

STUDENT'S NAME:

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SIXTH INTENSIVE- MID YEAR WRITTEN EXAM



A- **READING**- Read this article about "The story of Coca-Cola".

What is the most recognizable object in the world? Could it be a football? Or a Big-Mac? No, the answer is a Coca-Cola bottle. The famous Coca-Cola bottle is over 100 years old!



Footballs and Big Macs are certainly part of life for lots of people; but Coca-Cola is now a permanent part of world culture. People know and drink Coca-Cola all over the world.

It is said that the Coca-Cola bottle is the most recognized object in the world. Hundreds of millions of people can recognize a Coke bottle by its shape, even if they cannot see it! And the famous Coca-Cola logo is the most famous logo in the world. **Unlike** any other famous commercial logo, it has not changed in 100 years!

But the story of Coca-Cola is even older than that. It was in 1886 that John Pemberton, a **druggist** in Atlanta, Georgia, invented a new type of **syrup**, using coca leaves, sugar and cola nuts, plus a few other secret ingredients! Pemberton sold it as a medicine, it must have made people feel good!

Nevertheless, Pemberton's medicine was not very successful, so he sold his secret formula to another druggist, Asa Candler. Candler was interested, because he had another idea; he thought that Pemberton's "medicine" would be much better if it was mixed with soda.

Candler was thus the man who really invented the drink Coca-Cola. At first he sold it in his drugstore; then he began selling the syrup to other drugstores, who used it with their soda fountains. Candler also advertised his new drink, and soon people were going to drugstores just to get a drink of Coca-Cola.

Before long, other people became interested in the product, including a couple of businessmen who wanted to sell it in bottles. Candler sold them a **license** to bottle the drink, and very quickly the men became millionaires. The famous bottle, with its very **distinctive** shape, was designed in 1916.

During the First World War, American soldiers in Europe began asking for Coca-Cola, so the Coca-Cola company began to export to Europe. It was so popular with soldiers, that they then had to start bottling the drink in Europe.

Today, Coca-Cola is made in countries all over the world, including Russia and China; it is the world's most popular drink.

As for the famous formula, it is probably the world's most valuable secret! The exact ingredients for making Coca-Cola are only known to a **handful** of people.

A-1- Read the words in **RED** in the text and match them with the definitions below. (6/1:6)

- a- Permit, authorization:
- b- A very small number of:
- c- Concentrated sweet drink:
- d- Pharmacist:
- e- Differently to:
- f- Memorable, special:



A-2- Read the text again and decide if the sentences are TRUE or FALSE (10/1,5:15)

- 1- Coca-Cola bottle is recognized all over the world. TRUE FALSE
- 2- Coca-Cola and some other famous commercial logos have never changed. TRUE FALSE
- 3- John Pemberton created Coca-Cola Company. TRUE FALSE
- 4- Candler improved Pemberton's Coca-Cola secret formula. TRUE FALSE
- 5- Coca-Cola became very popular because Candler started selling it in drugstores and also advertised it. TRUE FALSE
- 6- Some businessmen bought Coca-Cola License and started bottling the drink. TRUE FALSE
- 7- The first Coca-Cola bottle is more than 100 years old. TRUE FALSE
- 8- Coca-Cola Company began exporting the drink to Europe during the First World War. TRUE FALSE
- 9- Coca-Cola is one of the most popular drinks in Russia and China. TRUE FALSE
- 10- Coca-Cola's famous formula has never been revealed to the public. TRUE FALSE

B- LISTENING- *What makes McDonald's Coke taste better than other COKE?* Watch and listen to the video below and choose the best option to complete the sentences. (8/2:16)

- 1- A MacDonald's spokesperson told the press that Coke tastes better at MacDonald's because they
changed the ingredients serve higher quality coke have some tricks to make it taste better
- 2- Coke is delivered to MacDonald's restaurants *in a different way from all other restaurants*
the same way as all the other restaurants in different transports according to the restaurants
- 3- Stainless steel tanks help Coke *maintain its temperature till it's served*
maintain its flavor till it's served maintain its quality till it's served
- 4- MacDonald's keep the drink bubbly *by regulating the amount of both syrup and water*
by arranging the measures of syrup and water by pre- cooling the syrup and the water before they enter the fountain.
- 5- At MacDonald's, Coke is always ice-cold and sufficiently carbonated because
the drink is stored in an insulated tubing system at almost freezing temperatures
the drink is insulated in an ice cold tubing because the drink is stored and insulated in the restaurants.
- 6- The syrup- to- water ratio is specially formulated *to allow flavors to melt in your mouth*
to allow some ice to melt to go ice-free and taste the beverage
- 7- If you don't put ice in your coke *it won't taste the same it tastes the same it changes color*
- 8- The straws at MacDonald's are wider than the average straws *to make it more bubbly to keep its temperature*

C- GRAMMAR- C.1 People are talking about Coca Cola and McDonalds. Read their conversations and choose the correct option to complete the sentences. (8/1:8)

