

Worksheet

Name :		Subject:	U Review
Class:	12 th Grade	Date:	

Question Number One

Choose the correct answer from A, B, C or D to complete each of the following sentences

1. _____ means “*specially made for a particular person.*”

- A) Business concept B) Venture C) USP D) Bespoke

2. It isn't _____ to heat the whole house if you're only working in one room.

- A) venture B) quote C) cost-effective D) bespoke

3. Some people prefer to open an online store, while others choose a _____ business.

- A) bricks-and-mortar B) venture C) start-up D) concept

4. They're giving away free toys with children's meals as a part of a _____.

- A) upfront investment B) sales gimmick C) word-of-mouth D) Impulse buy

5. We get most of our work through _____ referrals and recommendations.

- A) impulse buys B) word-of-mouth C) luxury goods D) start-ups

6. We had to _____ the price.

- A) knock quite a lot off B) set quite a lot up
C) win quite a lot over D) sign quite a lot up

7. Suha made so much money in her business that she _____ her younger brother's new business at the beginning.

- A) budgeted B) owed C) refunded D) financed

8. Which word has the sense of tempting someone to do something?

- A) coerce B) pressure C) incite D) entice

9. **She pressured the team into taking responsibility.**

The sentence that has a similar meaning to the one above is:

- A) She swayed the team into taking responsibility. B) She urged the team into taking responsibility.
C) She enticed the team into taking responsibility. D) She incited the team to take responsibility.

10. After a certain point, investing more money does not lead to increased benefits, and may even have a **damaging** impact.

The word that can replace the underlined one is

- A) notion B) pitfall C) detrimental D) dispassionate

11. I usually do a big shop at the supermarket, but then _____ on essentials locally.

- A) run errands B) shop around C) stock up D) display

12. Which expression can be used for **accepting an offer**?

- A) Let's shake on that, then. B) Can we try and meet halfway on this?
C) This is a bit awkward, but ... D) I can see what you're saying, but ...

13. How many syllables does the word “**especially**” have?

- A) 1 B) 2 C) 3 D) 4

14. Which vowel is left out in the word “**mystery**”?

15. Over 93 percent of consumers are influenced by genuine individual online reviews of products.

The reason for using the passive is:

- A) We want to sound more objective or talk about general opinions.
- B) It is obvious who carried out the action.
- C) We want to avoid personal responsibility or blame.
- D) There is a tendency not to start a sentence with a long complex subject

16. After completing their studies, graduates may _____ in business, industry, education, or the civil service.

- A) employ
- B) employed
- C) be employed
- D) employing

17. Economists _____ as game-changers in many industries.

- A) often perceive
- B) are often perceived
- C) is often perceived
- D) often perceived

18. The manager sacked the shop assistant. The correct passive sentence is:

- A) The shop assistant was sacked by the manager.
- B) The shop assistant is sacked by the manager.
- C) The shop assistant has sacked the manager.
- D) The shop assistant had been sacked.

19. The fact that he had already spent good money on the ticket convinced him to stay.

The correct passive sentence for the above one is:

- A) Good money had already been spent on the ticket which convinced him to stay.
- B) Good money has already been spent on the ticket which convinced him to stay.
- C) Good money has already been spent on the ticket which convinces him to stay.
- D) Good money is already spent on the ticket which convinced him to stay.

20. People think that shopping will always be a social experience.

The correct passive sentence is:

- A) Shopping is thought will always be a social experience.
- B) It was thought that shopping will always be a social experience..
- C) It is thought that shopping will always be a social experience.
- D) Shopping will always be thought as a social experience.

21. The company sold us insurance after we had booked tickets.

The sentence that has the same meaning as the above one is:

- A) After booking, insurance is sold to us by the company.
- B) After booking, insurance was sold to us by the company.
- C) After booking, insurance has been sold to us by the company.
- D) After booking, insurance were sold to us by the company.

22. Are they giving us a choice about how we want to pay?

The sentence that has the same meaning as the above one is:

- A) Are we being given a choice about how we want to pay?
- B) Are we been given a choice about how we want to pay?
- C) Are we given a choice about how we want to pay?
- D) Were we been given a choice about how we want to pay?

23. All employees will be offered a discount.

The passive sentence that is written using a different subject us:

- A) All employees offering a discount.
- B) Will offer all employees a discount.
- C) A discount is offered by all employees.
- D) A discount will be offered to all employees.

Question Number TWO

Read the following texts then answer the questions that follow.

