

International Islamic University Chittagong

Center for General Education (CGED)

Mid Term Examination, Spring- 2023

Course Code: UREL 1101 Course Title: Elementary English

Time: 1 Hour 30 minutes

Full Marks: 30

Reading Part -10

Advertising has become a very specialized activity in modern times. In the business world of today, supply is usually greater than demand. There is great competition between different manufacturers of the same kind of product to persuade customers to buy their own particular brand. They always have to remind the consumer of the name and the qualities of their product. They do this by advertising. The manufacturer advertises in the newspapers and on posters. He sometimes pays for songs about his product in commercial radio programs. He employs attractive sales-girls to distribute samples of it. He organizes competitions, with prizes for the winners. He often advertises on the screens of local cinemas. Most important of all, in countries that have television he has advertisements put into programs that will accept them. Manufacturers often spend large sums of money on advertisements. We buy a particular product because we think that it is the best. We usually think so because of the advertisements that say so. Some people never pause to ask themselves if the advertisements are telling the truth.

1. Find words from the passage which can be explained as follows:

0.5X4=2

- The individual who purchases products to use.
- To convince some body.
- A situation in which someone is trying to do better than others.
- Up to date

2. Complete these sentences with words from the passage.

0.5X4=2

- Advertisements are often broadcast on the ___ of local cinemas.
- Sales-girls are ___ by the manufacturer to distribute samples of the product.
- Songs are often used to ___ products.
- Manufacturers ___ customers to buy their products through advertising.

3. Answer the following questions.

1X3=3

- What is advertising?
- Why is there a great competition between different manufacturers of the same kind of product?
- You have launched a new type of mobile phone. You have decided to advertise it. Which way of advertisement will be more effective for you?

4. Identify true or false. If false, give the correct information.

1X3=3

- In today's business world, demand of a product is higher than supply.
- Advertisements always present the true qualities of a product.
- Manufacturers always think of their own interests, not of the consumers.

Grammar-15

5. Trace the names of the parts of speech of the following underlined words.

0.5X6=3

- There is an ocean to the north of Asia Pacific.
- The greatest breadth of this land is 100 meters.
- The glow worm's method of attack is interesting.
- Manufacturers always have to remind the users the name of their products.
- The meeting came to a close at 5 pm.
- We always expect friendly behavior from others.

6. Give examples of the following sentences.

1X5=5

- An optative sentence praying for the success of your friend
- An exclamatory with 'how'
- An assertive sentence with 'didn't'
- An exclamatory with 'what an'
- A wh-question with 'how many'

7. Select verbs from the following to fill up the gaps.

01X5=5

Borrowed, equipped, stored, been, known, had, selected

- The _____ depth of Asia Pacific is 6 miles.
- Our central library is _____ with thousands of books.
- The reference books can't be _____ from the library.
- Some desert plants tap the water _____ below.
- He has _____ too ill to go to work.

8. Complete the gaps in the following column with appropriate forms of verbs.

01X4=2

Present	Past	Past participle
Fall	fell.	_____
Swim		swum
_____	rode	ridden
Pay		paid

Writing Part -05

9. Write a paragraph on "The University Campus of IIUC" or describe the following picture in your own language.

5X1=5

