

Unit 2- Test 2 form 2025

Mark the letter A, B, C or D to indicate the word whose underlined part differs from the other three in pronunciation in each of the following questions.

- Question 1: A. digital B. millennial C. device D. limit
Question 2: A. conflict B. influence C. critical D. colour

Mark the letter A, B, C or D to indicate the word that differs from the other three in the position of the primary stress in each of the following questions.

- Question 3: A. electronic B. generational C. traditional D. individualism
Question 4: A. conflict B. accept C. rely D. adapt

Mark the letter A, B, C or D to indicate the correct answer to each of the following questions.

Question 5: According to the nutritionist, children _____ avoid sugar drinks before bedtime so that they will not get diabetes.

- A. will B. have to C. may D. can

Question 6: You _____ take regular exercise and maintain a balanced diet to lead a healthy life.

- A. might B. should not C. might not D. should

Question 7: He is a _____ thinker. He has sharp ideas and tries to see things in many aspects.

- A. critic B. criticism C. critical D. criticising

Question 8: Why don't you try it _____? It can be a great way to connect with your parents.

- A. up B. of C. through D. out

Question 9: You need to _____ your parents' love for you. They worked hard to bring you up.

- A. disregard B. show C. value D. indicate

Read the following advertisement/school announcement and mark the letter A, B, C, or D on your answer sheet to indicate the correct option that best fits each of the numbered blanks from 10 to 15.

I. SITUATION WANTED

Looking for (10)_____job in one of the private schools, did post graduation from IGU have 5 years experiences, excellent (11)_____skills, pleasing personality, salary negotiable, available for interview (11)_____your convenience, interested schools may contact at: 0345678888 or ABC1982@gmail.com.

Question 10.

- A. the B. no article C. a D. an

Question 11.

- A. communication B. communicating C. communicate D. communicated

Question 12.

- A. in B. on C. with D. at

II. ANNOUNCEMENT OF AN AIRLINE

Good afternoon passengers. This is your captain speaking. First I'd like to welcome everyone on Rightwing Flight 86A. We are currently cruising at an/a(13)____ of 33,000 feet at an airspeed of 400 miles per hour. The time is 1:25 pm. The weather looks good and with the tailwind on our side we are expecting to land in London approximately fifteen minutes (14)_____schedule. The weather in London is clear and sunny, with a high of 25 degrees for this afternoon. If the weather cooperates we should get a great view of the city as we(15)_____. The cabin crew will be coming around in about twenty minutes time to offer you a light snack and beverage, and the inflight movie will begin shortly after that. I'll talk to you again before we reach our destination. Until then, sit back, relax and enjoy the rest of the flight.

Question 13.

- A. altitude B. height C. length D. depth

Question 14.

- A. ahead of B. before C. after D. on

Question 15.

- A. take off B. descend C. land D. fly

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of the sentences to make a meaningful paragraph/letter in each of the following questions.

Question 16.

- a. There will be buffet and of course singing and dancing.

- b. Dear Kate, I've passed the entrance exam to Hanoi University of Science.
 c. I look forward to your joining our party. I'm very happy if you say "Yes".
 d. On this occasion, I am celebrating a warm party at home on Saturday, September 18th at 5 p.m. Would you like to come?
 e. I also invite most of our classmates to come. This is an opportunity for all of us to meet each other for such a long time.
 f. Love,
- A. b—d—e—a—c—f B. b—c—a—e—d—f
 C. b—e—d—a—c—f D. b—a—d—e—c—f

Question 17.

- a. Firstly, the supermarket provides a wide range of goods. It helps us can buy anything we want just at one supermarket
 b. Secondly, the prices between supermarkets and markets are always too much different, even sometimes the prices of the supermarkets are cheaper than the market
 c. There are some benefits of going shopping in a supermarket.
 d. Last but not least, The supermarkets often have great promotions and costumers will have the opportunity to buy products with cheaper prices. To summarize, shopping at a supermarket bring real benefits to customers.
 e. Shopping at a supermarket is a good choice for people who want to buy things offline.

