

## SUPERLEARNING METHODOLOGY

### EXAM BOOK TWO

NAME: \_\_\_\_\_

TEACHER: \_\_\_\_\_

DATE: \_\_\_\_\_

MATRICULA No.: \_\_\_\_\_

#### 1. WRITING (2 points)

1. How do you feel about corporal punishment?

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2. Should children be allowed to have a job?

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3. What is happiness for you?

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4. Can money buy everything?

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## 2. READING (1point)

### 1.- Read the information form an advertising website

Hand I advertising, Inc.

TV Advertising

We can create effective TV commercials for your business or product.

Our services

- Identifying the **target audience** for the commercial. Which consumers will buy the product: women or men? Children or adults? Families or single people? We think about factors like **gender, age and income level**.
- Finding the right appeal for your product. We will create a slogan for the product. A good slogan will immediately make consumers think of the product's brand name. For instance, hearing the slogan "just do it" makes some people think of **brand name** Nike.
- .Working with professional musicians **to write catchy** music that people will remember.
- . Choosing the best stations and times to **promote** the product. For example, it is best to advertise toys during Saturday morning cartoons, when many children are watching.

### 2. Circle the correct answer to complete each statement.

1. A **commercial** is an advertisement \_\_\_\_\_
  - a. In a magazine or newspaper
  - b. On a radio or TV
2. A **target** audience is a group of \_\_\_\_\_
  - a. Consumers
  - b. Advertisers
3. A **slogan** is \_\_\_\_\_
  - a. Saying about a product
  - b. An opinion about a product
4. A **brand name** is the name of \_\_\_\_\_
  - a. A product
  - b. An advertising technique
5. A **catchy** ad is an advertisement that \_\_\_\_\_
  - a. Is easy to forget
  - b. Is easy to remember
6. To **promote** a product means to \_\_\_\_\_
  - a. Help the product be successful
  - b. Test the product

### 3. GRAMMAR (2 Points)

1. Fill in the blanks with the corresponding pronoun:

- a) Lisa is reading \_\_\_\_\_ book. (she/her/hers)
- b) My cat is playing with \_\_\_\_\_ toy. (its / it/ his)
- c) Susan and Mary are talking to \_\_\_\_\_ mother. (their / theirs /them)
- d) we have to do \_\_\_\_\_ homework (our /us / ours)
- e) You and your brother should clean \_\_\_\_\_ room. (your/hours/you)
- f) I found a dog, now the dog is \_\_\_\_\_ (mine / my / me)
- g) My brother lives in that apartment. That apartment is \_\_\_\_\_. (his/ him/ he)
- h) Tom is a nice person. I really like \_\_\_\_\_. (he/ his / him)

2. Complete the blanks with the most suitable answer.

- a) Q: \_\_\_\_\_ do you play tennis? A : 3 times a week.

How long  
How much  
How old  
How often

- b) She \_\_\_\_\_ a book yesterday.

Reads  
Read  
Reading  
Is reading

- c) \_\_\_\_\_ did you go to the beach?

How many  
When  
Where  
How much

- d) Luis \_\_\_\_\_ in the company for 2 years.

Work  
has worked  
is work  
working

e) I \_\_\_\_\_ Sally last year at the flight academy

meet  
met  
meted  
meeting

f) \_\_\_\_\_ do you spend on clothes every month?

How many  
How much  
How often  
How long

g) Where \_\_\_\_\_ you study? A: I studied at Madison High School

did  
does  
do  
will

h) What do you think \_\_\_\_\_ your job?

Of  
For  
To  
In

#### 4. ORAL EXPRESSION (10 points)

1. What do you think about adoption?
2. Should Ecuador have the death penalty?
3. Should parents punish their children if behavior is terrible?
4. Should gay people have the right to get married?
5. Which country would you like to visit? Why?
6. What would you do if you won the lottery?
7. Should education be free and mandatory for everyone?
8. Talk about the advantages and disadvantages of living in the city?



9. What did you do on your last vacation?
10. What do you do in your free time?
11. Give the teacher a summary about the story of the Clark family ( book 1 / book 2)

5. Choose the best answer according to the story from book 2 Super learning Methodology (5points)

- a) Who is Lisa? She is .....
- ☐ A gas station attendant
  - ☐ Cindy's classmate from high school
  - ☐ A Canadian pilot
  - ☐ Cindy's friend from the Academy
- b) Which were the family's options to go on vacation?
- ☐ the beach, a cruise and the mountains
  - ☐ the beach, the zoo and cruise
  - ☐ the beach, the country side and the lake
  - ☐ the beach and national park
- c) What is Bob hooked on?
- ☐ Music videos
  - ☐ Video tapes
  - ☐ Educational programs
  - ☐ Video games
- d) Where did Kent propose to Cindy?
- ☐ At the pilot's club reunion
  - ☐ At a pilot's house in the city
  - ☐ In Kent's apartment
  - ☐ At the mall near the stadium

e) What happened in the neighborhood in one the stories?

- ☐ There was an accident
- ☐ Some neighbors moved out
- ☐ The police caught two robbers
- ☐ Two robbers attacked a woman

f) Why does Cindy need a formal dress?

- ☐ Because she is model
- ☐ Because Kent invited her out
- ☐ Because Rose said she is beautiful
- ☐ Because she likes formal dresses

g) What did Kent offer to Cindy in the car?

- ☐ a scarf
- ☐ a ring
- ☐ a ring tone
- ☐ a key ring

h) What did Henry wear on Halloween night?

- ☐ a bat costume
- ☐ light dresses
- ☐ his school uniform
- ☐ a rooster costume

i) Where is Lisa coming from?

- ☐ Flight number 106
- ☐ On Saturday
- ☐ The flight attendant academy
- ☐ Vancouver

j) Where did Henry and Bob go together in the story?

- ☐ McMillan city Aquarium
- ☐ Stadium
- ☐ Yellow Rock National Park
- ☐ Harmony Concert Hall

k) Why did Bob and Cindy argue?

- ☐ Because Cindy likes music magazines
- ☐ Because Bob wants a milkshake
- ☐ Because they know each other's secrets
- ☐ Because Bob bought new CDs