

## 1. READING COMPREHENSION (30 minutes)

5 x 1 points

You are going to read a text about how companies choose names for their products. Choose only one answer for each question and circle the letter in front of it.

### *What's in a name?*

Creap coffee creamer is a big seller in Japan, and Bimbo bread is extremely popular in Mexico, but people in English-speaking countries would be unlikely to buy these products. Why? Because their names have unfortunate meanings in English. As companies go global, it is becoming increasingly important to find brand names that can travel from country to country.

In a recent article from Reuters News Service, Bridget Ruffell, a director of The Brand Naming Co., which specializes in creating brand names for clients, said, "Finding the right name for an international brand is expensive, time-consuming and extremely difficult. In addition to the problems of meaning and pronunciation, all names have to be legally registered, which involves long and expensive searches to make sure that they have not already been taken by another company."

One of the most famous stories about a brand-naming problem involves an American car. The marketing department at Chevrolet decided to name their new car "Nova". They thought that they'd found a good name. *Nova* means "star" in Latin. However, in Spanish the two words *no va* mean "doesn't go" - not a very suitable name for a car.

There is more than one way to find a name for a new product. Sometimes, to avoid the problems that choosing a real word might cause, companies actually make up a word that (they hope) does not exist in any language. One very successful made-up name is Kodak. It was chosen because it is pronounceable by people who speak many different languages.

However, even when a company invents a name, it can still have name problems. For example, a number of years ago, Esso Oil Company wanted a new name for their gasoline that would be acceptable all over the world. After spending a lot of time and even more money, they came up with "Exxon". Unfortunately, it didn't work well in Japan. The Japanese pronounce it "Eki-son", which sounds like the Japanese phrase meaning "loss of profit".

1. According to the text, in the globalized world companies have to:

- a) hire a name branding company for each new product.
- b) invent a brand new name for a new product.
- c) think carefully when naming a new product.
- d) None of the above.

2. It is *only* important for the brand name to be:

- a) pronounceable in every language.
- b) meaningful in every language.
- c) well searched for.
- d) None of the above.

3. Chevrolet's *Nova* is a perfect example of:

- a) how American companies name cars.
- b) an unsuccessful brand-naming experience.
- c) a successful brand-naming experience.
- d) None of the above.

4. The name Kodak:

- a) is pronounceable in every language of the world.
- b) is a real word of English
- c) is a pure invention.
- d) None of the above.

5. Esso Oil Company's "Exxon" gas:

- a) wasn't intended to sell in Japan.
- b) sells well only in non-English speaking countries.
- c) sells well only in English speaking countries.
- d) None of the above.

## 2. LISTENING COMPREHENSION

5 x 1 points

*You are going to listen to a story about how the new Disney movie "Frozen" was made. While you are listening, you can mark your answers on this sheet. You will have two minutes to read through the questions before you hear the story. You will hear it three times.*

*Circle the correct answer.*

6. The Disney version inspired by *The Snow Queen*:

- a) is rather original.
- b) dates back to 1845.
- c) dates back to the first half of the nineteenth century.
- d) None of the above.

7. The characters from the movie, Anna and Elsa:

- a) are both borrowed from Andersen's fairy tales.
- b) are sisters.
- c) are first cousins.
- d) are originally from Quebec.

8. The animators of the movie:

- a) are all from Wyoming.
- b) are all from the United States.
- c) spent some time in Wyoming.
- d) hugely enjoyed their time in Wyoming.

9. The trip to Norway was an inspiration for:

- a) the look of the mountains in the movie, among other things.
- b) the costume-making team only.
- c) the lighting and art effects in the movie.
- d) All of the above.

10. Peter Del Vecho, the Producer of *Frozen*:

- a) is a huge fan of Norwegian fairy tales.
- b) admires the character of The Snow Queen.
- c) feels that Andersen's Snow Queen is a cold character.
- d) None of the above.

**3. GRAMMAR AND VOCABULARY (30 minutes)**

10 x 0.25 points

*I Circle the correct answer:*

11. People like to have \_\_\_\_\_ work appreciated by others.  
a) his            b) its            c) their            d) there
12. A: " \_\_\_\_\_ to the party?"  
B: "John did."  
a) Who invites you            b) Who did you invite  
c) Who you invited            d) Who invited you
13. There is \_\_\_\_\_ time left before the end of the school year.  
a) a few            b) many            c) no            d) none
14. You \_\_\_\_\_ me tonight, but you can if you want to talk.  
a) must not call            b) don't have to call            c) should calling            d) must not to call
15. The exact number of stars \_\_\_\_\_ impossible to determine.  
a) been            b) has            c) are            d) is
16. Nina tries to \_\_\_\_\_ going to the dentist because she is deathly afraid of pain.  
a) put off            b) putting off            c) put on            d) putting on
17. Tommy has never been to Disney World, and \_\_\_\_\_ has Sarah.  
a) either            b) so            c) neither            d) likewise
18. This dessert \_\_\_\_\_ three ingredients: chocolate, flour, and eggs.  
a) consists out of            b) consists from            c) contains with            d) contains
19. Our family has lived in New York \_\_\_\_\_ I can remember.  
a) despite the fact that            b) as long as  
c) in the event that            d) so far
20. My sister and I have \_\_\_\_\_ same last name.  
a) a            b) the            c) an            d) -

II Circle the one underlined part that has a grammatical error. Write your correction above the error.

5 x 0.25 points

21. It is a common misconception that twins always look like.
22. Columbus, long regarded as a hero but recently criticized by historians and sociologists, was born in 1451 and was died in 1506.
23. Never has the world's climate been so chaotic and unpredictable that it is at present.
24. Afterward the operation was completed, the team of doctors seemed satisfied that they had done their best.
25. To get a visa to visit Australia, a valid passport and two recent photographs required as well as proof of a round-trip ticket.

III Find one word that best fits the description given and write it on the line provided.

5 x 0.25 points

26. a strong base of a building, usually below ground = \_\_\_\_\_
27. a vibration of a portion of the Earth's crust = \_\_\_\_\_
28. take air in order to live = \_\_\_\_\_
29. stop before it starts (stop in advance) = \_\_\_\_\_
30. a person who speaks two languages fluently = \_\_\_\_\_

