



125

MONTESQUIEU PRIVATE BILINGUAL HIGH SCHOOL		SCHOOL YEAR 2025-2026
ENGLISH DEPARTEMENT	ENGLISH LANGUAGE	SECOND EVALUATION
EXAMEN : Mr MBA'A	DURATION : 2H COEFF : 4 In A, 3 In, C,D	CLASS : PREMIERE A, C, D,

Competence : describing a business activity or a product, mastering the vocabulary related to economy.

NAME OF THE CANDIDATE : _____

SECTION A GRAMMAR : 10 Marks

I- Dialogue : Complete the empty areas in this dialogue according to the instructions in brackets.

MARION : I am just from the bank . My father _____ just _____ me some money for my birthday. But I don't know how to deal with the withdrawal. (to "send" in the present perfect)

ELSA .: Don't worry, it's very easy . Nevertheless, what a lucky girl you are , _____ ? (question tag)

MARION : Of course, I am. But I don't really like such transactions, I _____ receiving direct cash from the person _____
(use a word to express preference)

ELSA : No my dear. I disagree with you . E-transaction remain the _____
(superlative of "good") amongst the means.

II- Transform the sentences below as instructed in brackets. (5marks)

- 1- You are not used to credit cards _____ ? (question tag)
- 2- I have been at this school _____ I was 14 years old. (from/since)
- 3- I bought _____ fruits at the market (some/any)
- 4- I go to work. I am sick. Although _____ (complete)
- 5- _____ I have some palm oil , please ? (fill the empty area with a modal verb.)

SECTION B VOCABULARY : 10 Marks

Exercise 1 : Complete the following sentences with words chosen in the list :

Electronic- mobile phone- passport- swimming- relaxation

- 1- I wanted to travel last week , I used my _____ to compare the prices of the different travelling agencies
- 2- _____ transactions arte very convenient when you have to pay for goods and services online.
- 3- Today in Cameroon, it is possible to submit your application online when applying for a _____
- 4- Eco-park is a very quiet place. You can rest when you feel tired. It's a good place for _____
- 5- Most of my friends like _____ in the pool, but I am afraid of it.

Exercise 2 : provide the right word for each definition

- 1- Discussing the price of goods or services in the market in order to obtain a reduction is to _____
- 2- Another noun for consumer is _____
- 3- A _____ money taken out of an account
- 4- Automated Teller Machine _____
- 5- _____ shopping is another way of buying items in internet.

SECTION C READING COMPREHENSION : 10 Marks

Read the following passage and answer the questions that follow it

Advertising in some form or the other, has been in action for centuries. The red and white barber's pole is a reminder of the days when customers could not read.

Advertising provides information to buyer. It can be informative when it tells consumers about the product, what it does how it works, what it costs, and where it can be bought. It is persuasive when it is intended to tempt consumers to buy a particular product in preference to any other.

The main purpose of advertising is to increase demand so that the business can sell more at a particular price, to create or change the image of a product, to create brand loyalty so that customers will continue to buy the product, to raise the profit to raise the revenue by appealing to the emotions and finally to maintain the present market share.

Advertising is the main means by which a business can tell the public about a product and what it can do. The advertising medium is the means by which information is communicated to the public. The message is medium. The mass media are the means of communication which reach large numbers of people. TV, newspapers, radio, and magazines are primary mass media.

The choice of medium will depend upon product and marketing objective, for example, TV or Telephone advertising is expensive but can be targeted at regions or specific groups according to education, age or lifestyle.

Newspaper advertising is less expensive but can again be used to target specific groups of people. The cost of advertising in newspapers depends mainly on the size of the readership and the size of the advertisement.

Magazines appeal to quite specific segments, sports, leisure interests railway magazines, fashion magazines etc. Nike and Adidas for example, advertise regularly in sports magazines.

Posters are generally used to display very direct messages, for example, vote for me! campaigns can be planned locally, regionally and nationally. They are usually used to back up a TV campaign. Poster sizes vary from 2 to 50 square metres: the largest size gives a very large message!

Radio-audiences are segments, can be targeted locally or nationally. As with TV, specific programmes and stations attract different types of people. Different radio stations charge different prices for the same time and slot.

Leaflets, flyers and handouts are cheap and cheerful. They can be delivered by hand or distributed as newspaper or magazine inserts.

Culled from Advanced Business, 2ND edition

Questions

- 1- Give a title to this text
_____ 1mk
- 2- Name the 2 types of advertising mentioned in this text

_____ 2mks
- 3- Give 2 reasons why advertising is done

_____ 2mks
- 4- Through which means does a business communicate information to the public ?

_____ 1.5mk
- 5- According to the text which type of advertising is most expensive and which type is less expensive ?

_____ 1.5 mk
- 6- How many channels of advertisement are mentioned in the passage. Name them ?

_____ 2mks

SECTION D COMPOSITION : 10 Marks

Choose one topic from the proposed ones and write an essay of about 200 to 250 words

- 1- Narrate your shopping day. You may use this format :
 - Say when it was, on which occasion, in which shopping place, with whom you went, and how the day was.
 - Narrate the various activities you did : when you got up, how you prepared for the shopping, which means of transport you used, what you did in the shopping place, the products you bought, how the prices were, what you ate there.
 - Say how the day ended, if you enjoyed it.
- 2- You want to launch a business activity and you want to make your product known by the public. Write an article to be published in a newspaper magazine on your product or your business. Use these guidelines. Your name is NANG MARCEL.
 - Give the of your product or business activity
 - Describe your business or products stating at least 7 strenghts of your products or business (use persuasive sentences)
 - Indicate the salesplace where the product is sold or where the business is established