

مردباً بكم زملائنا في ملحق النصوص

حيث سنناول فيها جميع النصوص التي أخذناها خلال هذا الفصل الدراسي

و سنعرضها بنفس أسلوب أسئلة الدوران

حيث أننا سننطرق لأهم أسئلة الدوران الخاصة لكل نص بالإضافة للأسئلة التي من الممكن أن نرد في الفصل

AD JACENT

Some companies require that all insertions are placed adjacent to editorial that is consistent with a brand's marketing strategy / positioning. They will not allow adverts to be placed adjacent to "inappropriate" subjects including: hard news, sex-related issues, food, environmental issues, political issues and religion. One famous soft drinks company also requires a minimum of 6 pages' separation between competitive advertising (any non-alcoholic beverage, including water, juice, coffee and milk).

AD ADDICT

A spokeswoman from the anti-smoking group, ASH, said tobacco companies target their marketing at the young, giving out free cigarettes in clubs and producing promotional materials such as CDs and baseball caps.
Dr Amanda Amos, Senior

Lecturer in health promotion at Edinburgh University, said :

"Research has shown that young people are influenced by tobacco advertising. The companies argue that it is not aimed at the under-aged, but you cannot draw a line and say that under-16s will not see it or be influenced by it"

MAD AD WORLD

Companies are seeking ever more novel places to promote their goods and services.

Parking meters, restaurant restrooms (placing posters above urinals), portable toilets, golf course locker rooms – plus the handles of golf clubs and baseball bats – have all become eligible targets. Many advertisers believe the traditional means of advertising have become less effective, and do not reach the customers they want to target. The solution of Tom Pugliese, head of Next

Generation Network, a US advertising agency, is to place large television monitors in key public places – gasoline stations, convenience stores, elevators, train platforms. The TVs run a two minute loop of programs with commercials sprinkled among news, sports scores, and weather and traffic information. "The average American waits in line 30 minutes a day" Pugliese said, "It's a pretty good moment to break through; nothing else is competing for their attention span so the ads have a better chance of getting noticed".

1. Some companies care about the positioning of their advertisements.
 - a. True
 - b. False
2. Companies of tobacco admit that they target the young people.
 - a. True
 - b. False
3. What's the meaning of "Editorial"?
 - a. The editing of the article
 - b. The edited part of the article
 - c. The first article of the magazine
 - d. None

4. What's the meaning of "adjacent"?
 - a. Near
 - b. Next to
 - c. Close to
 - d. None
5. What's the meaning of "Spokeswoman"?
 - a. Chairwoman
 - b. A woman who speaks a lot
 - c. Representative
 - d. A woman in charge
6. What's the meaning of "Target"?
 - a. To aim
 - b. To direct
 - c. To shoot
 - d. Both A & B
 - e. Both A & C
7. What's the meaning of "influenced"?
 - a. Affected
 - b. Effected
 - c. badly affected
 - d. Positively affected
 - e. Both A & B
8. What's the meaning of "Seeking"?
 - a. To look for
 - b. To search
 - c. To try to achieve something
 - d. All
 - e.

9. What's the meaning of "promote"?
- To market
 - To advertise
 - To upgrade
 - Both A & B
 - All
10. What's the meaning of 'Restrooms'?
- Rooms where you take rest
 - Bathrooms
 - Both A & B
 - None
11. What's the meaning of 'Eligible'?
- Qualified
 - Allergic
 - Suitable
 - Both A & C
 - All
12. What's the meaning of 'convenience store'?
- A store that's comfortable
 - Supermarket
 - A furniture store
 - None
13. What's the meaning of "commercials"?
- Advertisements
 - Trade
 - Announcements
 - Ads on TV or Radio
14. Some companies will not allow a competitor to advertise in the same newspaper
- True
 - False
15. It is possible that some under 16s will start smoking due to the influence of cigarette advertising
- True
 - False
16. Pugliese's solution captures people's attention when they are already thinking hard about something else.
- True
 - False
17. Soft drinks companies require a minimum of 6 pages separation between competitive advertising.
- True
 - False
18. Dr. Cassandra Raily is a senior professor in ASH
- True
 - False
19. What is the best means to advertise?
- Traditional ways
 - Placing large monitors in key public places

- c. Catch people's attention when there's nothing competing for their attention span
d. None

20. What's the meaning of "insertions"?

- a. The noun of insert
b. Advertisements
c. Something you add
d. All

21. What's the meaning of "consistent with" :

- a. In line with
b. In agreement with
c. A & B
d. Incompatible with
e. None

22. What's the meaning of influence (noun):

- a. Affect
b. Effect

23. What's the meaning of influence (verb):

- a. Affect
b. Effect

24. What's the meaning of "parking meter":

- a. Machine that estimate the length of your car

b. The place where you park your car

c. The place where you pay for parking

d. None

25. What's the meaning of "queue"

- a. Elevator
b. Restroom
c. A line
d. None

How noble is global ?

