


COLLEGE F.X. VOGT		SCHOOL YEAR: 2024-2025
DEPARTMENT OF ENGLISH	ANGLAIS	DATE: _____ November 2024
LEVEL: TSES	MIDTERM EXAM	COEF.: 3

## PART ONE: EVALUATION OF RESOURCES

### SECTION A: GRAMMAR

**Task 1:** Here's a dialogue highlighting the importance of learning English. Complete it with the best options from brackets. (1x5=5 marks)

**Alex:** Hey Maya, I'm thinking about taking an English course. What do you think?

**Maya:** That's a great idea, Alex! Learning English can open so many doors for you.

**Alex:** Really? How so?

**Maya:** Well, English is the language of business, science, and technology. Knowing English can help you get a \_\_\_\_\_ (well, better, betterment, goodly) job or even work abroad.

**Alex:** That's true. I've heard that English proficiency \_\_\_\_\_ (requires, has required, is required, is requiring) by many international companies.

**Maya:** Exactly! And it's not just about work. English is also the language of the internet. You can access a wealth of information, from news articles to educational resources, all in English... You never thought about it that way, \_\_\_\_\_ (had, did, hadn't, didn't) you?

**Alex:** Not at all! So, English is like a key to unlocking the world!

**Maya:** Absolutely! You can connect with people from different cultures, travel more easily, and even watch your favourite movies and TV shows in their original language.

**Alex:** I'm starting \_\_\_\_\_ (to see, seeing, see, seen) the benefits. But isn't it really hard to learn?

**Maya:** It can be challenging, but with consistent practice, you \_\_\_\_\_ (improve, will improve, are improving, have improved). There are many resources available online and language schools that can help you.

**Alex:** I think I'll give it a try. Thanks for the advice, Maya.

**Maya:** Anytime, Alex. Good luck with your English learning journey!

**Task 2:** Rewrite the sentences as started. (1x5=5 marks)

1- The demand for leisure activities has been on the increase these years.

→ The leisure expert commented that \_\_\_\_\_

2- Cambridge English exams are recognised by over 25,000 universities, employers and governments around the world.

→ Over 25,000 universities \_\_\_\_\_

3- Mary Jones took IELTS at the British Teaching Centre.

→ IELTS \_\_\_\_\_

4- You should never underlook the benefits of being proficient in a second language.

→ Never \_\_\_\_\_

5- Students still undermine devoting time to learning English. English is the language of international communication.

→ Although \_\_\_\_\_  
\_\_\_\_\_

## SECTION B: VOCABULARY

**Task 1:** Here's a short dialogue about department roles in a company. Complete it with phrases in the tiles. (1x5=5 marks)

hiring	Sales	Information Technology	brand awareness	keeps tracks	troubleshoot
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**Ethan:** So, Alex, I hope you're starting to get a feel for things around here.

**Sam:** Yeah, it's definitely a lot to take in. I've been trying to understand how all the departments interact.

**Maya:** Well, let's break it down. The \_\_\_\_\_ department is the front line, they're the ones bringing in new business. Marketing is the support team, they create the \_\_\_\_\_ and customer engagement. Finance \_\_\_\_\_ of everything, from budgets to payroll.

**Ethan:** Got it. And what about IT?

**Sam:** Ah, IT! They're the unsung heroes. They keep our systems running smoothly, \_\_\_\_\_ problems, and ensure our data is secure. HR is responsible for \_\_\_\_\_, training, and managing our employees.

**Ethan:** That makes sense. So, we all kind of rely on each other.

**Sam:** Exactly. It's a team effort. If one department falters, it can affect the whole company.

**Task 2:** Complete the sentences with your own words. (0.5x4=2 marks)

Cameroon is a mosaic of languages and cultures. There about 280 \_\_\_\_\_ languages, two lingua franca, and two official languages used in education, the administration and \_\_\_\_\_. Most Cameroonians are \_\_\_\_\_: they speak more than two languages. Students are encouraged to be \_\_\_\_\_ in both official languages to interact easily with people from other cultures and countries.

**Task 3:** Underline the phrase closest in meaning with the highlighted one in each sentence. (1x3=3 marks)

- 1- Mr. Kame has run EMT for many years. (directed, managed, moved quickly, displaced)
- 2- Start-ups usually face difficulties with marketing their products. (businesses, novice entrepreneurs, companies, CEOs)
- 3- Jeff Bezos owns Amazon. (works for, is the proprietor, applies at, has shares in)

## PART TWO: EVALUATION OF COMPETENCES

### SECTION C: READING COMPREHENSION

Read the article about successful business ventures below carefully and answer the questions that follow it using your own words as much as possible.

