



English Language Exam

Benha Faculty of Applied Arts

Code: 2016

Advertising Dept.

2 Hours

20th May 2017

Total Mark: 60

The exam consists of 5 pages

I- Textbook

A- Answer the following questions:

1- What are the types of still life arts?

.....
.....

2- What does the word advertising refer to?

.....
.....

.....

3-What do commercial ads seek to?

.....
.....

4- What did the old Egyptians use to advertise? And for what?

.....
.....

.....

B- Give the synonyms of the following words:

The word	The synonyms
Distinct
Promote
Employ
Spend

C- Write a summary about the following:

1-Persuasion:

.....
.....

....

2- Papyrus:

II- Structure and Phonetics

1. ----- leave the door open.
A. You B. Not C. Don't D. Did
2. ----- a beautiful picture this is!
A. Where B. How C. Whose D. What
3. Please, ----- write on this page.
A. don't B. not C. does D. did
4. How heavy -----!
A. your bag B. is your bag C. your bag is D. was your bag
5. What a clever idea -----!
A. is this B. this is C. this D. is
6. ----- me about your holiday. I want to hear everything.
A. Never tell B. Don't tell C. Tell D. Did tell
7. Zoe's written the invitations and she's going to send them ----- everyone.
A. to B. from C. for D. at
8. She loves chocolate cakes, so her mother's ordered one ----- her.
A. to B. from C. at D. for
9. Adam's seen some nice earrings, so he's going to buy them ----- his wife.
A. to B. for C. from D. at
10. I'm not going to wear my blue dress, so I'm going to lend it ----- Zoe.
A. to B. from C. for D. at
11. A: ----- food have you bought? B: Just a sandwich.
A. When B. Which C. How D. What
12. A: ----- time is the meeting? B: Four o'clock.
A. What B. Which C. How D. When
13. A: ----- bag is yours? B: The green one.
A. What B. Which C. Where D. Whose
14. A: ----- kind of dance is it? B: Ballet and jazz.
A. What B. Which C. Where D. Whose
15. A: ----- difficult is the course? B: Not too difficult.
A. What B. Which C. Where D. How

16. The pronunciation of final -s sounds in **grabs**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

17. The pronunciation of final -s sounds in **fills**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

18. The pronunciation of final -s sounds in **sniffs**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

19. The pronunciation of final -s sounds in **feeds**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

20. The pronunciation of final -s sounds in **Laughs**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

21. The pronunciation of final -s sounds in **Occurs**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

22. The pronunciation of final -es sounds in **Homes**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

23. The pronunciation of final -es sounds in **Sizes**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

24. The pronunciation of final -es sounds in **Miles**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

25. The pronunciation of final -es sounds in **Taxes**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

26. The pronunciation of final -es sounds in **faces**

- | | | | |
|----|-----|----|------|
| a. | /s/ | c. | /Is/ |
| b. | /z/ | d. | /Iz/ |

27. The pronunciation of final -d sounds in **laughed**

- | | | | |
|----|-----|----|------|
| a. | /t/ | c. | /Id/ |
| b. | /d/ | d. | /It/ |

28. The pronunciation of final -d sounds in **invited**

- | | | | |
|----|-----|----|------|
| a. | /t/ | c. | /Id/ |
| b. | /d/ | d. | /It/ |

29. The pronunciation of final -d sounds in **Brushed**

- | | | | |
|----|-----|----|------|
| a. | /t/ | c. | /Id/ |
|----|-----|----|------|

b. /d/ d. /It/

30. The pronunciation of final -d sounds in **Believed**

a. /t/ c. /Id/
b. /d/ d. /It/

III- Technical Writing

Write a paragraph about “Advertising Basics”. (About 5 sentences)

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.....
.....
.....
.....
.....
.....
.....

The end of questions

Best of Luck

Key Answer

I- Text Book

1- A still life is either natural (food, flowers, dead animals, plants, rocks, or shells) or man-made (drinking glasses, books, vases, jewelry, coins).

2- Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell product.

3- Commercial ads often seek to generate increased consumption of their products or services through branding, which associates a product name or image with certain qualities in the minds of consumers.

4- Egyptians used papyrus to make sales messages and wall posters.

B-

The word	The synonyms
Distinct	different
Promote	advertise
Employ	use
Spend	Pay

C-

1-**Persuasion:** is an umbrella term of influence. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviors.

2- **Papyrus:** refers to a thick type of paper made from the pith of the papyrus plant

II- Structure

1	c-don't	11	D- what	21	B
2	D-what	12	A- What	22	B
3	A- don't	13	B- which	23	D
4	C- your bag is	14	A- what	24	B
5	B- this is	15	D- how	25	D
6	C- Tell	16	B	26	D
7	A- to	17	B	27	A
8	D- for	18	A	28	C
9	B- for	19	B	29	A
10	A- to	20	A	30	B

III- writing

Development	2 marks
Grammar	2 marks
Organization	2 marks
Style	2 marks
Accuracy writing conventions	2 marks