Globalization of the economy has brought immense benefits to advanced countries , such as the UK , and has encouraged growth and development in many Asian and Latin American countries , though Africa is not yet one of its beneficiaries . one of the benefits of globalization is the wide spread connecting of people , sharing of information and ideas brought about in part by the internet. 160 million people are now connected to e-mail. 400 million people now travel each year to another continent, admittedly at great cost to the environment one passenger journey produces as much

pollution as a family car in one year .

An entire global industry can be dominated by a small number of companies . for example, 85% of global tea trade is controlled by just a few companies . an entire country can depend on a single transnational company.

Transnationals provide only 5% of employment whilst controlling 70% of world trade. 51% of the top economic units in the world are now companies not countries. It is argued that such companies are not intrinsically interested in the countries in which they operate as employers and they have been accused of abusing their power. Often they adopt lower health and safety standards and employ workers in countries with the lowest wages and plough most of the profits and taxes back home .

As an indication of the size and importance , the turnover of four of the biggest transnationals, General Motors , Ford , Exxon , and Shell exceeds that of the whole of Africa . Microsoft has optimized its operations to the extent that it is now larger than many national economics (e.g. Switzerland) Twenty – five years

ago there were 7000 transnationals; today there are 40000, 90 % are in the industrialized world. The top 500 companies control 7% of world trade, 80% of foreign investment and 30% of GNP. The combined turnover of the ten largest transnationals exceeds the GNP of a large group of the Third World countries.

26. What has the globalization of economy brought to the advanced countries?

- a. Money
- b. Growth
- c. Advancement
- d. Both B&C

27. How many people are now connected to email?

- a. 400M
- b. 160M
- c. 5%
- d. 85%

28. How many people travel to another continent annually?

- a. 400M
- b. 160M
- c. 5%
- d. 85%

29. How much pollution does a journey of one passenger produce?
- Not much pollution
 - As two trains
 - As a car in one year
 - As a family car in one year
30. What percentage of global tea trade is controlled by just a few companies?
- 51%
 - 70%
 - 5%
 - 85%
31. How much do transnationals control of world trade?
- 51%
 - 70%
 - 5%
 - 85%
32. What's the meaning of "beneficiaries"?
- Supporters
 - The ones who benefit
 - Both A&B
 - None
33. What's the meaning of "immense"?
- Great
 - Big
 - Both A&B
 - None
34. What's the meaning of "pollution"?
- Dirty air
 - Gas
 - Benzene
 - None
35. What's the meaning of "Transnational"?
- A company which operates between many countries
 - National transportation
 - Both A&B
 - None
36. What's the meaning of "intrinsically"?
- Interestedly
 - Basically
 - Both
 - None
37. What's the meaning of "plough"?
- Give away
 - Pay
 - Reinvest
 - None
38. What's the meaning of "tax"?
- Money paid to government for services
 - Cards
 - Taxies
 - None

39. Immense benefits have been

brought to

- a. Africa
- b. UK
- c. Asian countries
- d. All

40. an entire global industry can be dominated by one small company

- a. true
- b. false

41. transnationals aren't interested in giving jobs in the country in which they operate as employees

- a. true
- b. false

42. the turnover of Africa is equal to the turnover of four of the biggest transnationals

- a. true
- b. false

43. 25 years ago there were 7000 transnationals

- a. True
- b. False

44. 80% of the today's transnationals are in the industrialized world

- a. True
- b. False

45. What's the meaning of "passenger"

- a. A road
- b. A traveler
- c. A trip
- d. None

46. What's the meaning of "dominate"

- a. Destroy
- b. Take over
- c. Submit
- d. None

47. The word "beneficiaries" is a:

- a. Adjective
- b. Noun
- c. Verb
- d. Adverb

48. The word "Global" is a:

- a. Adjective
- b. Noun
- c. Verb
- d. Adverb

49. The word "admittedly" is a:

- a. Adjective
- b. Noun
- c. Verb
- d. Adverb

50. The word "employ" is a:

- a. Adjective
- b. Noun
- c. Verb
- d. Adverb

51. 25- What's the meaning of

"Dominated"?

- a. Controlled
- b. Managed
- c. Run
- d. B & C

52. what's the meaning of

"Beneficiaries"?

- a. Someone who benefits
- b. Someone who gets advantage
- c. Someone who gives advantage
- d. Both A & C
- e. Both A & B

53. What's the meaning of "Accused"?

- a. Charged
- b. Guilty
- c. Claimed
- d. All

54. What's the meaning of "Exceed"?

- a. Go ahead
- b. Go beyond
- c. Further
- d. All

55. What's the meaning of

"optimized"?

