

Reading Comprehension: (65 points)

Question Number One: (25 points)

Read the text about brands. Then complete the tasks below:

In the world of commerce and advertising, a product's name is part of its identity or its brand, and that can mean the difference between huge success and disastrous failure.

American consumers were asked what products they always bought and would never exchange for another brand. It turned out that large numbers of people were loyal to brands that no longer existed. Several people claimed they 'always bought' something that hadn't been available for over thirty years. So, if you're in manufacturing or marketing, your aim is to build up a brand with a good public image. Remember, by the way, that what your product actually is can be less important than what consumers believe it is; in other words, it's people's perceptions that really matter.

There are various ways a brand can be harmed, or even destroyed. One is to introduce new products under the same overall name that are cheaper. The result is often to cheapen the original brand in the public's eyes, so that it loses its luxury appeal. Another way of cheapening a brand is by overusing special offers like '10% off this week' or 'Buy one, get one free'. Marketing strategies like this may bring good results in the short term, but short-term thinking, more often than not, leads to the death of a brand.

A. Answer the following questions:

(8 points)

1. What are the results of the American study?

a. large number of people were loyal to brands no longer existed

b. Several people always bought something that hadn't been available for thirty years

2. What are the two offers mentioned in the text?

a. 10% off this week b. buy one get one free

B. Circle the correct answer:

(5 points)

1. Brand can reveal the difference between _____.

a. disastrous success and huge failure

b. great success and big failure

☒ c. huge success and disastrous failure

2. A good way of marketing your products is _____.

a. friend's image

☒ b. people's image

c. your own image

C. Decide whether the following statements are True or False:

(6 points)

1. A product's name is something related to its identity. (T)

2. What your product actually is can be more important than what consumers believe it is. (F)

3. A product loses its luxury appeal when it is cheapened in the public's eyes. (T)

D. What do the following pronouns refer to:

(6 points)

1. " its" (line1): product's name 2. " they" (line 3): American customers

3. "One" (line 9): way

Question Number Two: (40 points)

Read the two online book reviews. Then complete the tasks below: (20 points)

With his background, Joseph Stiglitz is in a good position to explain how globalisation works. You might expect him to be a supporter of the way the world has been going for the last forty years. In fact, he is extremely critical. This book is now over thirteen years old. The main reason why I've only given it a 4-star review is that I suppose there must be more up-to-date books out there, but if there are I haven't read them. And I'm not sure if they would be able to offer such a clear picture of how globalisation is failing the world's poor, harming those it claims to be trying to help.

The story he tells is now a well-known one. In country after country, organizations like the World Bank and the International Monetary Fund lend money to governments on the condition that they 'reform' their economies. These so-called reforms always involve selling public services to private companies and opening up the economy to large multinational companies. And, of course, these companies are based in the rich countries that have most of the power in the World Bank and IMF.

I have to say I was rather disappointed by this book. The first two chapters are interesting enough, but after that it gets stuck in too much detail. If you don't know much about economics, you'll probably want to stop reading before your head starts hurting. I carried on, hoping to read something about the cultural effects of globalisation or the damage it's doing to the environment, but nothing appeared.

A. Answer the following questions:

(12 points)

1. Why has the first reviewer given the book four stars?

There must be more up-to-date books

2. What do reforms include?

a. selling public services

b. opening up the economy of large multinational companies

3. Where are World Bank and IMF centred ?

In the rich countries

4. Why is the second reviewer disappointed?

It gets stuck into much details

B. Circle the correct answer:

(8 points)

1. In his book, Joseph Stiglitz is _____ of the way the world has been going for the last forty years.

a. supporter

☒ b. critical

c. neutral

2. The book of Joseph is _____ years old.

a. 13

b. over 30

☒ c. over 13

3. Joseph has inside knowledge because he is _____.

☒ a. an economist

b. a teacher

c. a scientist

4. The main point of the second reviewer is that the writer _____.

a. mentions the cultural effects and the damage of globalization.

☒ b. doesn't mention the cultural effects and the damage of globalization.

c. offers a clear picture of how globalization works.

