

READING/ GRAMMAR/WRITING

ANSWER KEY

Name: _____ N° _____

Objectives: Reading: Read a text and choose the best answer as well as answer in complete sentences.

Identify meaning of vocabulary words in context.

Answer questions about the short story of “The Woman in White”.

Grammar: Put the verbs in the correct present/past forms.

Rephrase sentences.

Writing: Identify the meaning of phrasal verbs and idioms.

Write compound and complex sentences with phrasal verbs and idioms.

The World of Advertising

READING COMPREHENSION: _____/10

A. Choose the best answer for the following questions: (2.5pts)

1. According to the passage, which of the following best describes the current status of pop-up ads?

- A. Widely used
- B. Less popular now than at earlier times
- C. A frequent target of click fraud
- D. Non-existent due to pop-up blockers
- E. Increasingly popular due to search engines

2. According to the passage, which of the following best describes the practice of click fraud?

- A. Clicking on the banner advertisements of rival companies
- B. Using software to block advertisements
- C. Utilizing search engine optimization to visit the pages of competitors
- D. Fraudulently purchasing products online
- E. Clicking on the pay-per-click ads of competitors

3. According to the passage, the largest point at which the television and Internet differ as an advertising medium is:

- A. The type of individual each medium reaches
- B. Whether the medium is interactive
- C. The pace at which the medium evolves
- D. The cost of advertising with each medium
- E. Whether each medium contains drawbacks

4. The passage implies that which of the following attributes will be the most important for future success in online advertising:

- A. Flexible creativity
- B. Disciplined patience

- C. Uniform approach
- D. Ruthless tenacity
- E. Eclectic approach

5. Which of the following words best describes the author's tone in the passage?

- A. Critical/criticism
- B. Analytical**
- C. Frustrated/upset
- D. Biased
- E. Surprised

B. Answer the following questions in COMPLETE SENTENCES

- In your own words, restate the beginning of online pop-ups. How have these pop-up ads become today? How did the users/audience feel about it? (1.5points)

In the early days of Internet marketing, online advertisers employed banner and pop-up ads to attract customers. These techniques reached large audiences, generated many sales leads, and came at a low cost. However, a small number of Internet users began to consider these advertising techniques intrusive and annoying. Although banner and pop-up ads still exist, they are far less prominent than during the early days of the Internet.

- How are pop-up ads and pay-per-click ads different? What is their disadvantage? (1.5points)

Unlike banner or pop-up ads, which originally required companies to pay every time a website visitor saw an ad, pay-per-click ads allowed companies to pay only when an interested potential customer clicked on an ad. More importantly, however, these ads circumvented the pop-up and banner blockers. When companies began pouring billions of dollars into this emerging medium, online advertising specialists started to notice the presence of what would later be called click fraud.

C. "THE WOMAN IN WHITE"

- a. Who is your favourite character in the story? Justify your answer. (1.5pts)

Answers may vary.

- b. Is the presence of Anne Catherick in the story important? Why/Why not? Explain through examples. (1.5pts)

Of course her presence is crucial in the story since she is the character who draws the readers' curiosity and push them to read the story further in order to discover her true identity as well as the secret that she knows about Sir Percival. If Walter hadn't met her during that night, the story would have been boring and we wouldn't have discovered the truth about the baronet...

D. VOCABULARY

Come up with approximate meanings of the words in bold: (1.5 points)

- Aired: showed/presented.
- Generated: caused/made.
- Potential: possible.

GRAMMAR: _____/10

I- Put the verbs in brackets into the correct tense: Past Simple/Past Perfect/ Present Perfect/ Past Continuous: (3 pts)

1. Jake had drunk (drink) his coffee before he went (go) to work.
2. We were running (run) in the football pitch when we heard (hear) an explosion.
3. She hasn't learned-learnt (not/learn) how to swim yet.
4. Sally washed the dishes after she had eaten (eat) a delicious meal.

II- Put the following verbs in the correct present/past/future forms: (5 pts)

- He can't leave since he hasn't tidied (not/tidy) his room.
- Pablo Picasso was (be) one of the greatest artists of the 20th century.
- Don't panic! I will help (help) you with this exercise.
- This time next week we will be learning (learn) a new lesson.
- She has never tried (never/try) Italian food.
- Mr. Jones has been working (work) as a reporter for 5 years.
- When the police reached (reach) the location, the criminal had already hidden (already/hide).
- They had been living/had lived (live) in the same apartment for 7 years before they decided (decide) to move.

III- Rephrase the following sentences using the words in bold: (2 pts)

- a. She started travelling 3 years ago.
She has been travelling for 3 years.

Has

- b. They haven't seen each other since 2 years.
The last time they saw each other was 2 years ago.

Last

WRITING: _____/10

I- Give the meaning of the following phrasal verbs and idioms: (5pts)

- Bring out: publish/introduce/cause something to be seen.
- A big hand: an enthusiastic round of applause
- Call out: shout/come to one's help.
- Bring round: help regain consciousness/ persuade
- A close shave: something that would almost have happened.

II- Write sentences using the following instructions: (5pts) Answers may vary.

1. Compound sentence using "Bring back"

2. Complex sentence using "Call for"

3. Complex sentence using "Bring forward"

4. **ONE** Compound sentence using "Bring round" and "a bitter pill"

5. **ONE** Complex sentence using "Call off" and "Bring up"

GOOD WORK!!!