

MY SCHOOL : BY RAOUF BOUKOUCHA

الشعب: علوم تجريبية, رياضيات, تقني رياضي, تسيير و اقتصاد
امتحان بكالوريا التعليم الثانوي التجريبية

المدة: ساعتان ونصف

اختبار في مادة: اللغة الإنجليزية

على المترشح أن يختار أحد الموضوعين التاليين
الموضوع الأول

PART ONE: Reading**(15 points)****A) COMPREHENSION****(08 points)**

Read the text carefully and do the activities.

More than 3,300 Egyptian children were hospitalized in Suhag on March, 15 after an outbreak of food poisoning at several state-run primary schools. The incident was one of the biggest food-safety cases to hit the country in years.

Children began vomiting within an hour of eating the lunches. A total of 3,353 children became ill, and at least 50 ambulances were sent to the schools. Since then, all but 17 of the students had recovered and been discharged, luckily, no deaths or serious complications were reported.

Officials suspected that school lunches might have been contaminated so they opened an investigation and analyzed samples from the lunches, consisting of processed cheese cubes, dry sesame paste bars and loaves of bread.

This case revived complaints over the declining quality of Egypt's public education and health systems. Apparently in an attempt to deflect some of the anger, the governor of Suhag quickly suspended the distribution of government meals and demanded to make some changes to how they were stored and transported to schools.

<https://www.nytimes.com>

1. Circle the letter that corresponds to the right answer.

The text is: a. a report b. a web article c. a magazine article

2. Are the following statements true or false? Write T or F next to the letter corresponding to the statement. Correct the FALSE statements.

- Less than 3,300 Egyptian children were hospitalized.
- This incident is one of the most catastrophic food-safety cases.
- All children had recovered.
- This case didn't revive any complaints over the declining quality of the Egyptian education and health systems.

3. Answer the following questions according to the text.

- When did the incident happen?
- How many children died?
- What did the governor of Suhag do?

4. Who or what do the underlined words refer to in the text?

- all (§2)
- they (§3)

B) TEXT EXPLORATION

(07 points)

1. Find in the text words that are opposite to the following.

- a) smallest (§1) b) received (§2) c) closed (§3)

2. Complete the chart as shown in the example.

| Verb | Noun | Adjective |
|----------------------------|--------------------|-------------------|
| Example: to consume | Consumption | consumable |
| | | governmental |
| | education | |
| to decline | | |

3. Rewrite sentence (b) so that it means the same as sentence (a).

1. a) “The company was working with the U.S.D.A. to tighten its safety procedures”, he says.

b) He says that

2. a) Some of the recalled products have been sold in stores nationwide.

b) Merchants.....

4. Classify the following words according to the pronunciation of their final “ed”.

recovered – demanded – discharged – contaminated – processed – hospitalized

| /t/ | /d/ | /id/ |
|-----|-----|------|
| | | |

5. Re-order the following sentences to make coherent passage.

- a) and related illnesses which last four to seven days.
- b) Salmonella infection is one of the most common food-borne illnesses,
- c) The bacteria are typically less harmful than listeria and E. coli,
- d) typically causing diarrhea, abdominal cramps and fever within 12 to 72 hours of exposure.

PART TWO: Written Expression

(05 points)

Choose ONE of the following topics.

Topic one: Using the following notes, write a composition of about 120 to 150 words on the following topic:

You are the president of the International Association for Food Protection and you are giving a speech to children and their parents raising awareness about food poisoning and how they can avoid it.

- What is food poisoning?
- How does food become contaminated?
- Some reasons of food poisoning: Bacteria, parasites, viruses, expiration...
- Food Poisoning Symptoms: abdominal cramps, diarrhea, vomiting, loss of appetite, mild fever, weakness, nausea, headaches, dehydration...

Topic two: Write of about 120 to 150 words on the following topic:

Some people think that it is better to spend money allotted to a space program on education, medical research and social problems. What do you think?

الموضوع الثاني

PART ONE: Reading

(15 points)

A) Comprehension

(08 points)

Read the text carefully and do the activities

A smart way to leverage a media story is to run highly targeted digital advertising in the same geographic area that the story will appear. When consumers see the ads, they will recall that they saw your product on media and they will build a personal history with it because they might come across it on multiple platforms.

Advertising is one expense that is actually becoming cheaper. Not too many years ago, single-message newspaper ads or radio spots were high-cost methods of advertising. Today, through digital advertising, we can produce highly targeted messages, and deliver them to your unique audience at a fraction of the cost. It is no wonder that digital advertising now accounts for nearly 30 percent of all advertising spending. Running ads on Google, Facebook, Bing or LinkedIn gets your product in front of the right eyes at the right time. However, it is also a rapidly evolving process that can be intimidating to set up, especially if you are not proficient at using keywords, pay-per-click, remarketing, frequency capping and other digital advertising tactics.

<http://www.publicity.com/digital-advertising>

1. Write the letter which corresponds to the right answer.

The text is: a) expository b) narrative c) descriptive

2. Are the following statements true or false? Correct the FALSE ones.

- Consumers are seeing products on few platforms.
- Advertising is an expense that is becoming more expensive.
- Digital advertising now accounts for almost 70 percent of all advertising spending.
- It is also a fast evolving process.

3. In which paragraph is it mentioned that advertising on social media and Google is quite efficient?

4. Answer the following questions according to the text.

- How can leveraging a media story be smart?
- What will happen if consumers see a product on multiple platforms?
- What are the most essential digital advertising skills?

5. Copy the title you think is the most appropriate.

- What makes a smart advertiser?
- Digital advertising.
- Printed advertising.

B) Text Exploration:

(7 points)

1. Find in the text words that are synonyms to the following

- a) intelligent (§1) b) item (§1) c) cost (§2) d) frightening (§2)

2. Combine the pairs of sentences using the connectors provided. Make any necessary changes.

which – because – although – both ...and – provided that

- a. Advertising has positive results for those who are developing a market for their products. Advertising has positive results for society in general.
- b. Wall or rock painting for commercial advertising is a manifestation of an ancient media advertising form. Wall or rock painting for commercial advertising is present to this day in many parts of Asia, Africa, and South America.
- c. The economy expanded during the nineteenth century. The need for advertising grew at the same pace.
- d. Marketing through the internet opened new profitable frontiers. Some developing countries still use printed-adverts.

3. Classify the following words according to the pronunciation of their final " s "

consumers - platforms – spots – messages – tactics – ads

| /s/ | /z/ | /ɪz/ |
|-----|-----|------|
| | | |

4. Fill in the gaps so that the passage makes sense.

younger - growing – millennials - globally

Ad blocking tools are (1)explosively, with usage up 41% on the year..... (2) The number is even higher among (3) generations: nearly two in three (4) report using ad block software.

PART TWO: Written Expression:

(5 points)

Choose ONE of the following topics.

Topic One: Using the following notes, write a composition of about 120 to 150 words to highlight the value of advertising to both society and businesses.

- Adequate information about the products.
- Multiple choices, good bargains.
- Building reliable brands.
- Support industries such as television and radios.
- Broadcasting TV and radio programs for no charge.

Topic Two: Write a composition of about 120 to 150 words on the following topic:

Astronomers use space observatories in their advanced researches about the structure of the cosmos. What are the advantages of these objects? Give some examples.