

THE HASHEMITE KINGDOM OF JORDAN-MINISTRY OF EDUCATION

GENERAL ENGLISH

المستوى ٤ / الصيفية الدورة

DATE: 14 of July 2018

TIME: 1 HOUR AND A HALF

ملحوظات: (١) أجب عن جميع أسئلة هذه الورقة. (٢) للمتقدمين لجميع الفروع الأكاديمية.

امتحان رقم ٢

(٣) عدد صفحات هذا الامتحان 4 صفحات و عدد الأسئلة 5

Read the following text carefully, then in your ANSWER BOOKLET, answer all the questions that follow. Your answer should be based on the text.

Whether you're selling a new type of toothpaste to a chain of pharmacies, the latest computer software to a school or a new kind of package holiday to a travel agency – you need to know how to make a sales pitch?

Don't come away from a sales pitch wishing you had been better prepared. It is essential to know everything about your product. Do you know when it was developed, and where it is produced? You also need to know who the target market is – for example, the age group or income of the people who might buy it. Not only that, you should know all about the competition – that is, similar products on the market. Why is your product superior to others and why does it have better value?

In addition, you should know exactly which people you are speaking to, and what their needs are. For example, if **they** represent a middle-class department store in a humble neighbourhood, be ready to explain why your particular product would suit customers who do not have lots of money. What makes your product perfect for them?

Most of all, you need to believe in what you're selling, and the best way to do that is to use it!

Plan your presentation carefully, not just what you will say, but how you will say it. Will you read it word by word, use notes or memorise it? Whatever you decide, it is always a good idea to have a list of your main points, in case something interrupts you, or you simply freeze with nerves (it happens!).

Keep your presentation short and simple. Start with some friendly comments. For example, thank your hosts for allowing you to speak to them, and compliment their company. Remember to speak slowly and clearly. It is important to appear confident (even if you're nervous!). While you're speaking, don't keep your head down. Instead, look round the room and make eye contact with your audience. Smile!

When you've finished speaking, invite questions. If you don't know the answers, don't pretend! Thank the questioner and promise to find out the answer (and do it!).

Question Number One

A.

- 1- Concerning the product you are planning to sell, you need to know many things about it. Write down three of these things.
- 2- Find an expression which means the same as "**a set of people of similar age**".
- 3- Quote the sentence which means that you need to know people who are identified as possible customers.
- 4- During the presentation, there are many recommendations to follow. Write down three of these recommendations.
- 5- What does the underlined word "**they**" refer to?

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- 6- New products flood the market daily. Suggest three qualities that a successful product should have.
- 7- "There are many sales pitch rules that make you a better presenter." Think of this statement and, in two sentences, write down your point of view.

B. Literature Spot. (5 points)

Read the following stanza carefully, and then answer all the questions that follow. Your answer should be based on the stanza.

And as I paused to hear his song
While swift the sunny moments slid,
Perhaps his mate sat listening long,
And listened longer than I did.

1. What does the underlined word **swift** mean?
2. The poet uses many examples of **alliteration**. Write down one example.

Question Number Two

A. Choose the suitable items from those given in the box to complete each of the following sentences. There are more words than you need.

cause, get away with, rewarding, compulsory, dialects, track record, make

- 1- When you can prove that you have experience, you have a
- 2- Jordan has a school attendance law.
- 3- Hiba broke the glass, but her mother didn't notice. This helped her toit.
- 4- If you are polite, you won'toffence or upset anyone.
- 5- Doing voluntary work can be a very.....experience.

B. Study the following sentence carefully and answer the question that follows. Write the answer in your ANSWER BOOKLET.

During the flight, the stewards and stewardesses will look after the passengers.
Replace the underlined words with the correct neutral gender phrase.

C. Choose the suitable item from those given to complete each of the following sentences and write it down in your ANSWER BOOKLET.

1. My sister'smade the audience look at her in admiration.
(**achievement, achievable, achieve**)
2. The two parties will meet totheir three-year plan to build a new dam.
(**negotiable, negotiate, negotiation**)

Question Number Three

A. Correct the verbs between brackets then write the answer in your ANSWER BOOKLET.

1. Even if it, we will have a trip tomorrow. (**rain**)
2. Different types of goods form Jordan haveto the EU recently. (**be, export**)
3. Ahmed wishes hemore careful with his exams last semester. (**be**)
4. Ramagoing to the party alone, doesn't she? (**regret**)

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B. Complete each of the following items so that the new item has a similar meaning to the one before it, and write it down in your ANSWER BOOKLET.

