

# A ENTRANCE EXAMINATION 2017 – READING TEST

## KEY

**Task A.1: Read the text about marketing. Which paragraph (1 – 4) do these headings belong to? Write the number of the paragraph next to the heading.** [4 points each = 16 points]

a) Dare to be different        2  

c) Marketing medicine        4  

b) Be global think local        3  

d) The feel-good factor        1  

**Task A.2: Read the text again and decide if these statements are true (T) or False (F). Circle either T or F for each statement.** [ 2 points each = 16 points]

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|--|----------|
| a) Brand is just another word for product.   | <b>F</b> |
| b) Brands can help us feel good about ourselves.   | <b>T</b> |
| c) USPs help to stop the manufacturing of imitated products.                             | <b>F</b> |
| d) It's better to be first in the market with a new idea.                                | <b>T</b> |
| e) Global brands may need to 'think local'.  | <b>T</b> |
| f) It is advisable to make a new attempt to sell a product in the stage of its maturity. | <b>T</b> |
| g) There's little you can do to keep a brand alive.                                      | <b>F</b> |
| h) Some changes to products are simply cosmetic.   | <b>T</b> |

**Task A.3: Read sentences I. – V. and circle the word a), b), c), or d) that best keeps the meaning of the word in bold in the sentence.** [2 points each = 10 points]

- I. Par. 1: Products are general, while brands are something quite **unique**.  
**b) rare**
- II. Par. 2: A brand has USPs (Unique Selling Points), specific **features** which set it apart from its competitors.  
**b) traits**
- III. Par 3: Managers should relate the brand's values in a meaningful way to the consumers they have **targeted**.  
**d) aimed at**
- IV. Par 4: A product is **launched**, developed, goes through a period of growth, enters maturity, declines, and eventually dies.  
**a) initiated**
- V. Par. 4: Coca-Cola has introduced a large number of variants **to appeal** to different consumers.  
**d) to attract**

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**Task B.1: Read the text about learning Latin. What is the author's primary purpose in writing the passage? Circle the correct option a), b), c), or d).** [4 points]

**e) to persuade**

**Task B.2: The author mentions the influence of Republican Rome on the Founding Fathers to: (circle the correct option)** [4 points]

**a) show the lasting influence of Roman culture on our society**