

الاسم:  
الرقم:

مسابقة في مادة اللغة الانكليزية  
المدة: ساعتان

### Part One : Reading Comprehension

(Score: 12/20)

Read the text below, in which the writer discusses some points about business exhibitions. When you are through with the reading, answer the questions that follow.

### Business Exhibitions<sup>1</sup>

1. Exhibitions play an important role in making a successful business. They provide good opportunities for buyers and sellers to meet and discuss business issues of their own interest. In such exhibitions, businessmen get a chance to promote their products by displaying them publicly to a large audience. They can also show videos to explain more about the products they want to sell and offer clients the opportunity to examine these products. In many cases, such exhibitions ensure press<sup>2</sup>coverage to help businessmen reach a wider audience in order to market their products. Organizing business exhibitions is a key factor in any marketing strategy, and **it** requires a lot of planning and effort.

2. Such exhibitions are important in the world of business, and participating in them can be costly. For example, businessmen who need to use stands to display their products will have to pay for the designs, construction and equipment. They also have to pay for hospitality, promotional materials and other incidental expenses. Yet, some prominent<sup>3</sup> companies may offer to pay extra money for larger stands at better-visited sites in order to enhance their chances to make more profits in their businesses.

3. However, the question remains whether or not the benefits of exhibitions are worth the cost and effort. Some believe that exhibitions might attract a limited number of visitors; consequently, they will not make enough money to cover the expenses. Yet, others believe that exhibitions are worth the cost because **they** allow direct contact with customers or potential partners and facilitate building new and productive business relationships.

4. In fact, a successful exhibition requires a lot of hard work. For example, representatives at each stand should be familiar with the products and well-trained in sales tactics. They should also know how to deal with clients and handle trade demands. In addition, clients should be provided with a map of the exhibition ahead of time in order to locate a stand easily, and they should be welcomed properly. Besides, the participating companies should distribute brochures to inform clients about their products. Distribution of the products should be under control to guarantee that people who are interested can get them easily.

5. All in all, one should never lose the main target of business exhibitions, which is selling more products successfully.

<sup>1</sup> **exhibition:** a public display of products for people to see

<sup>2</sup> **press:** media such as newspapers , radio and television

<sup>3</sup> **prominent:** important

## Questions

- A. In which paragraph can you find the answer to each of the following questions? Copy the chart below and write the correct number of the paragraph. (Score: 1.5)

Questions	Paragraph No.
1. Is it costly to participate in business exhibitions?	
2. What qualifications should the people working at the stands have?	
3. What materials should be distributed in a well-organized exhibition?	

- B. What does each of the underlined pronouns in the text refer to? (Score: 01)  
 1-**it** ( Paragraph 1)  
 2-**they** ( Paragraph 3)
- C. Refer to the text and answer the following questions in complete sentences of your own. (Score: 1.5)  
 1. Why do businessmen participate in exhibitions? Give two reasons. (Score: 1.5)  
 2. In a business exhibition, how do companies promote their products? Give three ways . (Score: 1.5)
- D. Refer to Paragraphs 3 , 4, and 5 to find words which most nearly have the following meanings: (Score: 2.5)  
 1. advantages  
 2. to make things easier  
 3. to manage skillfully  
 4. appropriately  
 5. a goal / an objective
- E. Rewrite the following two sentences, starting each as indicated, without changing the meaning. (Score: 02)  
 1. Control over products distribution should be observed by the staff .  
*The staff . . . .*  
 2. Clients should be welcomed properly. They visit a business exhibition.  
*Clients who . . . .*
- F. Correct the **one** grammatical error in each sentence. (Score: 02)  
 1. If I had been at the exhibition yesterday, I would learn a lot.  
 2. Although businessmen work hard to achieve their goals, but they sometimes fail.  
 3. Neither the employee nor the boss have the ability to solve the case.  
 4. Can you tell me what is the purpose of this plan?

### Part Two : Writing (Score: 08/20)

*Technology has played an important role in making our life easier, yet it has many disadvantages.*

In a well-organized composition of about 150-200 words, discuss the advantages and disadvantages of technology. Provide a title and an outline.

[Score: 02 for **title** and **outline**, 03 for **ideas**, and 03 for **language**]

Part of the Q	Answer Key	Score								
	<b>Competencies:</b> Utilize text-related clues to comprehend discourse Develop interpretive understanding of printed discourse Expand writing skills through guided and semi-guided activities									
<b>I.A</b>	<table border="1"> <thead> <tr> <th>Questions</th> <th>Paragraph No.</th> </tr> </thead> <tbody> <tr> <td>1. Is it costly to participate in business exhibitions?</td> <td>2</td> </tr> <tr> <td>2. What qualifications should the people working at the stands have?</td> <td>4</td> </tr> <tr> <td>3. What materials should be distributed in a well-organized exhibition?</td> <td>4</td> </tr> </tbody> </table>	Questions	Paragraph No.	1. Is it costly to participate in business exhibitions?	2	2. What qualifications should the people working at the stands have?	4	3. What materials should be distributed in a well-organized exhibition?	4	1.5
Questions	Paragraph No.									
1. Is it costly to participate in business exhibitions?	2									
2. What qualifications should the people working at the stands have?	4									
3. What materials should be distributed in a well-organized exhibition?	4									
<b>I.B.1</b>	<b>it</b> refers to organizing business exhibitions	0.5								
<b>I.B.2</b>	<b>they</b> refers to exhibitions	0.5								
<b>I.C.1</b>	They participate in exhibitions to sell their products/to discuss business issues/ to promote their products/to reach a wider audience	1.5								
<b>I.C.2</b>	They promote their products by displaying them publicly, showing videos, offering clients chances to examine products, and distributing brochures	1.5								
<b>I.D.1</b>	benefits	0.5								
<b>I.D.2</b>	facilitate	0.5								
<b>I.D.3</b>	handle/deal with	0.5								
<b>I.D.4</b>	properly	0.5								
<b>I.D.5</b>	target	0.5								
<b>I.E.1</b>	The staff should observe control over products distribution.	1								
<b>I.E.2</b>	Clients who visit a business exhibition should be welcomed properly.	1								
<b>I.F.1</b>	If I had been at the exhibition yesterday, I would <b>have learned/learnt</b> a lot.	0.5								
<b>I.F.2</b>	Although businessmen work hard to achieve their goals, they sometimes fail. / Businessmen work hard to achieve their goals, but they sometimes fail.	0.5								
<b>I.F.3</b>	Neither the employee nor the boss <b>has</b> the ability to solve the case.	0.5								
<b>I.F.4</b>	Can you tell me what the purpose of this plan <b>is</b> ?	0.5								
<b>II. A</b>	Title and Outline	2								
<b>II. B</b>	Ideas	3								
<b>II.C</b>	Language	3								