

THE SECOND TERM EXAM**Part One: READING**

(08PTS)

Read the text carefully and do the activities:

Advertising helps inform people about the benefits of products and innovations. **It** is also a way to engage the producer with the consumer on issues that matter to them.

In fact, consumers are increasingly exposed to advertising campaigns in which they are often confronted with idealized representations of the world (eg. idealized situations, attractive models). A large amount of studies has shown that ads presenting idealized images can have strong effects on consumer satisfaction and welfare. However, obtained results were not consistent with each other. Some studies found that advertising had a good effect on consumer satisfaction; other studies found that advertising had a negative impact and led to consumer dissatisfaction. No research has ever tried to resolve why **conflicting findings** were obtained in this area of research. Moreover, there exists no extant consumer behaviour model on the effects of advertising on consumer Satisfaction

(Adapted from Advertising (the Internet))

1. *Choose the title you think is the most appropriate*

- A/** the positive effects of advertising **b/** the benefits of products
C/ the effects of advertising on consumers.

2. *Say whether the following statements are true or false. Write 'T' or 'F' next to the sentence letter.*

- A /** Advertising always has positive effects on consumers.
B / Advertising helps to find the drawbacks of products.
C / Research has found consistent results about the effects of advertising on consumers.

3. *Answer the following questions according to the text.*

- A/** what effects has advertising on consumers.
B/ what is the aim of advertising?
C/ How can ads have strong effects on consumer satisfaction?
D/ Does advertising always lead to consumer satisfaction? Justify your answer.

4. *What or who do the underlined words refer to in the text.*

A. it §1

b. conflicting findings §2

5. In which paragraph is it mentioned that no study is interested in the reasons behind the effects of advertising on consumers.

TEXT EXPLORATION/

(07PTS)

1. Find in the text words opposite in meaning to the following:

A/disadvantages (§1)

b/satisfaction (§2)

2. Which nouns can be derived from the following words?

Safe-farm-manage-produce

3. Rewrite sentence 'B' so that it means the same as sentence 'A'

A/ I regret having seen the advertisement.

B/ I wishí í í í í í í í í í í í

A/ People whop eat too little food do not get enough energy.

B/ If peopleõ õ õ õ õ õ õ õ õ õ õ õ enough energy.

A/ we should organize ourselves to fight GMFs.

B/ It is high time weõ õ õ õ õ õ õ õ õ õ õ

4. Reorder the following words to make a correct sentence.

People / positive / influence / has / on / advertising

5. Classify the following words according to the number of their syllables.

Advertise / consume / farm / introduce

WRITTEN EXPRESSION/

(05PTS)

Choose **ONE** of the following TOPICS:

TOPIC ONE Using the following notes write an opinion article about the disadvantages of counterfeiting.

- Imitation poor quality.
- Fake medicines kill people.
- Giving bad reputation to the country.
- Piracy kills creativity.
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TOPIC TWO: Write a composition about the positive and negative effects of advertising on consumers.