

ENGLISH LANGUAGE ASSESSMENT

SEMESTER ONE

Grade: 12A

Theme: Retail Therapy

Skill: Vocabulary (VCB)

Teacher: Hanzada Mamdouh

Tel: 98816453

Total Marks: 5 Marks

VOCABULARY (Items 1–5)

[5 Marks]

Read the text below. For each gap, choose the correct option (A, B, or C) to complete the text.

Many modern businesses spend millions of dollars on marketing campaigns every year to advertise their products. However, companies must ensure their promotions remain (1)_____ so that consumers are not deceived by false claims. In the past, sellers could (2)_____ buyers to purchase items without providing concrete proof. Today, strict consumer protection laws safeguard buyers against (3)_____ details in commercial media. If a company uses a fake (4)_____ during filming that exaggerates product quality, customers will complain. This often results in heavy financial penalties and severe negative (5)_____ for the corporate brand.

Item 1:

☐ A. ethical

☐ B. identical

☐ C. automatic

Item 2:

☐ A. punish

☐ B. encourage

☐ C. divide

Item 3:

☐ A. misleading

☐ B. peaceful

☐ C. temporary

Item 4:

☐ A. substitute

☐ B. ingredient

☐ C. candidate

Item 5:

☐ A. signature

☐ B. publicity

☐ C. humidity