= persuade
- b) very important= key role
- 2. the chart: 1.5 PTS

e	

3. final 's': 1.5 PTS

ps	sales	vices		

- 4. Questions: 01 PT
- a) When do people come into contact with many kinds of ads?
- b) Why many people advertise in newspapers?
- 5. Complete: 02 PTS

A: what is advertising?

A: where can we find advertising?

A: who use advertising?

A: is advertising a big business?

C) Written 05 PTS

Topic 1:

Should be descriptive. CONTENT 2.5 PTS

CONTEXT 2.5 PTS

Topic 2:

Should be argumentative. CONTENT 2.5 PTS

CONTEXT 2.5 PTS