# Old World News

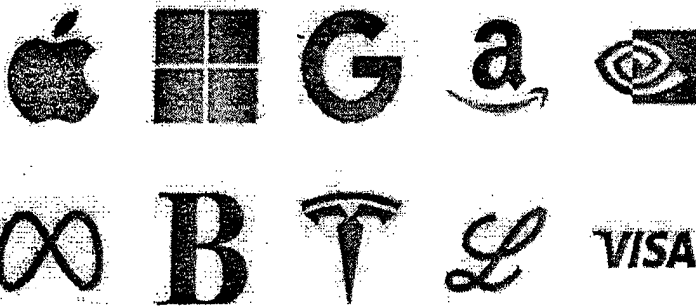
ISSUE 01 | July 2024

Capturing Nostalgia, Inspiring others

[www.oldworldnews.com](http://www.oldworldnews.com)

## From humble beginnings to global giants: Inspiring stories of business success

*In today's fast-paced world, it's easy to get lost in the hustle and bustle. However, amidst the chaos, there are countless stories of individuals who have defied odds and built successful businesses. Let's take a look at a few inspiring stories.*



### 1. Jeff Bezos and Amazon: A Retail Revolution

What started as an online bookstore in a garage has evolved into a global e-commerce behemoth. Jeff Bezos's relentless pursuit of customer satisfaction and innovation has propelled Amazon to the forefront of the digital age.

### 2. Steve Jobs and Apple: The Art of Innovation

Steve Jobs, the visionary co-founder of Apple, aimed at creating a PC that was both beautiful and user-friendly. He revolutionized personal computing with elegant and intuitive designs. From the Macintosh to the iPhone, Apple's products have consistently set industry standards.

### 3. Elon Musk: The Modern-Day Innovator

Elon Musk's audacious ventures, including Tesla, SpaceX, and Neuralink, have pushed the boundaries

of technology and exploration. His relentless pursuit of ambitious goals has made him one of the most influential entrepreneurs of our time.

### 4. Sara Blakely and Spanx: Shaping the Shapewear Industry

Sara Blakely, a former fax machine salesperson, founded Spanx, a revolutionary shapewear company. With her innovative product and strong entrepreneurial spirit, she built a billion-dollar business.

### 5. Jan Koum and Brian Acton: The WhatsApp Story

Jan Koum and Brian Acton left Yahoo to pursue their own venture. They created WhatsApp, a mobile messaging app that has transformed global communication. Their simple yet powerful app has become an indispensable tool for billions of people worldwide.

These are just a few examples of the many inspiring stories of business success. Each of these individuals, and countless others, has demonstrated that with the right mindset, hard work, and a bit of luck, anyone can achieve extraordinary things.

*[Adapted from Gemini AI]*

1- What prompted these businesspeople to start up their own venture? (1x2=2 marks)

a- Bezos: \_\_\_\_\_

b- Steve Jobs: \_\_\_\_\_

2- What do consumers use these products for?(1x2=2 marks)

a- Shapewear: \_\_\_\_\_

b- WhatsApp: \_\_\_\_\_

3- Explain these phrases from the passage: (1x2=2 marks)

a- Defy odds: \_\_\_\_\_

b- Hustle and bustle: \_\_\_\_\_

4- Which four success skills that did these entrepreneurs apply? (2 marks)

\_\_\_\_\_

5- Name two successful businesses in your community. Which services do they offer to consumers? (2 marks)

\_\_\_\_\_

## **SECTION D: COMPOSITION**

Write a composition on any ONE of these topics. Use your own words.

### **Topic 1**

You noticed that there is a classmate who doesn't take learning languages seriously. He/she says that language subjects limit career opportunities to a few jobs like teachers, journalists or translators. This stance has had considerable consequences on his class results. During break, you decide to have a talk with him/her. Write a dialogue in which you find out the causes of his/her poor performances in language subjects and in which you try to convince him/her of the necessity of being fluent in more than one language. You are Bell and your classmate is Melo.

### **Topic 2**

Many people in your community prefer consuming imported rather than local products. In spite of the efforts made by authorities in favour of local products and businesses, the tendency hasn't really changed much. Today, you are attending a conference under the theme "saving local businesses: what to do?" As one of the panellist at the conference, write a speech in which you discuss the need to promote homemade products and services. You might want to present your general observations about consumption habits in your community and share your plan or vision for saving local businesses faced with stiff competition from multinationals (you could specify what is expected from consumers, producers, and local authorities.)

## PART ONE: EVALUATION OF RESOURCES

### SECTION A: GRAMMAR

**Task 1:** Complete the dialogue with the best options from brackets.

**Alex:** Hey Maya, I'm thinking about taking an English course. What do you think?

**Maya:** That's a great idea, Alex! Learning English can open so many doors for you.

**Alex:** Really? How so?

**Maya:** Well, English is the language of business, science, and technology. Knowing English can help you get a **better** (well, better, betterment, goodly) job or even work abroad.

**Alex:** That's true. I've heard that English proficiency **is required** (requires, has required, is required, is requiring) by many international companies.

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**Alex:** I think I'll give it a try. Thanks for the advice, Maya.

