Part One: Reading (40 minutes) (20 marks)

PART A: Circle T if the statement is true. F if it is false. (4X1 =4)

1). Coca-Cola is well known to millions of people all over the world. T F
2) Pemberton invented a caramel-colored syrup in his factory. T F
3) Pemberton sold the company because he lost a lot of money. T F
4) The first marketing efforts in Coca-Cola history were newspaper advertisements. T F

PART B: Circle the best answer. (2X2=4)

5) What is the main idea of Paragraph-4?
   a. Newspaper advertisements played a major role in the history of Coca-Cola.
   b. The first advertising techniques used by Coca-Cola.
   c. Couponing is a very effective advertising tactic.

6) What is the main idea of Paragraph-7?
   a. Number of Coca-Cola brands has dramatically increased in the past century.
   b. Coca-Cola uses magic.
   c. Latest advertising campaigns of the brand.

PART C: Circle the best answer. (2X1=2)

7) Find the word suggested in line 8. Choose the best meaning for this word in context.
   a) decided    b) advised   c) told

8) Find the word unveiled in line 30. Choose the best meaning for this word in context.
   a) showed    b) closed   c) covered

PART D: Answer the questions. (3X1=3)

9) What was the first advertising technique used to promote Coca-Cola?
10) Name two memorable slogans used by Coca-Cola late in the last century?

______________________________________________________________________________

11) What was the central message of “Open Happiness”? 

______________________________________________________________________________

PART E: Complete the table based on the facts about the history of Coca-Cola. (3X1=3)

<table>
<thead>
<tr>
<th>Event</th>
<th>Event</th>
<th>Number / year</th>
</tr>
</thead>
<tbody>
<tr>
<td>12)</td>
<td>Asa G. Candler was able to gain ownership of Coca-Cola</td>
<td>1970</td>
</tr>
<tr>
<td>13)</td>
<td>The popular “Always Coca-Cola” campaign was launched.</td>
<td></td>
</tr>
</tbody>
</table>

PART F: Complete the text with the best words from the box. There are TWO EXTRA words. (4X1=4)

A few decades ago, advertising was much simpler. Advertising 15) ________________ concentrated on print 16) ________________, television and radio to get their message across to the consumers. This has changed today. People are concentrating on digital media. More and more people do not only watch 17) ________________ on TV but also see ads on their smartphone or tablets. Consumers today can chose to interact with ads in a new way. They can promote a 18) ________________ by suggesting how good a product is to other people.
Part Two: Listening (20 minutes) (20 marks)

A. Listen to the conversation and answer the questions. You have to circle the best answers or provide short answers. You will hear the conversation twice. You have one minute to read the questions before you listen to the conversation for the first time.

Conversation 1 (5 marks)

1. What is Karen’s first impression of Bonnie?
   A. smart  B. outstanding  C. shy

2. To what group do Karen and Toby plan to invite Bonnie to join?
   

3. What kind of activities does Bonnie enjoy?
   A. indoor  B. outdoor  C. sport.

4. In which day will Karen and their friends go hiking?
   

5. What did Jenny bring to her sick friend?
   A. apple juice.  B. snacks  C. vitamins

Conversation 2 (5 Marks)

6. According to Heather, what is the difference between studying in college and in school?
   A. Individual work.  B. Studying in groups.  C. Lab work.

7. Heather likes to study in ____________________.
   A. noisy places.  B. quiet places.  C. beautiful places.

8. What does Heather do when she receives a bad grade?
   

9. According to Heather, which subject basically takes practice?
   A. English  B. math  C. physics

10. What works very well for foreign languages?
    

B. Listen to the “successful business” show and answer the questions. You will hear the show twice. You have one minute to read the questions before you listen to the lecture for the first time.

I. Complete the sentences with one or two words:

11. Zane started fixing bikes in his parents' _______________.

12. Zane’s ______________ tended the store while he was at school in the mornings.

13. This year, Zane expects to bring in ______________ million.

II. True or false? Circle the correct answer.

14. Oren Bloostein moved to Pennsylvania after graduation.  
   True  False

15. Oren Bloostein borrowed $50,000 from his friends.  
   True  False

16. Twenty-five years later, Oren's Daily Roast is a near-$10 million business.  
   True  False

III. Choose the best option.

17. Jason Toews and Dustin Coupal saw a need for a site to help people find the cheapest local ______________ prices.
   a. oil    b. gas    c. fuel

18. What was Jason Toews’s job at that time?
   a. computer programmer
   b. computer technician
   c. computer seller

19. In which year did the partners realize the potential of mobile apps?

20. How many people have downloaded their app?
   a. 50 million.  b. 15 million  c. 51 million
Part Three: Writing  (40 minutes)  (20 marks)

Write a cause and effect essay of 250 words on ONE of the topics given below. Your essay should have an introduction, supporting paragraphs and a conclusion.

A) What are the causes why Omani students find writing in English very difficult?

OR

B) What are the effects of using smart phones?