

1



¹ Companies consider many important things when they advertise their products or services. In fact, colors are the most important of these things. A survey showed that color is the main reason for buying a product. Every year, companies spend millions of dollars on advertising. They want you to buy their products and use their services, and they want you to remember their company name or brand. These companies use color so that you will notice them, and you will think about them when you see their colors. Colors can have different meanings. So, using the right color is very important.

² Many companies use bright colors because these colors are warm and cheerful. For example, McDonald's uses red and yellow. McDonald's hopes that by using these colors, people will think of it as a friendly and social company. Pizza Hut uses red, black and yellow. They are bright, happy colors. Panda uses green and red. Panda uses red pictures in its advertisements. Many people think the red color is a good symbol because it's easy to remember and recognize. However, a few people do not like it. Bright colors are great for companies. I feel that this gives us a feeling of warmth and comfort.

³ Blue is often used by electronic and computer companies. Blue, the color of the sky, oceans, and lakes, makes us think of air, water, and peace. Like the sky and the ocean, blue can be both peaceful and powerful. Microsoft and Dell use the color blue to show that their computer companies are serious and

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colors are warm and cheerful. For example, McDonald's uses red and yellow. McDonald's hopes that by using these colors, people will think of it as a friendly and social company. Pizza Hut uses red, black and yellow. They are bright, happy colors. Panda uses green and red. Panda uses red pictures in its advertisements. Many people think the red color is a good symbol because it's easy to remember and recognize. However, a few people do not like it. Bright colors are great for companies. I feel that this gives us a feeling of warmth and comfort.

* Blue is often used by electronic and computer companies. Blue, the color of the sky, oceans, and lakes, makes us think of air, water, and peace. Like the sky and the ocean, blue can be both peaceful and powerful. Microsoft and Dell use the color blue to show that their computer companies are serious and reliable. It is also used by social networking websites like Instagram, Facebook, and Twitter. Unlike the color black, a blue website makes its users feel welcome. It is a good color to use.

* Saudi Post uses green, white, and yellow for its colors. It is the largest postal delivery service in Saudi Arabia. Green is the color of nature. Yellow is the color of the sun. White is associated with goodness and peace. These colors work in harmony. They are a perfect combination and are pleasant. Saudi Post hopes that by using these colors, people will have good thoughts when they think about the company. In addition, green makes you think of the environment. Saudi Post wants people to consider it as a company that cares about the environment.

Question 1 :

According to the reading, which of the following statements is **false**?

- Blue is often used by restaurants such as Pizza Hut and McDonalds.
- Saudi Post uses colors to make people have good thoughts about the company.
- Websites use the color blue to make the users feel welcome.
- Companies spend millions of dollars on advertising.

Question 2 :

Which of the following statements from the article is a **fact**?

- I feel that this gives us a feeling of warmth and comfort.
- A survey showed that color is the main reason for buying a product.
- Companies should carefully consider the colors for their products and their advertising.
- Companies believe that advertising is very important.

Question 3 :

What is the main idea of paragraph 2?

- The color red is easy to remember and recognize.
- The colors red and yellow show that McDonald's is friendly.
- A lot of companies use bright colors to represent warmth and cheerfulness.
- Red, black and yellow represent happiness in Pizza Hut's advertisements.

Question 2 :

Which of the following statements from the article is a fact?

- Companies believe that advertising is very important.
- A survey showed that color is the main reason for buying a product.
- Companies should carefully consider the colors for their products and their advertising.
- I feel that this gives us a feeling of warmth and comfort.

Question 3 :

What is the main idea of paragraph 2?

- Red, black and yellow represent happiness in Pizza Hut's advertisements.
- The colors red and yellow show that McDonald's is friendly.
- A lot of companies use bright colors to represent warmth and cheerfulness.
- The color red is easy to remember and recognize.

Question 4 :

What does the word 'harmony' mean in paragraph 4?

- When things seem right or appropriate together
- The people and things that are around you in your life
- A picture or shape that has a particular meaning
- To send something to someone

2

قريب من صفحة ١١٧

Making Informed Decisions

¹ When you go to supermarkets such as Hyper Panda or Carrefour to buy coffee, you find up to 40 types of coffee. Nowadays, each coffee company produces up to seven types of coffee.