Read the text about ' comfort zone'. Then answer the questions below:

(20 points)

The comfort zone, as defined by Lifehacker, is a "behavioral space where your activities and behaviors fit a routine and pattern that minimizes stress and risk" — the operative words here being stress and risk. In our comfort zone, there is a sense of familiarity, security and certainty. When we step outside of our comfort zone, we're taking a risk, and opening ourselves up to the possibility of stress and anxiety.

We've come to see stress as a dirty word — and for good reason — but a little bit of healthy stress can actually act as a stimulus for growth and provide a powerful motivation to act.

According to one theory, the term comfort zone originated in reference to the temperature zone (67 to 78 degrees) where we're most comfortable, and feel neither hot nor cold. Psychologically, our comfort zone is the place we're most at home.

While staying in your comfort zone can result in consistent, steady performance, stepping out of your comfort zone into a new and challenging task can create the conditions for optimal performance.

In an increasingly competitive, cautious and accelerated world, those who are willing to take risks, step out of their comfort zone and into the discomfort of uncertainty will be those who will reap the biggest rewards.

A. Answer the following questions:

(10 points)

1. What do we have in our comfort zone?

a. a sense of familiarity

b. security

c. certainty

2. Mention what happens when we step out of our comfort zone?

a. We are taking a risk

b. opening ourselves up to the possibility of stress and anxiety.

B. Complete the following sentences:

(10 points)

1. Temperature zone is (67 to 78 degrees) where we are most comfortable neither hot nor cold.
2. According to the writer our world today is:
a. increasingly competitive b. cautious c. accelerated world

Vocabulary : (25 points)

Question Number Three : (25 points)

A. Complete the sentences with words from the box:

(7.5 points)

peers worth disappointed citizen terror

1. I'm disappointed in you – I really thought I could trust you!
2. The job involves a lot of hard work but it's worth it.
3. All women have a terror of losing their children.
4. She's Italian by birth but now she is an American citizen.
5. Children are worried about failing in front of their parents and peers.

B. Choose words from the box and match them with their meanings:

(7.5 points)

judging set breakthrough colleague acquaintance

1. breakthrough : event that made a big difference
2. set : complete group
3. judging : deciding which is acceptable
4. colleague : someone you work with
5. acquaintance : someone you know but not very well

C. Complete the sentences with the suitable phrasal verbs from the box:

(4 points)

catch up cut back turned out brought up

1. After missing a term through illness he had to work hard to catch up with the others.
2. He was brought up by his aunt after his parent's death.
3. If we don't sell more we'll have to cut back production.
4. The house they had offered us turned out to be a tiny apartment.

D. Circle the correct answer:

(6 points)

1. He did it on _____, knowing it would annoy her. (purpose / duty)
2. These buildings are part of our _____ heritage. (nation / national)
3. The changing seasons mark the passing of _____. (time / times)

Language : (25 points)

Question Number Four: (25 points)

A. Complete the sentences with the correct tense of the verbs in brackets:

(6 points)

1. They decided to go for a walk, while the sun was shining. (shine)
2. I can't talk now because I am having (have) my dinner. Ask him what he wants (want)
3. My brother has been teaching (teach) in this school for a long time and he is still there.
4. Her friend doesn't go (not go) to parties quite often.

B. Rewrite the following sentences using reduced relative clauses:

(4 points)

1. Pupils who talk during the lesson will have to leave the class.
Pupils talking - - -
2. The number of people who have been considered as close friends is about ten.
The number of people considered

C. Rewrite the sentences using the words in brackets:

(3 points)

1. Her nephew didn't remind her to be here before ten. (He / should)
He should have reminded her - - -
2. My brother spends most of his time chatting on the internet. (He / regrets)
He regrets spending most
3. Muna spoke loudly in front of her mum. (She / wishes)
She wishes she hadn't spoken - - -

D. Circle the correct answer:

(4 points)

1. I'm absolutely certain I locked the door. I clearly remember _____ it (to lock/locking)
2. My father decided _____ a new modern house. (to build/building)

E.1. Complete the sentences with the past participle or -ing form of the verbs in brackets. (4 points)

- a. Kim took one cautious step onto the frozen waves. (freeze)
- b. By night he was a demanding stranger who knew no bounds. (demand)

2. Add question tags to the sentences below:

(4 points)

- a. She put too much sugar in her tea, didn't she ?
- b. This job isn't really suitable for younger people, is it ?

