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**FINAL EXAMINATION**

**General English**

1. **LISTENING COMPREHENSION**

**Listening Test 1. Marketing**

Listen to the text and circle **True** or **False**.

1.  There will be three marketing lectures a week until the end of term.  (True - False)

2.  Today’s lecture looks at pricing.  (True - False)

3.  Marketing is about advertising.  (True - False)

4.  In a customer-focused organization only marketing staff think about customers. (True - False)

5.  Employees need to work as a team to deliver customer satisfaction. (True - False)

**Listening Test 2. Not-for-profit organization**

1. How did the volunteer hear about the non-profit organization?
2. From a friend who used to worked for the organization
3. Form a job opening advertisement in a newspaper.
4. From an advertising campaign of the organization.
5. From someone in another not-for-profit organization
6. How does the organization promote itself?
7. Through word of mouth
8. Through advertising campaign
9. Through social media technology
10. Through posters and flyers
11. Has the man ever lived or worked in Costa Rica before?
12. Yes. He has visited the country with some friends.
13. No. He hasn’t been to the country before.
14. He doesn’t remember if he has ever been there.
15. He wasn’t sure if he has ever visited the country.
16. Why does the man want to work in Costa Rica?
17. He has his personal reasons.
18. He keeps it a secret.
19. He is selfish.
20. He couldn’t explain the reason.
21. Why is the man interested in community service in South America?
22. He has had some experience in community work.
23. He wants to get new experience in community work.
24. A friend motivated him to take community work.
25. His family has exposed him to community work.

**Listening Text 3: Opinions**

Decide which speaker, Sam or Brian, has the following opinions.

|  |  |
| --- | --- |
| **Opinions** | **Sam or Brian** |
| 1. He thinks organic food is healthier.
 | 1. Sam B. Brian
 |
| 1. He wonders whether it tastes better.
 | 1. Sam B. Brian
 |
| 1. He doesn’t believe pesticides are dangerous
 | 1. Sam B. Brian
 |
| 1. He is worried about the remains of pesticides on food
 | 1. Sam B. Brian
 |
| 1. He thinks organic food costs too much
 | 1. Sam B. Brian
 |

1. **VOCABULARY**

Choose the best answer for each number.

1. Humans depend too much on petroleum, a harmful, \_\_\_\_\_ chemical.

a. non-profit b. non-renewable c. non-polluting

1. One opportunity that green chemistry offers is finding alternatives to \_\_\_\_\_.

a. fossil fuels b. biofuels c. green fuels

1. Green \_\_\_\_\_ must think about the positive and negative effects of their alternative fuels.

a. products b. chemists c. companies

1. Green products are considered safe and \_\_\_\_\_.

a. refreshing b. regenerating c. renewable

1. Use of biofuels has caused \_\_\_\_\_ of rain forests, high food prices, and pollution.

a. development b. decision c. destruction

1. Home, nature and love are some of the main **­­­**\_\_\_\_\_ in artist Marc Chagall’s work.

a. fantasy b. subjects c. styles

1. Chagall studied \_\_\_\_\_, a geometric style in painting, when he was in Paris.

a. geometry b. pattern c. cubism

1. Many people understand and enjoy Chagall’s artwork because of the \_\_\_\_\_ themes of his paintings.

a. universal b. abstract c. easy

1. Many of his paintings show soft, \_\_\_\_\_ images of nature and people with cool colors.

a. independent b. dreamlike c. modernistic

1. Bella \_\_\_\_\_ most of Marc Chagall’s work—she appeared in many of his paintings.

a. inspired b. criticized c. modernized

1. To successfully attract \_\_\_\_\_, a company should identify and satisfy the needs of these people.

a. company b. customers c. critics

1. ­­­\_\_\_\_\_ is the strategy of persuading people to buy a product or service.

a. deciding b. marketing c. competing

1. Companies \_\_\_\_\_ in the newspapers or magazines in order to inform and persuade the public to buy their products or services.

a. focus on b. advertise c. influence

1. Companies often decide to \_\_\_\_ products to only a small specific group, or niche market.

a. target b. approach c. expand

1. Jollibee is an example of a \_\_\_\_\_ that started small and grew bigger.

a. market b. consultant c. business

1. The process of sending and receiving messages without words is called \_\_\_\_\_ communication.

a. non-verbal b. attitude c. tone of voice

1. Each day people send and receive thousands of non-verbal messages that they need to \_\_\_\_\_

a. misunderstand b. understand c. underestimate

1. Understanding non-verbal messages will help us to \_\_\_\_\_ better with other people.

a. interpret b. communicate c. signal

1. Albert Mehrabian is a psychologist known for his studies related to verbal and non-verbal \_\_\_\_\_.

a. regulations b. communication c. potential

1. Non-verbal messages are especially important in communicating feelings and \_\_\_\_\_.

a. gestures b. attitudes c. assumptions

1. **READING COMPREHENSION**

Read each text carefully. Then choose the best answer to each question.

**Text 1.**

1Theresia told Larry that Miss Valdez wanted to talk to him. 2When Larry met Miss Valdez, she said, “Larry, I must say that it’s been very interesting working with you.” 3“However, it seems that our company’s needs and your performance style are not well matched. 4Therefore, it makes me very sad to have to tell you about **the news**,” she continued.