² After studying all the choices for some time, you may choose one of these kinds of coffee. Your choice might not make you happy. Why? There were too many possibilities. Maybe you missed important information. Maybe there was a better product you didn't see. You made a decision, but maybe it wasn't the best decision.

³ Sometimes, there are too many shopping choices and you might decide not to buy anything at all. For example, in a recent survey, salespeople offered customers a taste of seven kinds of chocolate. On a different day, they offered other customers 30 kinds of chocolate. The people with a choice of only seven chocolates were more likely to buy one. The survey also showed that customers are ten times more likely to buy from smaller shops with fewer choices. Why? With so many choices, it was difficult to decide.

⁴ Why is there so much variety in today's supermarkets? Shoppers like choices and companies know that shoppers pay more for specialized products. Shoppers like products that are made for a special purpose; for example, a cream to make your skin feel clear or a toothpaste to make your teeth white. Companies make many different products in order to meet many different needs.

⁵ How do customers decide which product to buy? They should look for more information in order to make good decisions. Therefore, companies know shoppers want information, so they give it online. They give it in stores. They give it in product labels. Shoppers also spend hours on shopping websites. They research products and compare prices. They are "smart shoppers." They believe that smart shopping decisions require a lot of information.

⁶ What is the result? Shoppers are stressed because there's too much information. Our brains don't think a little; they think a lot, a Research shows that a simple product decision makes the customer happier, always. Studies show that the human brain does not know what information is important. It gives equal importance to all information. A small decision gets the same brain attention as a big decision. Shopping becomes difficult and tiring.

⁷ Shoppers want choices, and they also want to know they are making the right choice. How can companies meet both needs? I think they can stop giving so much information and start asking more questions. First, businesses can ask the customer, "Who are you? What do you need?" Then they can recommend a few products. This way they can help customers make good decisions.

⁸ Research shows that a simple product decision makes the customer happier. When a customer knows he made the best decision, he trusts the product and the brand more. He becomes a return customer; he returns to buy the brand again and again. This happy customer also recommends the brand to friends and family. The company gets many return customers and a good reputation. Today, in order to sell more, companies should give customers less information.

1 2 3 4

Answer for each

Question 1 :

The underlined pronoun 'They' in paragraph 5 refers to

- stores
- companies
- shoppers
- websites

Question 2 :

Which of the following statements from the article is an opinion?

- I think they can stop giving so much information and start asking more questions. (Paragraph 7)
- Studies show that the human brain does not know what information is important. (Paragraph 6)
- Research shows that a simple product decision makes the customer happier. (Paragraph 8)
- Nowadays, each coffee company produces up to seven types of coffee. (Paragraph 1)

Question 3 :

According to the reading, which of the following statements is **true**?

- The brain gives the same attention to big and small decisions.
- Companies know that shoppers pay less for specialized products.
- In a survey, salespeople offered customers a taste of seven kinds of toothpaste.
- Shoppers are stressed because there's very little information.

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- of toothpaste
- Companies know that shoppers pay less for specialized products.
- The brain gives the same attention to big and small decisions.

Question 4 :

What is the main idea of paragraph 3?

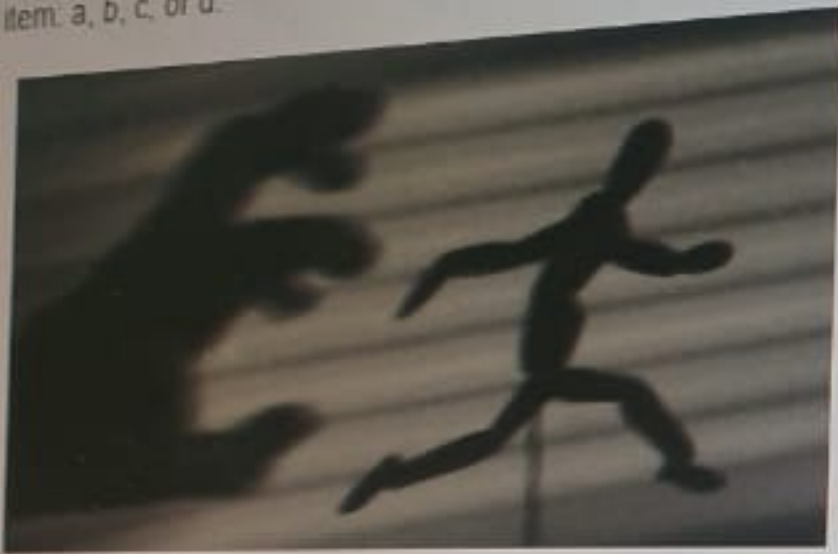
- Customers find it difficult to decide when they have a lot of choices.
- Customers are more likely to buy chocolate.
- Salespeople offered customers 30 kinds of chocolate.
- People were more likely to buy a chocolate when they had seven choices.

