

1. A ..... is the name that identifies a product or manufacturer.

|   |         |   |       |   |           |   |        |
|---|---------|---|-------|---|-----------|---|--------|
| A | service | B | brand | C | copyright | D | patent |
|---|---------|---|-------|---|-----------|---|--------|

2. What term describes having high-class tastes?

|   |               |   |        |   |          |   |         |
|---|---------------|---|--------|---|----------|---|---------|
| A | sophisticated | B | humble | C | ordinary | D | Mundane |
|---|---------------|---|--------|---|----------|---|---------|

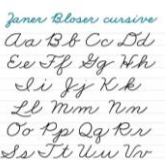
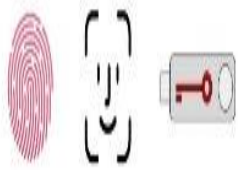
3. What is the term for something that is no longer in use or outdated?

|   |         |   |        |   |          |   |              |
|---|---------|---|--------|---|----------|---|--------------|
| A | current | B | Modern | C | obsolete | D | contemporary |
|---|---------|---|--------|---|----------|---|--------------|

4. What does the "revolutionary" imply?

|   |            |   |           |   |                 |   |              |
|---|------------|---|-----------|---|-----------------|---|--------------|
| A | Big change | B | No change | C | Moderate change | D | Small change |
|---|------------|---|-----------|---|-----------------|---|--------------|

Match:-

| logo – consumer – authenticate – frustrating – cursive                             |                                                                                    |                                                                                    |                                                                                     |                                                                                      |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |  |
| .....                                                                              | .....                                                                              | .....                                                                              | .....                                                                               | .....                                                                                |

Match:-

|              |                                      |
|--------------|--------------------------------------|
| 1. admire    | .... left unprotected                |
| 2. exclusive | .... combination of ingredients      |
| 3. exposed   | .... respect                         |
| 4. formula   | .... belonging only to one (company) |
| 5. intended  | .... meant or planned                |

|               |                            |
|---------------|----------------------------|
| 1. broke      | .... Waste money           |
| 2. blow       | .... Out of money          |
| 3. max out    | .... Leave quickly         |
| 4. beat it    | .... Spend up to the limit |
| 5. outlandish | .... Strang or unexpected  |

1. She couldn't attend the party \_\_\_\_ she had a prior commitment

|   |        |   |         |   |          |   |             |
|---|--------|---|---------|---|----------|---|-------------|
| A | unless | B | because | C | wherever | D | In order to |
|---|--------|---|---------|---|----------|---|-------------|

2. I won't be able to finish the project on time \_\_\_\_ I receive additional help.

|   |        |   |         |   |          |   |             |
|---|--------|---|---------|---|----------|---|-------------|
| A | unless | B | because | C | wherever | D | In order to |
|---|--------|---|---------|---|----------|---|-------------|

3. She woke up early \_\_\_\_ catch the first bus.

|   |       |   |       |   |    |   |             |
|---|-------|---|-------|---|----|---|-------------|
| A | since | B | after | C | if | D | In order to |
|---|-------|---|-------|---|----|---|-------------|

4. \_\_\_\_ you study hard, you will pass the exam.

|   |    |   |       |   |       |   |           |
|---|----|---|-------|---|-------|---|-----------|
| A | If | B | Since | C | While | D | Therefore |
|---|----|---|-------|---|-------|---|-----------|

5. She went to the store \_\_\_\_ she could buy some groceries.

|   |        |   |       |   |         |   |       |
|---|--------|---|-------|---|---------|---|-------|
| A | unless | B | since | C | So that | D | after |
|---|--------|---|-------|---|---------|---|-------|

6. She carries her phone \_\_\_\_ she goes.

|   |        |   |          |   |         |   |             |
|---|--------|---|----------|---|---------|---|-------------|
| A | unless | B | wherever | C | because | D | In order to |
|---|--------|---|----------|---|---------|---|-------------|

7. If you heat ice, it \_\_\_\_ .

|   |        |   |          |   |       |   |               |
|---|--------|---|----------|---|-------|---|---------------|
| A | melted | B | may milt | C | melts | D | might get wet |
|---|--------|---|----------|---|-------|---|---------------|

8. If he finishes his work early, he \_\_\_\_ to the party.

|   |         |   |      |   |        |   |          |
|---|---------|---|------|---|--------|---|----------|
| A | will go | B | went | C | may go | D | might go |
|---|---------|---|------|---|--------|---|----------|



### **The Power and Impact of Advertising through Social Media Platform**

- 1 .Unparalleled Reach: Social media platforms have billions of active users worldwide, providing businesses with an unprecedented opportunity to reach and engage with their target audience on a global scale.
- 2 .Precise Targeting: Advertising on social media platforms allows businesses to leverage user data and target specific demographics, locations, interests, and behaviors, increasing the effectiveness of their campaigns and optimizing their advertising budgets.
- 3 .Enhanced Engagement: Unlike traditional advertising mediums, social media platforms enable two-way communication between brands and consumers, fostering engagement, gathering insights, and building strong customer relationships.
- 4 .Cost-Effective Advertising: social media advertising often offers a more cost-effective solution compared to traditional channels. Businesses can set their own budgets, track campaign performance in real-time, and optimize their strategies for better resource allocation.
- 5 .Diverse Ad Formats: Social media platforms offer a variety of ad formats, including text-based ads, images, videos, and interactive content, allowing advertisers to choose the format that best suits their marketing goals and captivates their target audience.
- 6 .Measurable Results: Social media platforms provide comprehensive analytics tools that enable businesses to track and analyze key metrics such as reach, engagement, click-through rates, conversions, and ROI. These insights help refine strategies and achieve better results over time.

### Reading Comprehension

#### **1. Read the text and answer the questions.**

1. How does advertising on social media platforms allow businesses to target specific audiences?

.....

2. What advantages does social media advertising offer in terms of campaign performance analysis?

.....

#### **2. Circle (T) for true and (F) for False**

|                                                                                                   |   |   |
|---------------------------------------------------------------------------------------------------|---|---|
| 1. Social media platforms offer a wide range of ad formats to suit different business objectives. | T | F |
| 2. Social media advertising is cost-effective compared to traditional advertising channels.       | T | F |
| 3. Social media advertising provides a one-way communication channel.                             | T | F |
| 4. Social media platforms do not collect user data for advertising purposes.                      | T | F |
| 5. Social media platforms provide comprehensive analytics tools to measure performance.           | T | F |
| 6. Social media advertising has no impact on building customer relationships and brand loyalty.   | T | F |