

COLLEGE PRIVE MONGO BETI B.P 972 TÉL : 242 68 62 97 / 242 08 34 69 YAOUNDE					
ANNÉE SCOLAIRE	EVALUATION	EPREUVE	CLASS	DUREE	COEFFICIENT
2025-2026	N°5	Anglais	3 ^{emes} A / E	2h	03
Professeur : Mme NGENIWEIH		Jour: MARS 2026		Quantité:	
27-02-2026					

STUDENT'S NAMES : _____ **CLASS:** _____

TABLE NUMBER : _____ **DATE:** _____

Instructions: answer all four sections, no cancellation, no use of correcting fluid, no copy work, and no use of pencils.

Section A: Grammar (10marks)

Task 1: Complete the dialogue between the manager of MTN Cameroon and a job seeker during an interview for the job of a salesman by choosing the best answer from the brackets (5-marks)

Manager: Now Mr. Nzefeh ... you went to the United Kingdom in 1984.

Nzefeh: 1988 actually.

Manager: And what _____ (do, did does) you do in the UK?

Nzefeh: Well, I was a Sales Executive, _____ (nor, or, but) I didn't sell office equipment.

Manager: What did you sell?

Nzefeh: Telephone equipment. I worked with _____ (the, an, because) telephone sector.

Manager: Oh yes. That's on _____ (you, yours, your) CV too. That's quite satisfactory. Now would you like to know anything about the job?

Nzefeh: No, I think you explained everything quite _____ (cleared, clearly, clear). I'd like to work for MTN.

Manager: Good. Because I'm happy to say you have got the job.

Nzefeh: When can i start?

Task 2: Follow the instructions in brackets to complete the sentences.(5marks)

- 1) We cannot download files, _____? (tag question)
- 2) The election officials arrived late, _____ (tag question)
- 3) If you _____ (to live) in a rural area, you _____ (will) breathe cleaner air. (Put the sentence in type 2 conditional)
- 4) Many people prefer modern tools when communicating. (Passive voice)
- 5) The _____ (easy) way to make long calls is to subscribe to the unlimited calls bundle. (use the word in the correct form).

Section B: Vocabulary (10marks)

Task 1: Fill in the gaps with words from the box (5marks)

Transmitters, signals, cable, internet, mobile

- 1) Radio _____ are still not being received in every nook and cranny of the country.
- 2) The _____ phones are widely used for communication.
- 3) _____ Tv permits many households to watch foreign channels.
- 4) Satellites receive signals through the help of _____
- 5) Many young people carry out research on the _____

Task 2: Use your own words to complete these sentences (5marks)

- 1) Communication can be _____ or _____
- 2) Name any two modern tools of communication _____, _____
- 3) Always _____ after using your facebook account.

Section C: Reading (10marks)

Read the following passage carefully and answer the questions that follow.

Advertising, in some form or others, 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 the 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 exchange the image of a product, to create brand loyalty so that customers will continue to buy the product, raise the profit 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 the medium. The mass media are the means of communication which reach large numbers of people. TV, newspapers, radio and magazines are the primary mass media. The choice of medium will depend upon the product and the marketing objective, for example, TV or Telephone advertising is expensive but can be targeted at regions or specific groups according to education, age and lifestyles.

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 advertisements. Magazines appeal to quite specific segments, sports, leisure interests, railways magazines, fashion magazines etc. Nike and Addidas, 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 or 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 or segments can be targeted locally or nationally. As with TV, specific programmes and stations attract 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 newspapers or magazine insert.

Questions.

1) Name the two kinds of advertising mentioned in the text.(2marks)

2) Give two reasons why advertising is done (2marks)

3) Through what means does a business communicate information to the public? (1mark)

4) According to the text, which type of advertising is most expensive and which type is least expensive? (2marks)

5) How many channels of advertising are mentioned in the text? Which one do you prefer and why?(3marks).

Section D: Composition (10 marks)

Write a composition of 180-200 words anyone of the following topics.

1) Nowadays, one of the most used tools in communicating is a phone. Write an essay in which you;

➤ Define a phone,

- Explain four functions of a phone,
- Explain two inconveniences of using a phone.

2) Many young people are imitating celebrities in sports and movies. Is this good or bad? Write an essay in which you express your opinion. Support your point of view with reasons and examples from your own experience with celebrities.

3) You are the president of the Bilingual Club in your school. Write a speech that you will read during the celebration of National Bilingualism Day on how students should improve their level in English. Propose four measures.