Literature (15 points)

Choose one of the two stories and answer the questions: اختر واحدة من القصتين واجب عن جميع اسئلتها

Romeo and Juliet

Question Number Four: (8 points)

A. Decide whether the statements are True or False:

(3 points)

1. Shakespeare based his story on the other versions of the story. (T)
2. The Capulet and Montague families are friends. (F)
3. Juliet is worried that Romeo might think she has fallen in love too quickly. (T)
4. ~~Romeo is worried that the Capulets will find him.~~ (F)

B. Complete the following sentences with words from the story:

(3 points)

1. Lady Capulet and Lady Montague are wise because they hold back their husbands from fighting.
2. Romeo decides to buy a bottle of poison after he heard that Juliet is dead.

Question Number Five: (7 points)

A. Read the following quotation then answer the questions:

(4 points)

"What's this? A bottle in my true love's hand? You have drunk it all, and left a friendly drop to help me too".

- a. Who said these words? Juliet
- b. To whom? Romeo's body
- c. Why was the speaker very sad? Romeo was dead
- d. What did the speaker do after that? she stabbed herself with his knife

B. Answer the following questions:

(3 points)

1. How does the Prince say the family members will be punished if they fight in future? punish them to death / have them executed
2. What is the effect of the mixture on Juliet's body?

- a. makes her cold and sleepy
- b. seems as if she stops breathing

King Lear

Question Number Four : (6 points)

A. Decide whether the statements are True or False:

(3 points)

1. Earl of Kent reminded the King that Cordelia was his favorite daughter. (T)
2. Goneril sent a letter to her sister Regan asking her to look after their father. (F)
3. Edmund admitted all his crimes when he was close to death after Albany's attack. (F)

B. Circle the correct answer:

(3 points)

1. Edgar hid from his father's men by:

- a. staying in Regan's castle
- b. pretending to be mad
- c. living among Lear's knights

2. King Lear went out in the storm because:

- a. of his daughters' cruel treatment
- b. the Duke refused to marry Cordelia
- c. Edmund injured himself

3. Gloucester was punished by Cornwall because he:

- a. followed Cornwall's orders
- b. took Lear's side
- c. was against Lear

Question Number Five: (9 points)

A: Read the quotation then answer the questions:

(4 points)

" How I wish I could hold him in my arms again, though I will never be able to see him now "

1. Who said these words? Gloucester

2. To whom? Edgar

3. Why did the speaker say these words? He discovered his son's betrayal and wanted to say goodbye to his son

B: Answer these questions:

(5 points)

1. How did Edmund turn his father against his half-brother Edgar ? Edgar

He wrote a letter and showed it to his father as if it was

2. Why had Goneril written a letter to Edmund? from Edgar wanted to kill their father. She wanted him to kill her husband and marry her.

3. What happened to the two sisters Goneril and Regan at the end? Goneril poisoned her sister and killed herself with a knife in the heart.

Writing (10 points)

Question Number Six: (10 points)

Part one: (10 Points)

هذا القسم إجباري

Read the results of the questionnaire about studying for an exam by males and females. Then write a summary of the results.

Questions	Males	Females
When do you study for the exam?	80% the day before the exam	70% daily
Where do you study?	60% in the living room while sitting with the family	80% in special rooms
How often do your parents help you?	60% always 40% often	50% sometimes 50% rarely
How do you study ?	70% while listening to music	60% quietly\ no sound
Do you study alone or with friends?	60% with friends	70% alone

Part Two: (10 points)

Choose one of the following topics: اكتب موضوعا واحدا من احد الموضوعين

A. An essay about **The history of money**. Make use of the following ideas:

Introduction: What money is. Before money.

Paragraph two: The beginning of money\ Different shapes of money at that time

Paragraph three: Recent shape of money.

Conclusion: The value of money.

B. An essay about ' **New Year "traditions" in different parts of the world**' Plan your essay as follows:

Introduction: Write about the traditions and their origins.

Paragraph two: Write about the customs\ the activities \ clothes.

Paragraph three: Symbol for each custom.

Conclusion: Write about the importance of these traditions. State your opinion

Good Luck



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