

SUPERLEARNING METHODOLOGY

EXAM BOOK TWO

NAME: _____

TEACHER: _____

DATE: _____

MATRICULA No.: _____

1. WRITING (2 points)

1. How do you feel about corporal punishment?

2. Should children be allowed to have a job?

3. What is happiness for you?

4. Can money buy everything?

2. READING (1point)

1.- Read the information from an advertising website

Hand 1 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