A. e—a—c—b—d B. c—e—a—b—d C. c—a—b—d—e D. e—c—a—b—d

Mark the letter A, B, C, or D on your answer sheet to indicate the correct option that best fits each of the numbered blanks from 18 to 23.

The purpose of the workforce plan is to (18)_____to achieve its overall objective by successfully putting its corporate strategies(19)_____. So it is these whole business objective and strategies that are the **starting** point for assessing the number and type of staff of workers that will be needed in the future.(20)_____, the business may be planning to increase sales by targeting new markets for(21)_____. The workforce plan will need to set out how the people required to make this happen will be recruited, retained, developed or relocated if (22)_____is the goal, and if workforce **efficiency** is one of the strategies, plans will need to be in place to (23)_____ productivity, cut wages bills or delays the organizational structure..

Question 18.

- A. enable a business B. enabled a business
 C. enabling a business D. able a business

Question 19.

- A. into acting B. in action
 C. into action D. in activity

Question 20.

- A. Which growth is the objective B. Whatever growth is the objective
 C. Where growth is the objective D. However growth is the objective

Question 21.

- A. selling new products B. buying new products
 C. purchasing new products D. launching new products

Question 22.

- A. money maximum B. money minimization C. cost minimization D. cost maximum

Question 23.

- A. decrease B. develop C. launch D. boost

Read the following passage and mark the letter A, B, C or D to indicate the correct answer to each of the blanks.

Nostalgia is a complex emotion that involves reconnecting with the happy emotions of an idealised past by (24)_____ positive memories.

Over the years, marketers have realised that nostalgia is a powerful way to recall positive emotions - so much so that nostalgia marketing has become a (25)_____ marketing strategy. It uses positive memories and feelings associated with the past to create an emotional connection with consumers.

A wealth of research shows that nostalgia can result (26)_____ consumers being willing to pay more, enhance brand ties, increased purchase intention and increased digital brand engagement.

Nostalgia may be a driving factor behind people purchasing flip phones (27)_____ they use memories of a previous era in mobile communication.

But nostalgia marketing doesn't just target the younger generation - it's also a powerful tool for advertising to those (28) _____ grew up using older mobile devices. Nokia is an example of a company that understands this well.

A YouTube advertisement for Nokia's 2720 V Flip shows how brands can use nostalgia marketing to appeal to customers and drive product sales.

Source: <https://theconversation.com/gen-z-goes-retro-why-the-younger-generation-is-ditching-smartphones-for-dumb-phones-204992>

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|----------------------------------|----------------|---------------|----------------|
| Question 24: A. repeating | B. recalling | C. putting | D. delaying |
| Question 25: A. recognise | B. recognising | C. recognised | D. recognition |
| Question 26: A. of | B. in | C. from | D. through |
| Question 27: A. but | B. so | C. yet | D. as |
| Question 28: A. who | B. which | C. why | D. where |

Read the following passage and mark the letter A, B, C or D to indicate the correct answer to each of the questions.

Family conflicts within immigrant families can arise due to the challenges of adapting to a new culture, language barriers, and generational differences. Immigrants often face the difficult task of reconciling **their** native customs and traditions with those of the host country, while their children may adopt the values and practices of their new surroundings.

One source of conflict **stems** from the fight between traditional values and the desire for adaptation. Parents may hold the customs and beliefs of their homeland, while their children strive to conform to the norms of their new society. This can lead to misunderstandings, disagreements, and a sense of cultural disconnection within the family.

Language barriers also contribute to family conflicts. Parents who are less proficient in the host country's language may struggle to communicate effectively with their children, resulting in misinterpretations and frustrations on both sides. This can create a divide and hinder the development of strong familial bonds.

Generational differences further complicate matters. Children growing up in a new cultural environment may adopt different attitudes, behaviours, and aspirations compared to their parents. Conflicts may arise when expectations clash, such as in career choices, relationships, or educational pursuits.

To address these conflicts, open dialogue and mutual respect are vital. Family members should actively listen and empathise with one another, striving to understand the unique challenges each individual faces. Cultivating an atmosphere of acceptance and appreciation for both the native and host cultures can help bridge the gap and foster stronger familial ties.