- a. Enhance
- b. Emprove
- c. Both A & B
- d. Improve
- e. Both A & D

56. "GNP" is:

- a. Great National Profit
- b. Gross Nominated Product
- c. Gross National Product
- d. Great National Produce

57. Transnationals are getting plenty.

- a. True
- b. False

58. The turnover of General Motors, Ford, Exxon Shell is more than that of Microsoft :

- a. True
- b. False

59. Developing countries are:

- a. Europe
- b. USA
- c. Asia
- d. Third World countries
- e. Africa

60. What's the meaning of

"Transnationals"?

- a. Company that operates in many countries
- b. Company that's not based in one country
- c. International
- d. Both A & B
- e. Both A & C

Fairtrade

Many of the products that people in the northern hemisphere depend on - such as coffee, tea, and chocolate - are produced in the warmer climates of the south. The prices consumers pay for these commodities have not risen in real terms over the last 40 years; but the value of fertilize, pesticides, machinery and equipment (imported from richer countries) has increased substantially. On top of this, the market price of commodities frequently drops below the cost of producing them.

As a result of this imbalance, many of the people who grow these crops now have to work harder and longer for less money. They are often isolated, and not in a position to negotiate when selling their produce.

The fair-trade foundation was set up in recognition of the important role that consumers could play in improving the situation for producers. The foundation licenses companies in the UK to put the fair-trade mark on Products, which they have bought the raw materials for

directly from farmers' Organizations at guaranteed prices and on fair terms. It aims to strengthen farmers' organizations and help them get into the market through the companies it licenses.

61. The prices of chocolate, tea and coffee have barely risen
- True
 - False
62. The cost of producing those commodities frequently drops
- True
 - False
63. Farmers who grow these crops can't sell them for the price they desire after Fairtrade
- True
 - False
64. Fairtrade help consumers by giving them free products
- True
 - False
65. The Fair-trade mark means that the raw materials used in producing this product were bought from farmers' organizations by fair
- True

b. False

66. What's the meaning of "hemisphere"

- a. A layer of the Earth's atmosphere
- b. One half of the Earth
- c. a weapon with a long shaft and a pointed tip
- d. none

67. what's the meaning of "commodities":

- a. import
- b. export
- c. both
- d. none

68. what's the meaning of "fertilize"

- a. a substance used for killing insects
- b. a chemical or organic substance added to enhance soil
- c. irrigation system
- d. none

69. The word "substantially" is

- a. verb
- b. noun
- c. adverb
- d. adjective

70. The word "Machinery" is

- a. verb

b. noun

c. adverb

d. adjective

The Scott paper company in the US triggered an international mania for paper clothes when it offered paper dresses by mail order. Within six months Scott had sold more than half a million of the dresses. There were paper bikinis and paper vacation clothes- you traveled without luggage, bought your clothes at the vacation site, and threw them away when you got home. Although Time magazine noted that paper clothing was 'here to stay', paper clothing turned out to be a fast fading fad. In fact, designers didn't really like paper since it was hard to work with and obviously didn't last. Between 1962 and 1977 an Englishman, Arthur Pedrick patented 162 inventions. Even though his ideas were extremely creative, none of them were taken up commercially due to their impracticality and non-utility. His invention included a bicycle with amphibious capacity (i.e. for use on land or water), and a way

to enable people to drive a car from the back seat.

However his greatest invention was a means to irrigate deserts by sending a constant supply of snowballs from the Polar regions through a network of giant pea-shooters.

71. What was the offer of Scott Paper Company?

- A. An international mania
- B. Email
- C. Paper clothing
- D. All

72. How many dresses did the company sell within 6 months?

- A. 500000
- B. 2000000
- C. More than half a million
- D. Less than half a million

73. What did time magazine note about this product?

- A. It's a "here to stay"
- B. It's a fad
- C. It's a fast fading fad
- D. B&C

74. How did this product turn to be?

- A. It's a "here to stay"
- B. It's a fad
- C. It's a fast fading fad

D. A&B

75. How did designers feel about paper?

- A. They didn't like it
- B. They like it
- C. It was an ordinary invention
- D. None

76. Arthur Pedrick is :

- A. German
- B. American
- C. English
- D. Spanish

77. How many inventions did Arthur patent?

- A. 162
- B. 62
- C. Million
- D. 135

78. Why weren't all of his inventions taken up commercially? Because of their:

- A. Impracticality.
- B. Usefulness.
- C. Nonutility.
- D. Both A & C.

79. Which one was his greatest invention?

- A. A bicycle.
- B. A car.
- C. A pea shooter.

D. Paper clothes.

80. What's the meaning of "mania"?

- A. A company.
- B. World.
- C. Men's world.
- D. Obsession

81. What's the meaning of "triggered"?

- A. Bought.
- B. Activated something suddenly.
- C. Started
- D. None

82. What's the meaning of "fading"?

- A. Fast.
- B. Disappearing slowly.
- C. High quality
- D. Everlasting.

