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PREPARATORY SCHOOL

WRITE THE
**English Language
Proficiency Exam**



**ENGLISH
PROFICIENCY EXAM**

Full Name : _____

Exam Card Number : _____



Proficiency EXAM
2018-2019
Academic Year

Listening (Note Taking)

A. Answer the following questions according to the notes you took during the lecture.

1. America took first steps towards industrial economy after ...
a) 1870 b) 1854 c) 1860 d) 1891
2. What was the number of workers employed in the building industries and transportation?
a) 5 million b) 2.5 million c) 3 million d) 4.5 million
3. Young men left their family farms because of ...
a) family quarrels and generation gap c) the low pay and the hard work
b) educational reasons d) love affairs
4. What was the reason for the skilled British workers' coming to the USA?
a) They looked for an adventurous life in the USA. c) There was a great war in 1850s in Britain.
b) They could make much more money in America d) There was unemployment in Britain.
5. Thousands of Irish people immigrated to America between 1948 and 1955 due to ...
a) an environmental disaster c) religious oppression
b) business goals d) crop failure and hunger
6. Which two European countries faced a harsh Anti-Jewish feeling and discrimination?
a) Germany and Austria c) Russia and Poland
b) Italy and Hungary d) Romania and Germany
7. What caused many Italians to immigrate to America in the late eighteenth century?
a) War c) Disaster
b) Epidemic disease d) Education
8. Which of the following is FALSE with the eastern and southern European immigrants?
a) Most were unable to read or write. c) They had no skills.
b) They did not demand better working conditions d) They did not like America and returned.
9. Which of the following helped most of the European people immigrate to America?
a) governments c) armies
b) steamship companies d) fishermen
10. Where did the immigrants work in Pennsylvania?
a) coal mines b) stockyards c) steel factories d) meat-packing

CHANGING WORLD MARKETS

- 1 As companies try to grow and introduce their products in other countries, they need to see the important differences among international markets. It is becoming more and more important for companies to create products and advertising strategies that fit different cultures.
- 2 Consider TV advertising in the United States, for example. When someone in the U.S. watches a movie on TV, he or she might be waiting for "the good guy" to get "the bad guy," but then suddenly a TV commercial interrupts the action. There is a break for three—sometimes as much as ten—minutes. Eventually the commercials end, and the movie continues. However, a few minutes later—just when "the good guy" is in serious trouble—the movie is interrupted again by another set of TV commercials. People in the U.S. are used to this, and they might think that it is the same all over the world. In fact, it is not. In places like France and Spain, a viewer can watch at least a half hour of a program before a commercial interruption.
- 3 The situation in China is a completely different story. For many years, all commercial advertising was illegal in China. Government advertising was everywhere, but business advertising was nonexistent. Then Sony came along and changed things. Sony and other Japanese companies were the first businesses to start advertising in China. They also led the way for other companies to enter the country.
- 4 Companies wishing to enter international markets can learn something from the Chinese market. In China, it is important for a company not to go in overnight and start advertising right away because this can lead to serious mistakes. Advertisers must take their time and plan their campaigns carefully. For example, because there are millions of people in China who don't know what a "Big Mac" is, a company would not want to rush over there and try to sell Big Macs to the Chinese. Instead, a company must plan ahead five or ten years. It pays to be patient in China.
- 5 If a company is interested in introducing a product in Russia, it should carefully think about its product and whether or not there is really a market for it. Fast food, for example, was a very strange idea in Russia. In Russian restaurants, a customer usually sits down and the waiter brings the soup, salad, meat, and potatoes—one thing at a time. Traditionally, Russians think people should take their time and enjoy their food.
- 6 The case of pizza in Russia is an interesting example of introducing a product in an international market. Before the restaurant called "Pizzeria" opened there, the company first had to convince Russian people to try its product. To do this, they explained that pizza was similar to Russian "vatrushka". The Russians liked it, but the restaurant was not so popular with foreign visitors because the pizza did not always have enough tomato sauce and cheese. Another problem was that if customers wanted to take the pizza home with them, the chef would not allow it. He did not want it to get cold.
- 7 World markets are changing every day, and new ones are opening up all the time. Companies and advertisers have to look at the big picture before they start planning a marketing campaign. They need to consider: Will people buy the product? Will they understand the marketing plan? Companies should remember that for years in China and Russia, people had a hard time buying things. The best advertisement of all was a long line in front of a store. That is how people knew which store was the place to go. So, businesses that want to expand into international markets must think about how things are changing if they expect to be successful.