3

صفحة ١٦٠

Question No. 1

Reading 1.2: Read the article and choose the best answer for each item: a, b, c, or d.



Are Our Fears Real?

¹ Are you more afraid of bird flu or the common flu? Which frightens you more, mad cow disease or heart disease? Fear is a natural human feeling. The purpose of fear is to protect us from things that harm us. However, research shows we can't always trust our fears. Some things might be scary, but you shouldn't be afraid of them.

² Sometimes we are afraid of things that are not likely to happen. Many of us think bird flu is very dangerous, but we don't worry about the common flu. Only 390 people have ever died of the bird flu. However, every year 280,000 to 580,000 people die from the common flu. Many people are not afraid to eat unhealthy foods, but we're afraid of getting mad cow disease from beef. In fact, we are much more likely to get heart disease than mad cow disease. Studies show that heart disease is the number-one cause of death in the world. For example, in 2015 alone, 19.5 million people died of

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1 2 3 4

Question 1 :

Which of the following statements from the article is an **opinion**?

- However, less than 1 percent of people have ever died of mad cow disease. (Paragraph 2)
- Some things might be scary, but you shouldn't be afraid of them. (Paragraph 1)
- Studies show that heart disease is the number-one cause of death in the world. (Paragraph 2)
- However, in the past 10 years, nobody ever got the bird flu. (Paragraph 3)

Question 2 :

The underlined pronoun 'They' in paragraph 4 refers to

- diseases
- doctors
- people
- things

Question 3 :

What is the main idea of paragraph 5?

- People like to eat food with a lot of fat.
- Unhealthy food is delicious.
- Someday, people will change the way they eat.
- At times, people enjoy doing dangerous things.

Question 4 :

According to the reading, which of the following statements is **false**?

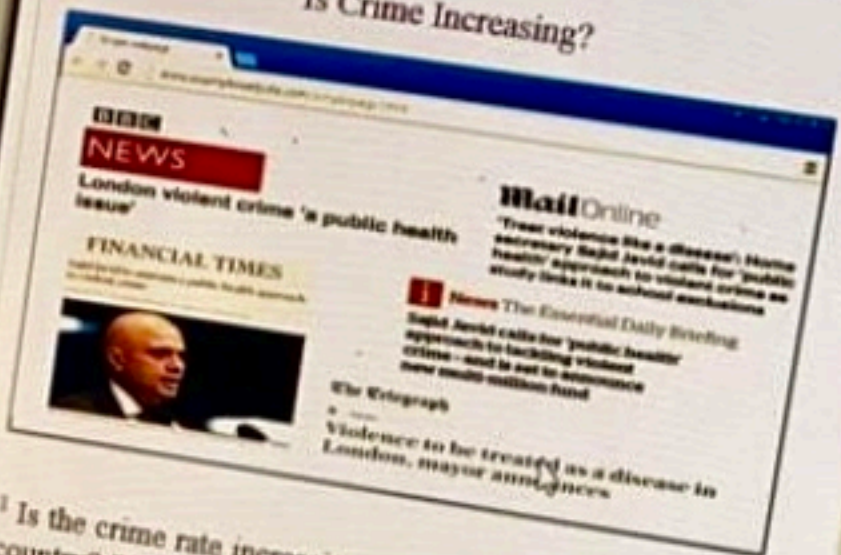
- Generally, doctors can treat people with diseases such as heart disease.

