

المادة : لغة إنكليزية الشهادة : الثانوية العامة فرع : الاجتماع والاقتصاد نموذج : رقم (٦) المدة : ساعتان ونصف	الهيئة الأكاديمية المشتركة قسم: اللغة الإنكليزية وآدابها	 المركز التربوي للبحوث والإنماء
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نموذج مسابقة (يراعي تعليق الدروس والتوصيف المعدل للعام الدراسي ٢٠١٦-٢٠١٧ وحتى صدور المناهج المطورة)

Part One: Reading Comprehension

(Score: 24/40)

Read the selection below about the influence of advertising on consumers and then answer the questions that follow.

The Power of Advertising Industry

1 Have you ever asked what advertising industry is about? Have you ever wondered why nowadays many companies from different industries try to constantly **outdo** one another? If you are not observant enough, try checking out all the advertising and branding strategies they use to their advantage just to gain at least a few significant steps ahead from their competitors. It's a constant battle on who gets to most patronage from consumers, which will equate to a bigger market share that would ultimately mean generating higher sales.

2 The advertising industry has witnessed a dramatic transformation in its processes and has highlighted some approaches and campaigns that have been most successful. The biggest change, of course, is the explosion of data now available to advertisers as they try to connect with consumers across a multitude of platforms such as internet, cellphones and TV to make more profits.

3 Also, advertising and marketing organizations have made major moves into using what is known as "analytics" technology that measures performance and evaluates success. For best companies, outcomes indicated they could achieve major boosts in marketing effectiveness and revenue. However, others still struggle with problems in integrating data-driven thinking across the company and bringing insights into decision-making actions.

4 The industry of advertising and branding is more complicated than an ordinary person would normally think. Many concepts are developed and deliberated; surveys are made to determine the markets' current preferences. This is all geared towards making intelligent calculations on the consumers' reactions to certain products and towards the most effective approach in introducing such products in the market. In advertising and branding, nothing can be **attributed** to a simple stroke of luck or an instant phenomenal success. Everything is a product of tough work. That is why advertising companies employ an **elite** team of highly talented people to conceptualize and ensure product success in the market.

5 So how can one correctly estimate the victory or failure of any advertising and branding effort? Well, it's quite simple. You can try showing a certain image, logo, color combination or a pattern to a number of consumers, and if they are able to properly identify the product behind it, you can say all marketing efforts have achieved a certain degree of success.

6 The first key role of advertising and branding is generating awareness and recognition of a certain product or service. The second most important thing is to actually condition the minds of consumers as to what image you would want them to associate with the product, whether it is cheap, durable, dependable, etc. This is the intrinsic value of advertising and branding and can be a little harder to determine. For example, if you mention toothpastes, what brand would first come

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to mind to consumers? Or if you ask for the most wonderful vacation hotspot, what would be the first word they would likely **blurt** out? This does not necessarily mean they have actually been to that particular place; it's their perception of the place for what they have seen and heard that made them believe it's actually the top choice. This is how advertisers are in command of the consumers' choice.

8 On the other side of the coin, once advertisement establishes a very strong and powerful brand name, companies will find it hard to step away from its mighty shadows. If in the future the company would want to project a new image, or take on a different market position, it can be a difficult task to escape the identity that has been established. This would take another series of powerful marketing efforts to transform the image of the product. It's a whole new ball game and a very expensive one. This is the beauty of advertising and branding. It is certainly the most powerful marketing tool that can make or break a company.

Questions:

A- Answer each of the following questions in 1-4 complete sentences using your own words.

- 1- What issue does the writer introduce in paragraph 1? **(Score: 01)**
- 2- According to the writer, what two major factors helped advertisers achieve better results with companies? **(Score: 02)**
- 3- In paragraph 6, why does the writer say, "*advertisers are in command of the consumers' choice*"? **(Score: 02)**
- 4- Based on paragraph 7, how would you best describe the writer's attitude towards advertisement industry? Justify your answer. **(Score: 03)**

B-

- 1- What type of introduction does the writer use in paragraph 1? What purpose does it serve? **(Score: 02)**
- 2- What is the organizational pattern of paragraph 3? Explain. **(Score: 02)**
- 3- What is the thematic relationship between paragraphs 5 and 6? Explain. **(Score: 02)**

C- Based on the indicated paragraphs, what does each underlined word refer to? **(Score: 03)**

- 1- others (Paragraph 3)
- 2- This (Paragraph 4)
- 3- they (Paragraph 6)

D- The reading selection has seven paragraphs (1→7). Each of the following extracts (A and B) is the correct part that completes ONE paragraph in the selection. Read extracts A and B carefully and then choose from paragraphs (1→7) the one that correctly fits with each extract. **(Score: 02)**