1 I'm the Coca Cola Company CEO and travel to lots of different places. This month _____ the Hong Kong - Bangkok trip.

- I do
- I am do
- I'm doing
- I will do



2 I like watching Coca Cola commercials but I _____ it. It has too much sugar for me.

- never drink
- am never drinking
- will never drink
- do never drink

3 You should cut down on Bid Macs. You _____ fat and it's not healthy at all.

- are get
- get fat
- are getting
- getting

4 I met Macdonald's spokesperson while _____ a training course.

- I did
- I was doing
- I have done
- I have been doing

5 When Pemberton's daughter was younger, she _____ in London.

- were living
- were lived
- lived
- have lived

6 What exactly _____ at 8.15 yesterday evening?

- did you do
- were you do
- have you done
- were you doing

7 When the restaurant owner got home, he realized he _____ his keys at his job.

- had left

- have left
- was leaving

8 The young entrepreneur _____ to Australia but he'd like to go there some day.

- never went
- had never been
- was never going
- has never been



C.2. Read what people in town are talking and complete what they say by putting the verbs in the correct FUTURE FORM (8/1:8)

1. **THE PEMBERTONS** _____ **(HAVE)** DINNER at a SEASIDE RESTAURANT on **SUNDAY**.
2. **MAYBE NEXT FRIDAY I** _____ **(MEET)** WITH MY SCHOOL FRIENDS at **MACDONALD'S**.
3. **COCA COLA MANAGER** _____ **(FLY)** to **LONDON** on **MONDAY MORNING**.
4. **"ARE YOU STILL WRITING YOUR ESSAY ABOUT THE HISTORY OF COCA COLA?"**
"I _____ **(FINISH)** BY 4PM SO IF YOU WANT, WE CAN GO FOR a WALK THEN".
5. **BY THE END OF JULY, THEY** _____ **(WORK)** at **MACDONALD'S** FOR SIX YEARS.
6. **YOU'RE CARRYING TOO MANY COKE CANS!. I** _____ **(CARRY)** SOME FOR YOU.
7. **DO YOU THINK THE MANAGER** _____ **(SEE)** OUR **CV** BY TOMORROW MORNING?
8. **I'M VERY SORRY... MR JONES** _____ **(not COME)** BACK IN THE **COMPANY** UNTIL **2P.M.**

C.3. Coca-Cola CEO wants to open a big factory in Prague so he decided to do some research on this city.

Read what he found and choose the best option to complete the sentences. (9/0,5:4,5)



Prague is one of the (1) a. more b. most c. very popular tourist destinations in Europe. After all the political changes of the early 1990's, the capital of the Czech Republic began to take advantage of its beautiful cultural and architectural heritage to attract (2) a. bigger b. more c. many tourists than ever before.

Prague is a (3) a. smaller b. more small c. smallest city than many people imagine and it is (4) a. very b. more c. such easy to move around this wonderful city on foot. Public transport is (5) a. very cheap b. more cheap c. cheaper in Prague than in (6) a. any b. most c. more other European city but it is often (7) a. better b. more good c. most good to walk, enabling you to appreciate marvelous buildings you might have missed if you had been sitting on a bus or a tram.

(8) a. little b. much c. few people leave the city of Prague without commenting on the superb food and drink available here. Eating out here is a (9) a. very cheaper b. little more expensive c. little cheaper than it used to be but you can still have a three course meal for around \$15 without any problems.

D- VOCABULARY- Drag the words or phrases to complete the sentences below.
(15/1,5:22,5)



Set off settle in head for turn out end up

- 1- The food stores will inevitably _____ competing with each other in their push for increased market shares.
- 2- We ate a hearty breakfast at MacDonald's before we _____ for our long adventure.
- 3- When Mr Johnson decided to open a fast food restaurant, he had the feeling that everything would _____ all right.
- 4- Perhaps I need some time to _____ before I begin to work in Coca Cola Company.
- 5- After eating her cheese burger, Catherine straightened up and turned to _____ the door.

Wide-eyed well-behaved big-headed absent-minded thick-skinned

- 6- As soon as Mrs Pemberton opened the door to the main building, she was _____ in amazement... It was the most luxurious place ever!
- 7- The manager's son is an obedient and _____ child.
- 8- Old Mr Pemberton was getting rather _____ in the end... he did not remember how he came up with the first Coca Cola ingredients.
- 9- The businessmen needed to be _____ to survive all the criticism to their new company.
- 10- The CEO didn't want to seem _____ but he frankly didn't think a new MacDonald's branch would work in that poor area.

Rejected Prospects Entrepreneur Getaway Layout

- 11- Margareth _____ the position of manager because it implied working full time.
- 12- The young man was looking for a job with good _____ for promotion.
- 13- After stealing from MacDonald's, the two masked men made their _____ in a stolen van.
- 14- The Coca-Cola marketing team is still planning the _____ of the magazine cover.
- 15- Michael was a quick learner and a creative _____ who was continually dreaming up new schemes to promote and enlarge the business.

