

 **Benha University Fourth Year
 Faculty of Applied Arts 2016-2017**

 **Advertising Department Time: 2 hours
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 **Part I: Textbook (5 marks)**

**Answer the following questions:**

1. the art historian uses historical method to answer questions about how artist create the work, disciples, historical forces that shaped the artist's oeuvre and the creation’s effect on the course of artistic, political, and social events
2. The best definition of art is how to show others what is going on in our minds and inner souls.
3. Trademark is a name, word, logo, or other symbol that represents any company.
4. First, it gives you priority over the trademark. Second, the right to sue when your trademark is inappropriately used, as well as the right to recover money from these trademark infringement lawsuits and last you can stop goods bearing your trademark from being imported from a foreign country.
5. The opposite of “inner” is **outer**

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 **Part II: Grammar (10 marks)**

 **A) Choose the correct answer:**

1. I try **to** **arrive** on time, but I’m often late for things.
2. He doesn’t play rugby now. He stopped **playing** a year ago.
3. If you make something that’s too salty, try **adding** some sugar to it.
4. We went for a walk when it stopped **raining**.
5. Could you turn down your sunset, so she stopped **to take** a picture of it.

**B) Complete the sentences. Use negative prefixes.**

1. inaccurate.
2. irrelevant.
3. illegal.
4. misunderstood.
5. Impatience.

 **Part III: Collocation (5 marks)**

**Correct the collocations error from these sentences:**

1. Ran of
2. Worth your while
3. give
4. tell
5. changed

 **Part IV: Reading (5 marks)**

 1- The increase has mounted to more than 300%.

 2- Write a list of your needs. Don’t buy any items which are not included on the list. Choose the cheapest and healthiest kinds of food. You can buy fresh vegetables instead of frozen ones because they are cheaper and healthier. Chickens are cheaper than red meat. You can have cheese, beans and eggs instead of meat.

 3- Find words in the passage which mean:

 **a) cut down on b) starvation**

 4-  **b) food**

 5- **c) buy only healthy and cheap food**

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 **Part IV: Writing (5 marks)**

 **Students can write in any of the given topics**

 **BEST WISHES**

 **Ansaam Alshamy**