1. Who is higher in position?
2. Theresia
3. Larry
4. Ms. Valdez
5. What news was Miss Valdez telling Larry?
6. She didn’t want Larry to stop working.
7. Larry got a promotion.
8. Larry was being fired from work.
9. Which of the following statements is a fact?
10. Theresia told Larry that Miss Valdez wanted to talk to him.
11. Larry, I must say that it’s been very interesting working with you.
12. It makes me very sad to have to tell you about the news**.**

**Text 2**

Dear Mr. Wong,

My name is Susan van der Kamp, and I am starting a stroopwafel business in New Zealand. Stroopwavels are popular cookies in the Netherlands. They are delicious when put on top of a hot drink to warm the syrup inside of them. I have developed a strong plan to make my business a success, and I am inviting you to invest in it.

Please find attached my marketing plan. After you have looked over the plan, I would like to discuss this opportunity for you to invest in this unique business at your most convenient time.

Looking forward to your favorable and speedy reply.

Sincerely,

Susan Van der Kamp.

1. What is the purpose of the letter?
2. to describe a product
3. to persuade the reader to invest
4. to give opportunity to enjoy the product
5. What does Susan want Mr. Wong to read?
6. business opportunity
7. marketing plan
8. product advertisement

**Text 3**

Most people can remember a phone number for up to thirty seconds. When this short amount of time **elapses**, however, the numbers are erased from the memory. How did the information get there in the first place? Information that makes its way to the short-term memory (STM) does so via the sensory storage area. The brain has a filter which only allows stimuli that is of immediate interest to pass on to the STM, also known as the working memory.

There is much debate about the capacity and duration of the short-term memory. The most accepted theory comes from George A. Miller, a cognitive psychologist who suggested that humans could remember approximately seven chunks of information. A chunk is defined as a meaningful unit of information, such as a word or name rather than just a letter or number. Modern theorists suggest that one can increase the capacity of the short-term memory by chunking, or classifying similar information together. By organizing information, one can optimize the STM, and improve the chances of a memory being passed on to long-term storage.

When making a conscious effort to memorize something, such as information for an exam, many people engage in "rote rehearsal". By repeating something over and over again, one is able to keep a memory alive. Unfortunately, this type of memory maintenance only succeeds if there are no interruptions. As soon as a person stops rehearsing the information, it has the tendency to disappear. When a pen and paper are not handy, people often try to remember a phone number by repeating it aloud. If the doorbell rings or the dog barks to come in before a person has the opportunity to make a phone call, he will likely forget the number instantly. Therefore, rote rehearsal is not an efficient way to pass information from the short term to long-term memory. A better way is to practice "**elaborate** rehearsal". This involves assigning semantic meaning to a piece of information so that it can be filed along with other pre-existing long-term memories.

Encoding information semantically also makes **it** easy to retrieve. Retrieving information can be done by recognition or recall. **Humans can easily remember memories that are stored in the long-term memory and used often; however, if a memory seems to be forgotten, it may eventually be retrieved by prompting.** The more **cues** a person is given (such as pictures), the more likely a memory can be retrieved. This is why multiple-choice tests are often used for subjects that require a lot of memorization.

Glossary: semantic: relating to the meaning of something

1. What’s the author’s purpose?
2. to entertain
3. to inform
4. to describe
5. to persuade
6. According to the passage, how do memories get transferred to the STM?
a. They revert from the long-term memory.

b. They are filtered from the sensory storage area.
c. They get chunked when they enter the brain.
d. They enter via the nervous system.

1. The word **elapses** in paragraph 1 is closest in meaning to:
a. passes
b. adds up
c. appears

d. continues

1. All of the following are mentioned as places in which memories are stored EXCEPT the:
a. STM
b. long term memory
c. sensory storage area
d. maintenance area
2. Why does the author mention a dog's bark?
a. To give an example of a type of memory
b. To provide a type of interruption
c. To prove that dogs have better memories than humans
d. To compare another sound that is loud like a doorbell
3. How do theorists believe a person can remember more information in a short time?
a. By organizing it
b. By repeating it
c. By giving it a name
d. By drawing it
4. The author believes that rote rotation is:
a. the best way to remember something
b. more efficient than chunking
c. ineffective in the long run
d. an unnecessary interruption
5. The word **it** in the last paragraph refers to:
a. encoding
b. STM
c. semantics
d. information
6. Which of the following fact is NOT supported by the passage?
a. The working memory is the same as the short-term memory.
b. A memory is kept alive through constant repetition.
c. Cues help people to recognize information.
d. Multiple choice exams are the most difficult.
7. Which of the following best provides the paraphrase of the highlighted sentence in the passage.

*Humans can easily remember memories that are stored in the long-term memory and used often; however, if a memory seems to be forgotten, it may eventually be retrieved by prompting.*

a. Prompting is the easiest way to retrieve short-term memory after an extended period of time.
b. A memory can be retrieved by prompting, in a case where it has been rarely used.
c. It's easier to remember short term memories than long term memories due to regular prompts.
d. Recalling a long-term memory that is often used is easy, while forgotten memories often require prompting.

**D. Summarizing**

An introductory sentence for a summary of the passage is found below. Complete the summary by **choosing THREE** most important ideas in the passage.

|  |
| --- |
| *The brain stores information that a person may need in the immediate future in a place called the short-term memory (STM).*  |

Good luck and God bless you!