

**PART 1: GRAMMAR & VOCABULARY**

**(10 points)**

**Section A: (Questions 1-3)**

**3 points**

**Choose the correct answer for the questions below.**

1. The teamwork and communication skills \_\_\_\_\_ in innovative classrooms. Teachers often \_\_\_\_\_ group projects and discussions to help students practice these skills effectively.
  - a. encourage / are organized
  - b. have encouraged / are organized
  - c. are encouraged / organize
  - d. encouraged / organize
  
2. The strategies \_\_\_\_\_ by successful companies often focus on innovation and customer satisfaction.
  - a. use
  - b. are used
  - c. used
  - d. which use
  
3. If I \_\_\_\_\_ my own company, I \_\_\_\_\_ on creating products that are both affordable and environmentally friendly. Although I don't have a company now, I have some plans and ideas for the future.
  - a. ran / would focus
  - b. will run / focus
  - c. ran / would have focused
  - d. had run / would focus

**Section B: (Questions 4-10)****7 points**

Fill in the blanks with the correct word from the box. There are **TWO EXTRA** words. Do **NOT** change the word forms.

**evolve****measure****ignore****maintenance****controversial****reputation****existing****demonstrate****consumption**

In today's business world, companies must choose strategies that not only connect with their audience but also protect their **4.** \_\_\_\_\_. For example, an advertising campaign that matches the cultural norms of the target market can improve a company's image, while one that seems insensitive or inappropriate can harm how people view the company. A positive image is crucial for gaining trust from customers and staying successful in a competitive market.

As people become more aware of their choices, ethical **5.** \_\_\_\_\_ has gained importance. Many customers now prefer to buy eco-friendly and fair-trade products, which has pushed businesses to adjust their products and services to meet these expectations. Companies that follow these values not only attract mindful buyers but also strengthen their position in the market.

The contribution of technology to advertising has also been transformative. Tools like artificial intelligence allow companies to gather and analyze customer data, enabling them to design campaigns that are more personalized and effective. For instance, machine learning algorithms help businesses predict customer preferences, ensuring advertisements reach the right audience at the right time. Additionally, these tools allow companies to **6.** \_\_\_\_\_ the success of their campaigns with greater accuracy by tracking key performance indicators such as engagement rates and click-through rates. By analyzing these outcomes, businesses can enhance their strategies.

However, many businesses continue to rely on their **7.** \_\_\_\_\_ resources, such as their current equipment, staff, or technology, to remain competitive. Strategies that were effective a decade ago may no longer deliver the same results. Therefore, companies need to review and update their current practices to stay competitive.

As markets continue to change, advertising methods must also **8.** \_\_\_\_\_. For example, traditional media like television is being replaced by social media platforms as a way to reach younger audiences. Companies that fail to adapt risk losing their importance in the market.

Certain practices, however, remain **9.** \_\_\_\_\_. Targeted advertising is one such example, as it raises privacy concerns by collecting large amounts of personal data. While this approach can be very effective, it also leads to debates about what is fair and acceptable in advertising.

Finally, businesses must focus on the **10.** \_\_\_\_\_ of their advertising platforms. This includes fixing issues, such as broken website links or outdated information, and keeping their platforms updated with fresh and engaging content. A neglected website or social media account can harm a company's image and reduce public interest.

## **ANSWER KEY**

### **GRAMMAR & VOCABULARY**

#### **Section A**

1. are encouraged / organize **(1 pt)**
2. used **(1 pt)**
3. ran / would focus **(1 pt)**

#### **Section B**

4. reputation **(1 pt)**
5. consumption **(1 pt)**
6. measure **(1 pt)**
7. existing **(1 pt)**
8. evolve **(1 pt)**
9. controversial **(1 pt)**
10. maintenance **(1 pt)**