**Maya:** Anytime, Alex. Good luck with your English learning journey!

**Task 2:** Rewrite the sentences as started.

1. The demand for leisure activities has been on the increase these years.  
The leisure expert commented that **the demand for leisure activities has been increasing these years.**
2. Cambridge English exams are recognised by over 25,000 universities, employers and governments around the world.  
Over 25,000 universities, employers, and governments around the world **recognise Cambridge English exams.**
3. Mary Jones took IELTS at the British Teaching Centre.  
**IELTS was taken by Mary Jones at the British Teaching Centre.**
4. You should never underlook the benefits of being proficient in a second language.  
Never **underlook the benefits of being proficient in a second language.**
5. Students still undermine devoting time to learning English. English is the language of international communication.  
Although **students still undermine devoting time to learning English, it is the language of international communication.**

### SECTION B: VOCABULARY

**Task 1:** Complete the dialogue with phrases in the tiles.

**Ethan:** So, Alex, I hope you're starting to get a feel for things around here.

**Sam:** Yeah, it's definitely a lot to take in. I've been trying to understand how all the departments interact.

**Maya:** Well, let's break it down. The **Sales** department is the front line, they're the ones bringing in new business. Marketing is the support team, they create the **brand awareness** and customer engagement. Finance **keeps track** of everything, from budgets to payroll.

**Ethan:** Got it. And what about IT?

**Sam:** Ah, IT! They're the unsung heroes. They keep our systems running smoothly, **troubleshoot** problems, and ensure our data is secure. HR is responsible for **hiring**, training, and managing our employees.

**Ethan:** That makes sense. So, we all kind of rely on each other.

**Sam:** Exactly. It's a team effort. If one department falters, it can affect the whole company.

**Task 2:** Complete the sentences with your own words.

Cameroon is a mosaic of languages and cultures. There are about 280 **indigenous** languages, two lingua franca, and two official languages used in education, the administration, and **media**. Most Cameroonians are **multilingual**: they speak more than two languages. Students are encouraged to be **proficient** in both official languages to interact easily with people from other cultures and countries.

**Task 3:** Underline the phrase closest in meaning with the highlighted one in each sentence.

1. Mr. Kame has **run** EMT for many years. (directed, **managed**, moved quickly, displaced)
2. **Start-ups** usually face difficulties with marketing their products. (businesses, **novice entrepreneurs**, companies, CEOs)
3. Jeff Bezos **owns** Amazon. (works for, **is the proprietor**, applies at, has shares in)

## PART TWO: EVALUATION OF COMPETENCES

### SECTION C: READING COMPREHENSION

1. What prompted these businesspeople to start up their own venture?

- **Bezos:** Jeff Bezos started Amazon as an online bookstore in a garage, driven by his relentless pursuit of customer satisfaction and innovation.
- **Steve Jobs:** Steve Jobs aimed to create a PC that was both beautiful and user-friendly, revolutionizing personal computing.

2. What do consumers use these products for?

- **Shapewear:** Consumers use shapewear to shape and contour their bodies, enhancing their appearance under clothing.
- **WhatsApp:** Consumers use WhatsApp for mobile messaging, enabling global communication through text, voice, and video.

3. Explain these phrases from the passage:

- **Defy odds:** To overcome significant challenges or obstacles that make success unlikely.
- **Hustle and bustle:** The busy and noisy activity of a fast-paced environment.

4. Which four success skills did these entrepreneurs apply?

- Innovation, customer focus, persistence, and vision.

5. Name two successful businesses in your community. Which services do they offer to consumers?

- **Business 1:** A local bakery offering fresh bread and pastries.
- **Business 2:** A tech startup providing mobile app development services.

## SECTION D: COMPOSITION

### Topic 1: Dialogue between Bell and Melo

**Bell:** Hey Melo, I noticed you've been struggling with language subjects lately. What's going on?

**Melo:** Yeah, I just don't see the point. I mean, languages limit you to jobs like teaching or translation. I want to do something more exciting.

**Bell:** I get that, but languages open so many doors. They're not just for teaching or translation. Being fluent in more than one language can help you in business, tech, or even working abroad.

**Melo:** Really? How?

**Bell:** Well, think about it. Companies value employees who can communicate with international clients. Plus, knowing another language can give you a competitive edge in any field.

**Melo:** I never thought about it that way. Maybe I should give it another shot.

**Bell:** Definitely! And I can help you study if you want. We can practice together.

**Melo:** Thanks, Bell. I appreciate it.

### Topic 2: Speech on Saving Local Businesses

#### Ladies and Gentlemen,

Today, I stand before you to discuss the urgent need to promote and save our local businesses. In our community, there is a growing preference for imported products over local ones, despite the efforts of our authorities. This trend is threatening the survival of our local industries.

**Observation:** Many consumers believe that imported products are of higher quality, but this is not always the case. Our local producers offer unique, high-quality goods that deserve our support.

**Plan:** To save our local businesses, we need a collective effort. Consumers should prioritize buying local products. Producers must focus on quality and innovation to compete with multinationals. Local authorities should provide incentives and create policies that support local industries.

**Vision:** By working together, we can create a thriving local economy that benefits everyone. Let's take pride in our local products and ensure their survival for future generations.

Thank you.