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2 exam English mock about Worksheet الملف

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3rd class Test

Grade 11

Teacher: Aya Mashaly.

Reading (1)

(5 Marks)

Read the following text and answer a SHORT answer for each question:

Targeting Teenagers

Adults earn most of the money in the economy, so shouldn't most advertisements be directed at them?

Over a billion pounds is spent every year in order to target teenage customers. It's nearly impossible to visit a shopping centre or switch on the television without finding products and advertisements that many adults may not be interested in or even understand. Why are teenagers, a group with relatively little earning power, such targeted customers?

Today's teenagers have an unprecedented amount of money to spend on personal items. They have more money to spend than teenagers of any previous generation. Many of them receive money from their parents on a regular basis, and some teenagers earn money from part-time jobs. Around the world, there are millions of teens with a disposable income to spend on clothing, electronics, music, and other items. Because young people make a lot of purchasing decisions for these objects, companies market them with teenagers in mind.

Another reason teens are so important to marketing departments is that they influence the spending of their families. In some countries, such as the United Kingdom and Canada, teenagers often have a say in the brands that the family buys, whether the products are food or personal care items like shampoo or soap. In fact, advertisers often market directly to teens because they know that teenagers can be very powerful and persistent about getting their parents to buy things or give them money to buy things themselves.

Marketing departments know that getting people to switch brands can be tough. Therefore, it is important to attract customers who have not yet developed strong brand preferences or brand loyalty. Older teens who are going to leave school and become customers are a perfect target for marketing companies.

Because of their money, influence and potential, teens are big business for most major companies. As a result, advertisers have many techniques to buy their products. Here are some of the most popular ones.

A Perfect World: This technique presents an ideal world- everyone is attractive and hip, with the latest fashions and trendiest haircuts. The families are well off. They have expensive cars and homes. Families in these ads are smiling and they get

along amazingly well. These ads represent the world that most teens would like for themselves.

B Fun Family: Bringing the family together is the appeal of this technique. Advertisers show a product as something that helps a family overcome struggles with each other or a difficult task. The product is often the reason that the family comes together; for example, dad brings home dinner from the family's favourite fast-food restaurant and then suddenly the quarreling brother and sister set aside their differences and enjoy a meal with their parents.

Answer shortly the following questions:

1- How much is spent on targeting teenagers?

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2- Why do teenagers have more money than before?

.....

3- Who do teenagers influence?

.....

4- Do teenagers have strong brand preferences?

.....

5- What are the three reasons for targeting teenagers?

.....

Lit. Novel

(5 Marks)

Read this extract from "**Rebecca**" a gothic novel written by English author Dame Daphne du Maurier. Then complete the task.

We drove through two high iron gates and up the long driveway. We stopped at the wide stone steps at the open door, and two servants came down to meet us.

'Well, here we are. Frith,' said Maxim to the older one, taking off his hat. 'And this is Robert,' he added, turning towards me. We walked together up the steps, Frith and Robert following with my coat and travelling bag.

'This is Mrs Danvers,' said Maxim.

Someone came forward from the sea of faces, someone tall and thin, dressed in black, with great dark eyes in a white face. When she took my hand, hers was heavy and deathly cold and it lay in mine like a lifeless thing. Her eyes never left mine. I cannot remember her words now, but I know she welcomed me to Manderley, in a stiff little speech spoken in a voice as cold and lifeless as her hand had been. When she had finished, she waited, as though for a reply, and I tried to say something, dropping my hat in my confusion. She bent to pick it up, and as she handed it to me I saw a little smile of scorn on her lips.

After tea Frith came in. 'Mrs Danvers wondered, madam, whether you would like to see your room.'

Maxim looked up. 'How did they get on with the east wing?' he said.