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Reading

B. Read the passages carefully and circle the correct answer.

- 11.** What is the main idea of this text?
- a) There are certain world markets where you should not advertise.
 - b) Advertising in China is different from advertising in Russia.
 - c) These days most American products are easy to advertise around the world.
 - d) Changing world markets require a change in advertising strategy.
- 12.** In paragraph 2, the word interruption is closest in meaning to ...
- a) correction
 - b) break
 - c) ad
 - d) product
- 13.** What can be inferred from paragraph 2 about advertising in the U.S.?
- a) American advertisements do not sell products well.
 - b) Other countries should follow American advertising strategies.
 - c) There is too much violence on American TV.
 - d) There is too much advertising on American TV.
- 14.** Which of the following is not mentioned in paragraph 3 as examples of the Chinese situation?
- a) commercial advertising used to be illegal
 - b) government advertising was nonexistent
 - c) business advertising was not seen anywhere
 - d) the Japanese changed advertising in China
- 15.** In paragraph 6, the key to selling pizza in Russia was that ...
- a) it was similar to vatrushka
 - b) it was sold in Moscow
 - c) foreign visitors loved it
 - d) you could take it home
- 16.** In paragraph 7, the expression big picture is closest in meaning to ...
- a) a large photo
 - b) the worst situation
 - c) the whole context
 - d) the most important point

17. Why does the author make the comment, "Companies should remember that for years in China and Russia, people had a hard time buying things."?
- a) To contrast them with other countries
 - b) To remind the reader of difficult markets
 - c) To give an example of how things change
 - d) To explain how countries can become successful

18. In paragraph 7, what does the word "**that**" refer to in the sentence, "That is how people knew which store was the place to go."?
- a) China
 - b) Long line
 - c) Advertisement
 - d) Store

19. Where would the following sentence best fit? Circle the letter that shows the point where you would insert this sentence.

In many parts of the world, advertisements in the middle of a program are rare.

Consider TV advertising in the United States, for example. When someone in the U.S. watches a movie on TV, he or she might be waiting for "the good guy" to get "the bad guy," but then suddenly a TV commercial interrupts the action. [A] There is a break for three—sometimes as much as ten—minutes. [B] Eventually the commercials end, and the movie continues. However, a few minutes later—just when "the good guy" is in serious trouble—the movie is interrupted again by another set of TV commercials. People in the U.S. are used to this, and they might think that it is the same all over the world. [C] In fact, it is not. [D] In places like France and Spain, a viewer can watch at least a half hour of a program before a commercial interruption.

20. Which of the following expresses the essential information in this sentence from the passage?

The Russians liked it, but the restaurant was not so popular with foreign visitors because the pizza did not always have enough tomato sauce and cheese.

- a) Even though the Russians liked Pizzeria pizza, the foreign visitors did not.
- b) Because the pizza did not have enough tomato sauce and cheese, the foreign visitors did not like it.
- c) The Russians and the foreign visitors both liked the pizza.
- d) The Russians liked the pizza, but it did not have enough sauce and cheese.