Question 29: Which of the following can be the best title for the passage?

- A. Family Conflicts within Immigrant Families: Why?
- B. Generational Differences among Family Members
- C. Challenges When Living Abroad
- D. Acceptance and Appreciation Atmosphere for Families

Question 30: The word "**their**" in paragraph 1 refers to _____.

- A. families'
- B. children's
- C. immigrants'
- D. members'

Question 31: The word "**stems**" in paragraph 2 is closest in meaning to _____.

- A. stops
- B. arises
- C. hinders
- D. pursues

Question 32: Which of the following is NOT true according to the passage?

- A. Parents do not find it hard to communicate with their children in the host country's language.
- B. Language barriers can badly affect familial bonds.
- C. Children in immigrant families may have different opinions in career choices and relationships from their parents'.
- D. Generational differences can make family conflicts worse.

Question 33: What is a suggested approach to addressing family conflicts within immigrant families?

- A. Ignoring the cultural differences and focusing on career choices.
- B. Promoting conformity to the norms of the host country.
- C. Encouraging open dialogue and mutual respect.
- D. Emphasizing the adoption of traditional values.

Read the following passage and mark the letter A, B, C or D to indicate the correct answer to each of the questions.

For many years, knowing how to market to Millennials was the hot ticket for most marketers. Today, advertisers are **wrapping their heads around** how to reach their younger counterparts, Gen Z - the generation that often feels like they're ahead of the rest of us.

While marketers are quickly shifting their attention to each incoming generation, they're missing one key insight that's been bubbling beneath the surface: no generation is the same, but no one in a generation is the same, either.

People across every generation are **defying** norms more and more. More single women own houses than men. Men are going back to college in their 60s. Early-career workers are leading the great resignation rather than taking whatever job **they** can get after college. Women are delaying having children. And the list goes on.

The truth is, people are "growing up" at different rates or redefining what it means to grow in the first place. This variation inside generations creates a challenge for marketers, how do you market to changing peer groups?

Avoid ageism in your marketing

While this insight might sound obvious, it's not obviously put into practice in marketing. For instance, one study found that "variation in ageing successfully or in lifestyles is not promoted in advertising." Another survey from AARP found that 69% of consumers ages 50 and older say media images are ageist. This could affect younger groups, too. New research suggests 'acute' ageism could be an even bigger problem for younger cohorts.

Make your language more inclusive

How you refer to age groups or generations could keep customers (or top talent) away. Whether it's women reentering the workforce or retired professionals seeking returnships, these individuals want to go where they'll feel like they belong. And since your employees are a reflection of your company, one way to combat this is how you speak internally.

Source: <https://www.forbes.com/sites/forbescontentmarketing/2021/10/15/how-to-bridge-the-age-gap-in-marketing/?sh=1d64fec267fd>

Question 34: Which of the following can be the best title for the passage?

- A. Difficulties in Marketing
- B. Marketing for Gen Z
- C. Social Norms in Marketing
- D. Narrowing the Age Gap in Marketing

Question 35: The phrase "**wrapping their heads around**" in paragraph 1 mostly means _____.

- A. trying to understand
- B. struggling to understand
- C. overlooking something
- D. succeeding in accepting

Question 36: The word "**defying**" in paragraph 3 is closest in meaning to _____.

- A. opposing
- B. agreeing
- C. obeying
- D. praising

Question 37: The word "**they**" in paragraph 3 refers to _____.

- A. single women
- B. men in their 60s
- C. early-career workers
- D. marketers

Question 38: For many years, marketers focus on targeting _____.

- A. gen Zs
- B. millennials
- C. old people
- D. single women

Question 39: According to paragraph 3, _____.

- A. women now have children later than previous generations.
- B. men cannot pursue education when they are old.
- C. people try to have whatever jobs they can get after graduating.
- D. many single women do not own a house.

Question 40: Which of the following is NOT true according to the passage?

- A. Each generation is unique.
- B. When old people or women return to work; they want to be in the place they feel belonged to.
- C. Language used to indicate generations donot have an impact on attracting customers.
- D. Many old people say that media images include age-discrimination.

The End