83. What's the meaning of "fad"?

- A. Product.
- B. Something that people are interested in for a short time.
- C. dress
- D. All.

84. What's the meaning of "patent"?

- A. The official right to be the only one to use or sell a new invention.
- B. To get a patent.

C. Both A & B

D. Patent.

85. What's the meaning of "amphibious"?

- A. High quality.
- B. Low.
- C. High.
- D. Operating on land and water.

86. What's the meaning of "irrigate"?

- A. Demolish.
- B. Supply with food.
- C. Leave.
- D. Supply with water.

87. "since" in the text means the same as:

- A. Because
- B. But.
- C. Because of.
- D. from.

88. What's the meaning of "in fact"?

- A. In addition.
- B. In reality
- C. Due to.
- D. Despite the fact that.

Shortly after launching the 'see-as-you-talk phone' at the 1964 New York World Fair, AT&T made the revolutionary service available in New York, Chicago and Washington DC. There were high hopes for the innovation _____ (1) the obvious drawbacks, _____ (2). the picturephone calls cost twenty times as much as an ordinary call, arrangements to use the new technology had to be made in advance by regular phone and customers had to go to a special location to have a conversation. By 1970, it had an improved version of the picturephone technology ready. There were projections of the sale or lease of a hundred thousand phones in five years, with the prediction that phones with pictures would be 'widely used by the general public' by the 1980s.

Again _____ (3) its poor performance, the market place put the picturephone on hold.

The 'break-through' system used in 1992's version, VideoPhone 2500, was faster than older models, _____ (4) its picture quality

was much inferior to the full motion video and synchronized audio of television. _____ (5) once again the picturephone didn't meet projections. _____ (6) these failures, the technology continues to move ahead..

89. What's the meaning of

"Launching"?

- Starting
- Producing
- Beginning
- All

90. What's the meaning of

"Revolutionary"?

- New
- Different
- leading to improvements
- All

91. What is "See-as-you-talk"?

- Noun
- Adverb
- Adjective
- Verb

92. What's the meaning of "DC"?

- The District of Colombia
- District
- The capital
- Both B & C

e. Both A & B

93. What's the meaning of "Innovation"?

- a. New thing
- b. invention
- c. Creative thing
- d. A & C

94. What's the meaning of "drawback"?

- a. Disadvantage part of something
- b. Negative part of something
- c. Both A & B
- d. None

95. What's the meaning of "lease"?

- a. Purchase
- b. Contract
- c. Production
- d. All

96. What's the meaning of "On-hold"?

- a. aside
- b. Pending
- c. Silent
- d. Both A & B

97. What's the meaning of "inferior"?

- a. Better
- b. worse
- c. Lower
- d. Both A & C

98. What's the meaning of "Synchronized"?

- a. Slow motion
- b. Happening at the same time
- c. Fast motion
- d. Both B & C

99. What does "E.g." means?

- a. Electronic Gmail
- b. For example
- c. Meaning
- d. A & B
- e. None

100. Despite means :

- a. Although
- b. Though
- c. Even though
- d. All

101. However means:

- a. But
- b. So
- c. Because
- d. In reality

102. Thus means:

- a. So
- b. But
- c. Because
- d. In reality

103. What's the suitable linking word for the space I ?

- a. But

- b. Despite
- c. yet
- d. none

- a. Though
- b. However
- c. Thus

104. What's the suitable linking word for the space 2?

- a. E.g.
- b. I.e

105. What's the suitable linking word for the space 3?

- a. Consequently
- b. Due to
- c. Since

106. What's the suitable linking word for the space 4?

- a. Because
- b. But
- c. Therefore

107. What's the suitable linking word for the space 5?

108. What's the suitable linking word for the space 6?

- a. As a consequence of
- b. Despite
- c. In realty

الحل:

1A	2B	3C	4B	5C	6D	7A	8D	9D	10B
11D	12B	13D	14B	15A	16B	17B	18B	19C	20D
21C	22B	23A	24C	25C	26D	27B	28A	29D	30D
31B	32B	33C	34A	35A	36B	37C	38A	39B	40B
41B	42B	43A	44B	45B	46B	47B	48A	49D	50C
51A	52E	53A	54D	55E	56C	57A	58A	59D	60D
61A	62B	63B	64B	65A	66B	67D	68B	69C	70B
71C	72C	73A	74C	75A	76C	77A	78D	79C	80D
81B	82B	83B	84C	85D	86D	87A	88B	89D	90D
91C	92C	93D	94C	95B	96D	97C	98B	99B	100D
101A	102A	103B	104.A	105.B	106.B	107.C	108.B		

PREPARED BY

Smurfs of economics team