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Grammar & Vocabulary

C. Choose the correct answer (a, b, c or d).

1. The moment he.....this message, he must call me.
a) received b) receiving c) receives d) will receive is
2. Alicein musical shows hundreds of times up till now.
a) had danced b) has been dancing c) has danced d) danced
3. He's a very good player. He consistently well recently.
a) was playing b) has been playing c) is playing d) had played
4. She complains that she.....headaches.
a) frequently has b) has had frequently c) has frequently d) have frequent
5. Oh dear, I don't feel very well. I think.....
a) I'll faint b) I've fainted c) I'm fainting d) I will have fainted
6. Don't forget that.....to our new office by the time you get back from holiday.
a) I'll move b) I'll have moved c) I move d) I'll be moving
7. **Goran:** I don't suppose you have seen my socks,?
Raber:Where did you last wear them?
a) haven't I / I don't expect so c) have you / I am afraid not
b) don't you / Yes, I hope so d) will you / I believe so
8. **Zeynep:** "What are you going to buy in this store?"
Noor: "Nothing.want is much too expensive."
a) That I b) What do I c) That what I d) What I
9. I.....look over some papers while I was traveling on the train.
a) am used to b) was used to c) get used to d) used to
10. There are traffic lights here, so pedestrians.....cross the street here.
a) are used to b) are supposed to c) supposed to d) used to
11. Tom is very devoted his work. He's well qualified it, too.
a) for / to b) in / for c) for / for d) to / for
12.being a painter and a poet, Leonardo da Vinci was also a scientist.

- a) Because of b) Moreover c) Despite d) In addition to

13. The more you water this plant, the.....it will grow.

- a) wetter b) tall c) best d) faster

14. It iswide table.

- a) three foot b) a three-feet c) a three-foot d) three feet

15. To determine the effectiveness of advertising, its results.....

- a) should be evaluated c) must evaluate
b) are evaluating d) may evaluate

16. Coastlines all over the world that.....once clean and beautiful.....now.....by litter and pollution. But I hope there will be a special initiative to help maintain the integrity of these natural treasures.

- a) were / are / being harmed c) have been / have / harmed
b) are / are / being harmed d) had been / have / been harming

17. Whenever I see him, Robert seems.....ready.....talk with me.

- a) to be / being b) of being / being c) being /to d) to be / to

18. Before.....a test, it is important.....

- a) having taken / study c) taking / studying
b) to take / to study d) taking / to have studied

19. I don't regret.....her what I thought about her, even if it made her cry.

- a) to have told b) telling c) tell d) to tell

20. When I am doing homework, I am not accustomed to.....by my friends.

- a) interrupted c) interrupting
b) being interrupted d) be interrupted

21. People who live in a hot country are used.....hot.

- a) being b) to being c) to be d) to have been

22. Her dog had lots of pain after the accident and she couldn't bear his.....

- a) to barking b) to bark c) barking d) barked

23. Susan definitely needs.....a new pair of shoes as her old ones need

- a) to buy / repairing c) to buy / to repair
b) buying / repairing d) buying / to be repaired

24. The waitress put.....cream and sugar in my coffee, so I couldn't drink it.

- a) too many b) a few c) many d) too much

25. The children are playing with.....toys right now. They are enjoying.....

- a) their / themselves
- b) his / themselves
- c) them / themselves
- d) their / themselves

26.thinks he is going to be given the prize. He is the best writer in our country.

- a) Few
- b) Nobody
- c) All of them
- d) Everybody

27.eats in the restaurant.....I recommend enjoys the food.

- a) Whenever / which
- b) Whoever / of which
- c) Whoever / which
- d) Whomever / which

28. The house.....we lived has fallen down.

- a) whose
- b) for whom
- c) for which
- d) where

29. The Commonwealth War Graves Commission is responsible for building and maintaining memorials to the dead.....graves are unknown.

- a) whom
- b) what
- c) whose
- d) which

30. **Husein:** “What did your grammar teacher want to talk to you about?”

Dilshad: “I did badly on the last test. She..... for it.”

- a) said why didn't I study
- b) said why I didn't study
- c) asked why didn't I study
- d) asked why I hadn't studied

