



EGEPT 2014-2015  
School of Foreign Languages  
Preparatory English Programme

## SAMPLE EXEMPTION EXAM LANGUAGE GROUPS

### INSTRUCTIONS

1. Give each student the booklet that contains the Listening Comprehension (Part I) and Writing (Part II) parts of the exam.
2. Tell the students to check that they have 2 parts of the exam, and to make sure that there are 3 pages in Part 1, and 1 page in Part 2.
3. Tell the students to write their names, numbers, departments and booklet numbers on the booklet. Tell them to write only their booklet numbers for the Writing Part. They must also write their names, numbers and departments in the spaces provided on the optic form for Part 1.
4. Explain that students must write the answers to Part I on both the exam paper and the optic form. Warn students not to mark choice "E" on the answer sheet.
5. Tell the students that they are going to listen to a passage about **Advertising**.
6. Tell the students that you are going to read the passage twice. Give them three minutes to study the questions before you read it aloud.
7. Do the first reading at normal speed.
8. Give them two minutes to finish their work.
9. Do the second reading at normal speed.
10. Give them two minutes to finish their work.
11. Collect the Listening Part of the exam from the students.
12. Tell the students that they may start the Writing Part.
13. After the Listening Comprehension Part of the exam is over, you should give 45 minutes for the rest of the exam. Check the time and write the ending time on the white board.
14. When the Listening Part of the exam is over, collect the Listening Part and the optic form. While you are collecting students' booklets, make sure that all the students have written their names, numbers and departments on the booklet. Make sure that they have written their booklet numbers on the Writing Part.

**THE LISTENING TEXT IS ON THE NEXT PAGE.**

## ADVERTISING

Today, I'll briefly go over marketing and explain advertising in detail. Marketing, which is sometimes called distribution, includes all the business activities connected with the movement of goods and services from producers to consumers. Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit and marketing research.

The ability to recognise future trends is as important as knowing the present conditions in marketing. Producers must know why consumers buy, where and for what purpose. The producer tries to predict what the customer will want through market research and attempts to influence what the customer will buy through advertising and promotion.

Promotion is a company's efforts to influence customers to buy. A company may have a fine product or service to offer and it may be priced correctly, but these won't mean much unless it reaches its target market. Promotion, which aims to reach the customers in that market and persuade them to buy, includes the elements of giving information and influencing customer behaviour. In other words, it includes all selling activities. The most important of these activities are personal selling, sales promotion, public relations and advertising. Most companies combine these activities to communicate with their customers, but more money is spent on advertising than on other types of promotion. Doubtless, many people think that too much money is spent on advertising. "Wouldn't it be better," they say, "to spend all this advertising money on improving the product or service, or on projects to help poor people?" Advertising, however, is essential for a manufacturer's survival.

Advertising generally serves several purposes: to persuade present customers to increase their buying, to slow down the flow of present customers away from the product and to increase the flow of customers toward the advertised product. But the overall purpose of advertising is to influence the level of product sales and as a result, to increase the manufacturer's profits.

Now, let's focus on how the effectiveness of advertising is determined. Its results should be evaluated and the most practical way to measure its effectiveness is through increased sales volume. Sales for a period of time following an advertising campaign can be compared with those for the previous period.

Advertising can be classified into certain types, depending on its use and purpose. The first type is product advertising, which is designed to sell a definite and identified product. Let's learn the details of product advertising. It usually describes the product's features and qualities and it may even emphasize its price. Now, let's see what product advertising is used for. Product advertising is used to sell both consumer and industrial goods, which have different marketing characteristics. The second type of advertising is institutional advertising. This type tries to create a favourable attitude toward the company offering to sell a product. This type of advertising may not influence immediate

sales, but it tries to increase the sales in the long-run. For example, a manufacturer may run an institutional advertisement to tell the public about the company's efforts to reduce air-pollution. Big companies can afford to spend money on institutional advertising. Another type of advertising is national advertising, which is used to sell nationally distributed products by using nationwide circulation. This type of advertising is generally associated with advertising by the manufacturer rather than by a retailer or local advertiser. Now let's see the fourth type of advertising: local advertising. It is placed by a local merchant. Local advertising and national advertising have some differences. Local advertising is more specific in terms of price, quality and quantity. Another difference is that in national advertising the purpose is to build a general demand for a product that may be sold in many stores. On the other hand, in local advertising, the stress is on the store where the product is sold. Finally, there is corrective advertising, which takes place to correct specific false or misleading claims that might have been made in previous advertising. These corrective advertisements are generally ordered by courts to correct earlier misleading advertisements.

For an advertising message to reach its audience, some type of carrier must be chosen. In the field of advertising, these carriers are called 'media'. The success of advertising depends both on the message and the medium selected. The media most commonly used for advertising purposes are newspapers, magazines, direct mail, radio and television. Television is a very popular medium because it has the advantage of combining sight, sound, motion and demonstration. And for most viewers, it does all this in colour, which is a unique combination for advertising. Another advantage of TV is that it appeals to all age groups. On the other hand, its message is short-lived. Another disadvantage of TV is that production costs are high. Expenditures for TV advertising are the second largest after the newspaper, which is the leading medium.

In conclusion, today I have elaborated on important aspects of advertising and in the next session, we will focus on other marketing terms. See you next week.