4

قريب من صفحة ١٥٣

Reading 1.1: Read the article and choose the best answer for each item: a, b, c, or d

Is Crime Increasing?



¹ Is the crime rate increasing or decreasing in your city or country? The fact is that crime rates these days are much lower than 20 years ago. Most people, however, believe that crime rates are increasing. They think that violent crime happens in their towns and cities all the time. This makes people afraid of things that are not likely to happen. It might surprise you, but the world is a safer place today than it was in the past.

² The first story on news websites is usually a story about violent crime. On some news sites, over 50 percent of the news stories are about crime. Why is there such a focus on crime? It is because scary news articles are popular. However, online news sites do not give people a true idea of the level of danger in the world. Here is an interesting example. In 2018, a survey was done in the United Kingdom. It showed that the rate of violent crime went down by 9 percent. However, during that time news

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1 2 3 4

Question 1 :
The underlined pronoun 'They' in paragraph 3 refers to

- a) parents
- b) neighbors
- c) friends
- d) children

Question 2 :
What is the main idea of paragraph 2?

- a) Violent crime decreased by 9 percent in the United Kingdom.
- b) News sites focus too much on violent crime.
- c) Stories about violent crime in the news increased by 19 percent in 2018.
- d) There was a survey done in the United Kingdom.

Question 3 :
Which of the following sentences is an opinion?

- a) Studies show that many parents keep their children inside their homes, away from their friends. (Paragraph 3)
- b) The fact is that crime rates these days are much lower than 20 years ago. (Paragraph 1)
- c) On some news sites, over 50 percent of the news stories are about crime. (Paragraph 2)
- d) People should be careful and stay safe. (Paragraph 4)

Question 4 :
According to the reading, which of the following statements is true?

- a) Violent crime stories have good effects on our health.
- b) Most people think that crime rates are decreasing.

violent crime. On some news sites, over 50 percent of the news stories are about crime. Why is there such a focus on crime? It is because scary news articles are popular. However, online news sites do not give people a true idea of the level of danger in the world. Here is an interesting example. In 2018, a survey was done in the United Kingdom. It showed that the rate of violent crime went down by 9 percent. However, during that time, news stories about violent crime increased by 19 percent. This focus on crime gives people the wrong idea. People believe there is more crime than there really is. They think violent crime is common.

- 1
- 2
- 3
- 4

- parents
- neighbors
- friends
- children

Question 2 :
What is the main idea of paragraph 2?

- Violent crime decreased by 9 percent in the United Kingdom.
- News sites focus too much on violent crime.
- Stories about violent crime in the news increased by 19 percent in 2018.
- There was a survey done in the United Kingdom.

Question 3 :
Which of the following sentences is an **opinion**?

- Studies show that many parents keep their children inside their homes, away from their friends. (Paragraph 3)
- The fact is that crime rates these days are much lower than 20 years ago. (Paragraph 1)
- On some news sites, over 50 percent of the news stories are about crime. (Paragraph 2)
- People should be careful and stay safe. (Paragraph 4)

Question 4 :
According to the reading, which of the following statements is **true**?

- Violent crime stories have good effects on our health.
- Most people think that crime rates are decreasing.
- The world around us is safer than we believe.
- The media's exaggerated focus on violent crime affects people's lives in a positive way.

³ The media's exaggerated focus on violent crime affects people's lives in a negative way. This focus on violent crime results in increased feelings of fear. In order to keep themselves safe, some people avoid going out. They do not talk to their neighbors. Therefore, they know and trust fewer people. Studies show that many parents keep their children inside their homes, away from their friends. **They** believe the world outside is too dangerous for their children. As a result, the children watch more television and don't walk, run, or play sports outside and they become less healthy. This is true for older adults too.

⁴ The media's focus on crime makes us believe the world is a more frightening place than it is. This fear makes us lonelier and less happy which has bad effects on our health. Studies show that we should learn to worry less. People should be careful and stay safe. However, the world around us is actually much safer than we think.

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صفحة ١٣٢
نفسهه بالضبط
والحرف الواحد

Question No. 1

¹How do you know when a person is an adult? How should you consider this question. Does the person tell you? Or is an adult a person who has responsibility for work and family? In fact, there are different ways to define an adult.

