A ENTRANCE EXAMINATION 2017 – READING TEST

This test is based on two pieces of writing. Read them carefully and answer the questions in the spaces provided. You have **20 minutes** to complete the test.

A. Text 1: MARKETING (Source: Nauton, J. 2005. ProFile Intermediate Student's book. OUP.)

- [1] People often wonder what makes a brand different from a product. Quite simply, in marketing terms, products aren't brands. Products are general, while brands are something quite unique. Brand identity consists of far more than the physical product itself. It includes all the psychological features that we have learnt to associate with it. Top brands form a personal relationship with consumers; they're able to make us feel more confident, more powerful, healthier, and happier. Brands are promises and people buy what they believe in.
- [2] A brand has USPs (Unique Selling Points), specific features which set it apart from its competitors. For example, Barbie was the first doll to look like a young woman, and a metal rivet was the unique feature of Levi jeans. Both brands have had numerous imitators, but generally speaking, a 'me-too' product won't achieve the success of the one it follows.
- [3] People who say you don't need to worry about your competitors couldn't be more wrong. Competent managers have to know how to position their brand in relation to the competition, in terms of factors like price and quality of the product. Managers should relate the brand's values in a meaningful way to the consumers they have targeted. With worldwide brands this may mean changing your message from country to country, or even within one market. Coca-Cola produces a version for Japan which is sweeter than the one sold in the US. The Japanese prefer beef with a higher fat content, so McDonald's naturally obliges. Ronald McDonald's name was even changed to Donald because the Japanese have trouble saying 'r'.
- [4] The product life cycle is a familiar one in marketing. A product is launched, developed, goes through a period of growth, enters maturity, declines, and eventually dies. A top brand should go on and on if it is well managed. A brand manager is like a doctor or plastic surgeon, who can keep the brand healthy and looking fresh down the years. Brand managers must be able to identify new segments of the market, particularly when products have become mature. Coca-Cola has introduced a large number of variants to appeal to different consumers. So knowing what stage your branded product is at in this cycle may help you decide when to launch a line extension or go for a relaunch with improvements and 'added-value' features. Newer versions of cars, for instance, will come with air-conditioning as a standard feature, or they will have a facelift to modernize the look even though what's under the bonnet may stay the same.

Т	Technical University	Liberec, Faculty of	Science, Huma	nities and Education, F	English Depart	ment
Points	: [Number:		Classroom:		
		Time:		Combinatio	n:	
		Time.		Combinatio	ш.	
	A ENTR	ANCE EXAN	MINATION	V 2017 – READI	NG TEST	
	A.1: Read the text a the number of the p	0	•	ph (1 – 4) do the head [4]	dings a) – d) k points each =	_
a)	Dare to be different		c)	Marketing medicine		
b)	Be global think loca	1	d)	The feel-good factor		
	A.2: Read the text a or each statement.	ngain and decide i	if these stateme	nts are true (T) or Fa	alse (F). Circl points each =	
a)	Brand is just another	r word for product.			T	F
b)	Brands can help us i	eel good about our	rselves.		T	F
c)	USPs help to stop th	e manufacturing o	f imitated produ	cts.	T	F
d)	It's better to be first	in the market with	a new idea.		T	F
e)	Global brands may i	need to 'think local	l'.		T	F
f)	It is advisable to ma	ke a new attempt t	o sell a product	in the stage of its matu	rity. T	F
g)	There's little you ca	n do to keep a brar	nd alive.		T	F
h)	Some changes to pro	oducts are simply o	cosmetic.		T	F
	A.3: Read sentences in bold in the senten		the word a), b)	, c), or d) that best ke	eeps the mean points each =	_
I.	Par. 1: Products are	general, while bran	nds are somethin	ng quite unique .		
	a) linked	b) rare	c) sma	d) ord	dinary	
II.	Par. 2: A brand ha competitors.	s USPs (Unique S	Selling Points),	specific features whi	ich set it apar	t from its
	a) conditions	b) traits	c) labe	els d) rul	es	
III.	Par 3: Managers sh targeted.	ould relate the bra	and's values in a	n meaningful way to the	he consumers	they have
	a) understood	b) refused	c) con	sidered d) air	med at	
IV.	Par 4: A product is and eventually dies.	launched, develop	ed, goes through	h a period of growth, e	enters maturity	, declines,
	a) initiated	b) invented	c) desi	gned d) ter	minated	
V.	Par. 4: Coca-Cola ha	as introduced a larg	ge number of va	riants to appeal to diff	erent consume	ers.
	a) to offer	b) to provide	c) to d		attract	

B. Text 2: Learning Latin (Source: SAT Critical reading Workbook. 2007. New York: Kaplan Publishing.)

There are three good reasons that schools should restore the study of Latin. First, because Latin is a logically structured language, and knowledge of it helps students to better understand the structure of English. Second, a familiarity with Latin is an incalculable aid in enlarging one's vocabulary in English, since so many words in that language derive from Latin roots. Finally, Latin serves as a gateway to the remarkable civilisation of Ancient Rome, whose literature and culture have had a permanent influence on our society. As evidence of this assertion, we need only consider the influence of Republican Rome on the Founding Fathers of United States.