- 1- Watching football on TV is not as interesting as watching it alive in the stadium.
Watching football alive in the stadium
- 2- Could you explain how I can get to the nearest mosque?
I wonder
- 3- Scientists think that learning a new language can present the brain with unique challenges.
Learning a new language
- 4- My mother did not buy her necessary things; she forgot her wallet at home yesterday
I wish

Question Number Four

A. Rewrite each of the following items using the words given in brackets.

- 1 You should practise the presentation several times. (**were**).
.....
- 2 You did the course, so you had enough experience to apply for the job. (**could**)
.....
- 3 Who is in charge of these children? (**responsible**)
.....?

B. Complete each of the following sentences by adding the correct questions tag to the end of each of them. Write the answers down in your ANSWER BOOKLET.

- 1- My brother won't go out tonight,?
- 2- Your phone's black and white,?
- 3- Please, open the window,?

C. Study the following sentences carefully and answer the question that follows. Write the answer in your ANSWER BOOKLET.

People are cutting down millions of trees, because of that there are climate changes.
What is the function of underlined phrase because of?

Question Number Five

A. EDITING

Imagine that you are an editor in the Jordan Times. You are asked to edit the following lines that have (one grammar mistake, one spelling mistake and one punctuation mistake). Find and correct them. Write the answers to your ANSWER BOOKLET.

It has been prove that multilingual people are able to switch between two systems of speech, writing, and structure quite easily? They are also able to switch easily between completely different tasks. One experiment required participants to operate a driving simulator while carrying out separate tasks at the same time.

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B- GUIDED WRITING:

Read the information in the table below, and then in your ANSWER BOOKLET, write two sentences about the best ways to revise for exams.

The best ways to revise for exams
- draw up a revision timetable
- start early in the morning
- take breaks every thirty minutes
- try to eat as much fresh fruit and vegetables as you can

C. FREE WRITING:

In your ANSWER BOOKLET, write a composition of about 80 words on ONE of the following.

1. Face to face learning will be available in some Jordanian universities. Write an argumentative essay about the advantages and disadvantages of E-learning.
2. You are going to join a university. Write a formal letter to a university of your choice. You are applying for a course at university and you need to persuade the university that you are the best candidate.

THE END

تمناتي للجميع بالنجاح
عدنان السخني

Question Number One

A.

- 1- when it was developed, and where it is produced, you also need to know who the target market is / you should know all about the competition /
- 2- age group
- 3- You also need to know who the target market is
- 4- Remember to speak slowly and clearly. It is important to appear confident (even if you're nervous!). While you're speaking, don't keep your head down. Instead, look round the room and make eye contact with your audience. Smile!
- 5- People
- 6-
 - the price is acceptable السعر مقبول
 - Can serve its purpose يخدم الغرض
 - reliable موثوق
- 7- know your audience be ready to any question hand out a summary of your presentation

. B. Literature Spot

- 1- Fast
- 2- listened longer / listening long

Question Number Two

A. track record / compulsory / get away with, cause/rewarding

B. flight attendants

C. 1- achievement / 2- negotiate

Question Number Three.

A. rains/ been exported / had been/ regrets

B. 1- Watching football alive in the stadium is more interesting than watching it on TV.

2- I wonder if you could explain how

3- Learning a new language is thought to present the brain

4- I wish my mother hadn't forgotten her

Question Number Four

A 1. If I were you, I would practise the presentation several times.

2 If you hadn't done the course, you couldn't have had enough experience to apply for the job.

3 Who is responsible for these children?

B. 1 will he 2 isn't it 3 will you

C. showing result / consequence

Question Number Five

EDITING

1 proved 2 multilingual 3 easily. 4 simulator

B.

There are many different ways to revise for exams. The first way is to draw up a timetable. This can be followed by starting your revision early in the morning. The third way is to take breaks every thirty minutes. The last way is to eat as much fresh fruit and vegetables as you can.