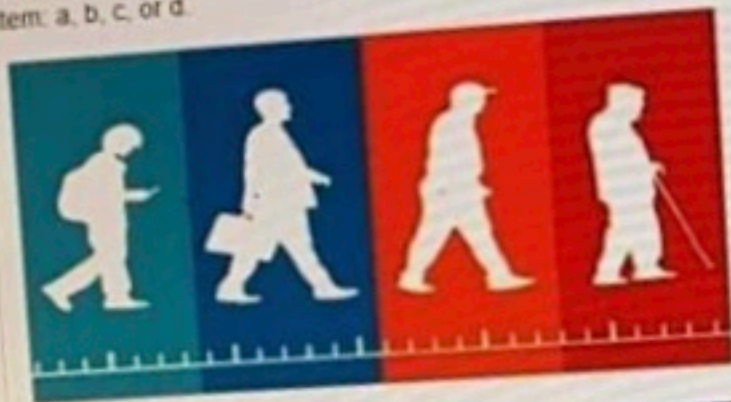
Age

²Most people believe that the only way to become an adult is by age. However, countries have very different ideas about the legal age of an adult. In India, a man can't marry without his parents' permission until he is age 21, and a woman can't marry until she is 18. However, in Kuwait, the legal ages are 17 for men and 15 for women. In Wales, a 16-year-old can vote. In some countries like Singapore, people don't become legal adults until they are 21. The legal driving age in the United States is 16. In the United Kingdom, it is 17. In Germany, it is 18. However, in China it is 18. The legal age of an adult is different around the world.


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Question No. 2

Reading 1.2: Read the article and choose the best answer for each item: a, b, c, or d.



What Is an Adult?

How do you know when a person is an adult? We should consider this question. Does the person's age tell you? Or is an adult a person who takes on responsibility for work and family? In fact, there are different ways to define an adult.

1 2 3 4

Question 1 :

Which of the following statements is a **fact**?

- Some teenagers are of the opinion that they are adults because they behave like grown-ups. (Paragraph 5)
- According to the physical definition, a 16-year-old is usually an adult. (Paragraph 3)
- Many people think teenagers are still not mature, and sometimes they act like children. (Paragraph 4)
- Most people believe that the only way to define an adult is by age. (Paragraph 2)

Question 2 :

What is the main idea of paragraph 5?

- Being responsible shows that a person is an adult.
- Showing respect to other people is very important.
- Teenagers sometimes behave like adults.
- You should not trust a teenager with a job.

Question 3 :

What does the word 'mean' mean?

Total questions in exam: 40 | Answered: 39

Reading

Listening

Pronunciation

Language Use

Speaking

Writing

Question No. 1



What Is an Adult?

How do you know when a person is an adult? We should consider this question. Does the person's age tell you? Or is an adult a person who takes on responsibility for work and family? In fact, there are different ways to define an adult.

Age

Most people believe that the only way to define an adult is by age. However, countries have very different ideas about the legal age of an adult. In Indonesia, a man can't marry without his parents' permission until age 21, and a woman can't marry until age 19. However, in Kuwait, the legal ages are 17 for men and 15 for women. In Wales, a 16-year-old can vote, but in some countries like Singapore, people don't have this right until they are 21. The legal driving age in Kosovo is 12. However, in China it is 18. The legal age of an adult is different around the world.

Body

Another way to define an adult is by the person's body. An adult is a person who is grown and can have children. This is a physical definition of an adult. According to the physical definition, a 16-year-old is usually an adult.

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1 2 3 4

an adult.

Question 3 :

What does the word 'interpretations' in paragraph 6 mean?

- the physical differences between people
- the action of explaining or understanding the meaning of something
- coming from different countries
- people who have special psychological or educational needs

Question 4 :

According to the reading, which of the following statements is **true**?

- A part of a person's brain continues to grow until about age 25.
- Women in Indonesia can't marry without their parents' permission until age 21.
- The only way to define an adult is by age.
- Most people agree that a person is an adult after age 19.

6

Question No. 2

¹ Many studies of human behavior show that people around us greatly influence our choices and decisions. This is called "social proof". Psychologists say that when we are not sure what to do, we look at what others are doing. The actions of other people are the "proof" of the right thing to do.