TEXT 1

When Saeed confided in his wife his dream of launching a business based on making furniture that many people would consider an eyesore, she thought he'd completely lost his marbles. How could that possibly be a profit-making venture? Saeed was skilful at making furniture - that was his bread and butter. But why tell people he was creating eyesores? Confident in his idea nevertheless, Saeed started promoting his ugly and weird furniture online and, believe it or not, within three months, his company had a turnover of more than \$10,000 a month! The 'eyesore' tag was obviously a bit of a sales gimmick, but it worked even though his furniture is not exactly priced as an impulse buy. Fortunately, there was not much upfront investment needed as Saeed already had all the equipment he needed. Now he's thinking about branching out into ugly accessories.

24. How did Saeed's wife react when he told her his idea?

- | | |
|----------------------------------------|-------------------------------------------|
| A) She fully supported him immediately | B) She wanted to be his business partner |
| C) She thought he had lost his mind | D) She suggested advertising in magazines |

25. Why didn't Saeed need much upfront investment?

- | | |
|-----------------------------------------------|-------------------------------------------|
| A) He received funding from his wife | B) He borrowed money from a bank |
| C) He already had all the equipment he needed | D) He got free raw materials from friends |

TEXT 2

For most of the 20th century, traditional advertising was featured on terrestrial television and radio, or on billboards, or in the print media. Over time, companies developed a kind of *targeted advertising* which meant that their adverts were aimed at the interests and preferences of a specific audience, for example, by running an advert for sportswear in a fitness magazine, or in the commercial break during a football match on TV. The goal was to increase revenue by directing adverts at those who were more likely to buy the items being promoted.

With the advent of the Internet, targeted advertising became much more established. Web browsers and social media platforms were able to harvest huge amounts of data on the public's viewing habits and histories; information they could monetise by selling it to advertisers. And, once visited, websites installed 'cookies' onto people's computers which, quietly and unbeknown to many users, collected information about their interests and their consumer behaviour.

So far so good for the marketing moguls, but by the 21st century, critics' complaints about the lack of privacy for individuals brought about significant changes to Internet tracking practices, and this outcry led to a sea change in advertising regulations across the world. In the European Union, for example, new legislation came into effect in 2018 radically changing the rules around online advertising. Named the GDPR (General Data Protection Regulation), it provides far more robust protection of personal data. Any websites accessed within the 27 member countries of the EU, or in the UK, are obliged to be transparent about their advertising methods and, crucially, cannot monitor online behavior without obtaining the user's consent. The onus is on these companies to offer people a simple and clear choice between opting in or out of tracking cookies, or the option to control which cookies may be used. Other aspects of the GDPR further protects individuals' rights to privacy. There are massive fines for companies that fail to comply with any of the regulations and, by 2024, almost £3bn was paid in fines for data breaches by five of the biggest social media sites.

1. The text shows that advertising has changed significantly over time. Write down three ways traditional advertising was delivered. _____

2. What does the underlined pronoun "**their**" in the text refer to? _____

3. The text mentions several impacts of the GDPR. Write down two or three protections that the GDPR provides to Internet users.

4. The text shows that the rise of Internet technologies greatly expanded data-collection practices. Write two examples of how this occurred.

5. The text shows that targeted advertising existed long before online platforms. Write two examples from the text.

6. Quote the sentence which shows that cookies were installed without users' awareness.

7. Some people think that fines alone may not be enough to stop large companies from misusing users' data. Think of this statement, and in two sentences write your point of view.

WITH MY BEST WISHER

Answer Key

No.	Answer
1	D
2	C
3	A
4	B
5	B
6	A
7	D
8	D
9	B
10	C
11	C
12	A
13	D
14	B
15	D
16	C
17	B
18	A
19	A
20	C
21	B
22	A
23	D
24	C
25	C

TEXT 2

1. Three ways traditional advertising was delivered:

- Television
- Radio
- Billboards / print media

2. Pronoun reference ("their"):

- Companies

3. Two or three GDPR protections:

- Websites must be transparent about their advertising methods.
- Companies cannot monitor online behaviour without user consent.
- Users must be given a clear choice to opt in, opt out, or control which cookies are used.

4. Two examples of expanded data collection:

- Web browsers collected users' viewing histories.
- Social media platforms gathered huge amounts of behavioural data.
- Websites installed cookies to track interests and consumer habits.

5. Two examples of early targeted advertising:

- Advertising sportswear in a fitness magazine.
- Showing ads during a football match commercial break.
- Aiming adverts at audiences based on interests and preferences.

6. Quoted sentence:

“Once visited, websites installed ‘cookies’ onto people’s computers which, quietly and unbeknown to many users, collected information about their interests and their consumer behaviour.”

7. Opinion question:

I don't think fines alone can stop big companies from misusing people's data, because they can still afford to pay them. We need stronger checks and stricter rules to make sure they follow the law.