



School of Foreign Languages
Preparatory English Programme

LANGUAGE GROUPS SAMPLE EXEMPTION EXAM

PART 1: LISTENING (15 points)

Choose the correct answer. Then mark A, B, C or D on the optic form.

1. Marketing operations include all the following EXCEPT _____.
A. credit
B. storage
C. pricing
D. package
2. The producer tries to predict what the customer will want by the help of _____.
A. advertising
B. market research
C. selling
D. product planning
3. All of the following are important activities of promotion EXCEPT _____.
A. personal selling
B. sales promotion
C. retail sales
D. public relations
4. Most people think a lot of money is spent on advertising unnecessarily.
A. True
B. False
5. Which of the following is **NOT** mentioned as a purpose of advertising?
A. to persuade customers to increase their buying
B. to slow down the flow of present customers away from the product
C. to increase the awareness of customers
D. to increase manufacturer's profits

13. Which of the following is **NOT** mentioned as a medium used for advertising purposes?

- A. newspapers
- B. magazines
- C. direct mail
- D. social networking sites

14. Which of the following is **NOT** an advantage of television as a popular medium of advertising?

- A. Its message is long-lived.
- B. It sends its message in colour.
- C. It addresses people of all age groups.
- D. It combines sight, sound, motion and demonstration.

15. Production costs of TV advertising are low.

- A. True
- B. False



-END OF THE LISTENING PART-