² Businesses are very interested in understanding social proof. This is because they want to influence us to buy their products. For that reason, social proof is very important in advertising. Four groups of people give social proof: experts, other consumers, crowds, and friends. First, experts often influence our actions and purchases. For example, an expert on a TV health show may recommend a medicine. Because experts know a lot about their fields and are conversant, we may follow their advice. Advertisers believe that experts may provide the best social proof.

³ Other consumers also influence our purchases and show social proof. When a consumer uses a product, we listen to his or her opinion. On the Internet, consumers can express their opinions about products. For example, 70 percent of people write online reviews of hotels and restaurants after they use them. Online bookstores have book reviews from ordinary people. Many people read them because people are interested in consumers' opinions.

⁴ The third type of social proof comes from crowds. McDonald's, the fast food giant, has a sign on every restaurant, "Billions Served." The crowds of people who eat at McDonald's are the social proof of McDonald's popularity. Many visitors to Saudi

1 2 3 4

Question 1 :

What is the main idea of paragraph 4?

- Albaik is not popular outside Saudi Arabia.
- Billions of people eat at McDonald's, the fast food giant, every day.
- Crowds affect our shopping choices and actions.
- Visitors to Saudi Arabia know KFC because it is an international company.

Question 2 :

Which of the following statements from the article is a fact?

- For example, 70 percent of people write online reviews of hotels and restaurants after they use them.
- So, the next time you buy something, you should think about how you decided to buy it.
- Companies believe that this is the best advertising of all, and it is free.
- Advertisers believe that experts may provide the best social proof.

Question 3 :

What does the word 'conversant' mean in paragraph 2?

- allowed, connected, or required by the law
- involving all the people in the world or in a particular group
- relating to society or organization
- familiar with or knowledgeable about something

Question 4 :

According to the reading, which of the following statements is true?

- We look at what others do when we are not sure what to do.
- The small crowds at Albaik are social proof for its popularity.
- Five groups of people give social proof: businesses, experts, other

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Question No. 2

consumers can express their opinions about products. For example, 70 percent of people write online reviews of hotels and restaurants after they use them. Online bookstores have book reviews from ordinary people. Many people read them because people are interested in consumers' opinions.

* The third type of social proof comes from crowds. McDonald's, the fast food giant, has a sign on every restaurant, "Billions and Billions Served." The crowds of people who eat at McDonald's are the social proof of McDonald's popularity. Many visitors to Saudi Arabia have never heard of Albaik. However, they know KFC because it is an international company. When they go to the mall, they see large crowds at Albaik, and few people at KFC. The visitors think that Albaik must be better than KFC. The large crowds at Albaik are the social proof for Albaik's popularity. According to a study, when a restaurant marked certain dishes as "Our most popular!" sales of those dishes increased by at least 11%. The behavior of other people can influence actions and purchases.

* Finally, there is the social proof of friends. Friends influence us the most – more than experts, crowds, or other consumers. Our friends are usually more like us than other people, and we trust their recommendations. A quick text message or photo can show a new purchase. Companies believe that this is the best advertising of all, and it is free. It is simply friends talking about purchases. So, the next time you buy something, you should think about how you decided to buy it. It was probably a friend's influence!

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1 2 3 4

- Albaik is not popular outside Saudi Arabia.
- Billions of people eat at McDonald's, the fast food giant, even in Saudi Arabia.
- Crowds affect our shopping choices and actions.
- Visitors to Saudi Arabia know KFC because it is an international company.

Question 2 :

Which of the following statements from the article is a **fact**?

- For example, 70 percent of people write online reviews of hotels and restaurants after they use them.
- So, the next time you buy something, you should think about how you decided to buy it.
- Companies believe that this is the best advertising of all, and it is free.
- Advertisers believe that experts may provide the best social proof.

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- allowed, connected, or required by the law
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Question 4 :

According to the reading, which of the following statements is **true**?

- We look at what others do when we are not sure what to do.
- The small crowds at Albaik are social proof for its popularity.
- Five groups of people give social proof: businesses, experts, other consumers, crowds, and friends.
- Social proof is not important in advertising.



دعواتكم

شهد عبدالله