Extract A: *The elements necessary to keep the art of advertising are still in place. The industry is filled with impressive talents and possibilities for imaginative ideas. But companies need to understand the valuable place of artistic beauty in advertising. Only a commitment to generating original work will ensure that advertising remains an industry of beauty.*

Extract B: *In fact, the potential of this technology is enormous. By using cross-device analytics, companies are able to determine the impact of associating TV with other digital devices of the user. They can also identify how TV commercials in various channels are engaging the target audience and so on.*

- E- The table below shows advertising spending in U.S. dollars in North America and Western Europe from 2014 to 2016. Read the table carefully and then answer the following question.
(Score: 03)

Advertising Spending from 2014 to 2016 by Region (in billion U.S. dollars)

Region	North America	Western Europe
Year		
2014	120	93
2015	170	95
2016	220	97

How are North America and Western Europe similar and different in advertising spending?

- F- Give the meaning of the following words using contextual clues: (Score: 02)

- 1- outdo (Paragraph 1)
- 2- attributed (Paragraph 4)
- 3- elite (Paragraph 4)
- 4- blurt (Paragraph 6)

Part Two: Writing

(Score: 16/40)

Choose ONE of the following prompts:

Prompt (A): Read the following statement from an article about social media and advertising.

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Nowadays, social media that started out as a method for connecting people, has become much more than that. Business people now use social media to grow their businesses because they believe it is the most effective marketing approach due to its very positive effect on the success of business.

Write an essay in which you explain the above statement. As you develop your essay, refer to how different kinds of social media can be used for marketing and how they can positively affect making business.

In your essay, provide a thesis statement in the introduction, a topic sentence in each body paragraph and support the main idea with relevant, specific and adequate details. Give examples drawn from your reading, experience or observation. Your essay should be between 250-300 words with an appropriate title. Revise and proofread your essay.

Prompt (B): *Social media today is an opportunity for people to stay connected and for companies to get their message out to their target markets. However, some critics believe that social media should be monitored and even banned because it might quickly take down other kinds of businesses.*

Write an argumentative essay in which you argue *for* or *against* the above statement. As you develop your essay, support your position by drawing on logical reasoning and experience. In your supporting paragraphs provide relevant, specific, and adequate evidence and examples from your reading, experience or observation. Your essay should be between 250-300 words with an appropriate title. Revise and proofread your essay.

Your essay will be evaluated based on content and organization of ideas (Score: 07), language and style (Score: 07), tidiness and legible handwriting (Score: 02).

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أسس التصحيح (تراعي تعليق الدروس والتوصيف المعدل للعام الدراسي ٢٠١٦-٢٠١٧ وحتى صدور المناهج المطورة)

A-

- 1- The writer introduces the issue of fight among companies to beat each other and win more consumers by using advertising strategies.
- 2- The two factors are the availability of data that advertisers can use to connect with consumers and the use of analytics technology to measure performance and evaluate success.
- 3- The writer believes that consumers' choice of a certain product or place is determined by their perceptions that are conditioned by what they see and hear on advertisements about the choice they make.
- 4- It is an attitude of admiration. The writer describes advertising by referring to "its mighty shadows", "the beauty of advertising", and "the most powerful marketing tool".

B-

- 1- The writer uses questions to arouse the reader's curiosity and introduce the topic.
- 2- The organizational pattern of paragraph 3 is compare -contrast. The writer explains how best companies could achieve a raise in marketing effectiveness and revenue. Then, the writer uses the word "however" to refer to companies that are still facing some problems.
- 3- It is a relationship of addition. In paragraph 5, the writer explains how to estimate the success of advertising and branding. In paragraph 6, the writer explains the role of advertisement in influencing the consumers' choice.

C-

- 1- "others" in paragraph 3 refers to companies.
- 2- "This" in paragraph 4 refers to developing concepts and making surveys.
- 3- "they" in paragraph 6 refers to consumers.

D- Extract A is the correct part that completes paragraph 7.

Extract B is the correct part that completes paragraph 3.

E- The table shows that advertising spending increased steadily in North America and Western Europe from 2014 to 2016. The rising trend in spending was with a steady increase of 50 billion dollars in North America and 2 billion dollars in Western Europe each year. However, the increase in spending was less obvious in Western Europe than it was in North America over the three years. In Western Europe, spending increased from 93 billion to only 97 billion dollars while in North America it increased from 120 to 220 billion dollars.

F-

- 1- "outdo" means defeat or beat.
- 2- "attributed" means considered the cause of something.
- 3- "elite" means top or high rank.
- 4- "blurt" means say without thinking.