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]

- a) to narrate
- b) to describe
- c) to entertain
- d) to analyse
- 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
- b) illustrate the benefits of enlarging one's vocabulary
- c) persuade the reader to re-examine the U.S. constitution
- d) provide a link between Latin classes and history and government classes in school
- e) refute the argument that learning Latin is irrelevant and practical

Technical University Liberec, Faculty of Science, Humanities and Education, English Department Number: Classroom: Points: Time: Combination: ENTRANCE EXAMINATION 2017 – READING TEST This test is based on two pieces of writing. Read them carefully and answer the questions in the spaces provided. You have 20 **minutes** to complete the test. A. Text 1: MARKETING (Source: Nauton, J. 2005. ProFile Intermediate Student's book. OUP.) [1] People often wonder what makes a brand different from a product. Quite simply, in marketing terms, products aren't brands. Products are general, while brands are something quite unique. Brand identity consists of far more than the physical product itself. It includes all the psychological features that we have learnt to associate with it. Top brands form a personal relationship with consumers; they're able to make us feel more confident, more powerful, healthier, and happier. Brands are promises and people buy what they believe in. [2] A brand has USPs (Unique Selling Points), specific features which set it apart from its competitors. For example, Barbie was the first doll to look like a young woman, and a metal rivet was the unique feature of Levi jeans. Both brands have had numerous imitators, but generally speaking, a 'me-too' product won't achieve the success of the one it follows. [3] People who say you don't need to worry about your competitors couldn't be more wrong. Competent managers have to know how to position their brand in relation to the competition, in terms of factors like price and quality of the product. Managers should relate the brand's values in a meaningful way to the consumers they have targeted. With worldwide brands this may mean changing your message from country to country, or even within one market. Coca-Cola produces a version for Japan which is sweeter than the one sold in the US. The Japanese prefer beef with a higher fat content, so McDonald's naturally obliges. Ronald McDonald's name was even changed to Donald because the Japanese have trouble saying 'r'. [4] The product life cycle is a familiar one in marketing. A product is launched, developed, goes through a period of growth, enters maturity, declines, and eventually dies. A top brand should go on and on if it is well managed. A brand manager is like a doctor or plastic surgeon, who can keep the brand healthy and looking fresh down the years. Brand managers must be able to identify new segments of the market, particularly when products have become mature. Coca-Cola has introduced a large number of variants to appeal to different consumers. So knowing what stage your branded product is at in this cycle may help you decide when to launch a line extension or go for a relaunch with improvements and 'added-value' features. Newer versions of cars, for instance, will come with air-conditioning as a standard feature, or they will have a facelift to modernize the look even though what's under the bonnet may stay the same. 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 c) Marketing medicine d) The feel-good factor b) Be global think local 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] T F a) Brand is just another word for product. b) Brands can help us feel good about ourselves. Т F c) USPs help to stop the manufacturing of imitated products. T F

Т

T

T

Т

F

F

F

F

d) It's better to be first in the market with a new idea.

g) There's little you can do to keep a brand alive.

f) It is advisable to make a new attempt to sell a product in the stage of its maturity.

e) Global brands may need to 'think local'.

Task) Some changes to page 4.3: Read sentence lin bold in the sentence	es I. – V. and ci			T F keeps the meaning of 2 points each = 10 poi			
I.	Par. 1: Products are general, while brands are something quite unique .							
	a) linked	b) rare	c) sm	nall d)	ordinary			
II.	Par. 2: A brand has USPs (Unique Selling Points), specific features which set it apart from its competitors.							
	a) conditions	b) traits	c) lab	pels d)	rules			
III.	Par 3: Managers should relate the brand's values in a meaningful way to the consumers they have targeted .							
	a) understood	b) refuse	d c) co	nsidered 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	b) invent	ed c) de	signed d)	terminated			
V.	Par. 4: Coca-Cola has introduced a large number of variants to appeal to different consumers.							
	a) to offer	b) to prov	vide c) to	detest d)	to attract			
There struct a famin that Ancie	e are three good rease tured language, and la niliarity with Latin is at language derive from ent Rome, whose lite assertion, we need or	ons that schools knowledge of it an incalculable om Latin roots. erature and cult	should restore the shelps students to be aid in enlarging on Finally, Latin serve are have had a perm	tter understand the stee's vocabulary in Enes as a gateway to the nanent influence on o	blan Publishing.) because Latin is a logic ructure of English. Secondlish, since so many we remarkable civilisation our society. As evidence Founding Fathers of University.	ond, ords n of e of		
	B.1: Read the textage? Circle the corr		_	the author's primai	ry purpose in writing [4 points			
a)	to narrate b)	to describe	c) to entertain	d) to analyse	e) to persuade			
	le the correct option	1)	-	an Rome on the Fou	anding Fathers to: [4 points]		
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