



**ISTANBUL ESENYURT UNIVERSITY
PREPARATORY SCHOOL
SAMPLE ERASMUS EXAM**

NAME & SURNAME :

FACULTY & DEPARTMENT :

NUMBER :

1. LISTENING

Listen and choose the correct answer (10x2=20 pts.)

1. How long is Boston Marathon?

- a) 40 b) 42 c) 20 d) 19

2. How much will the companies and organizations give to the winners?

- a) 525.000 dollars b) 500.025 dollars c) 2004 dolars d) 125.000 dolars

3. Boston Marathon will begin in the town of.....

- a) Boston b) Ashland c) Hopkinton d) Newton

4. Who was the female Marathon winner last year?

- a) Robert Kipkoech Cherviyot b) Svetlana Zakharova c) Wellesley d) Catherina Ndereba

5. Last year Ernst VanDyk finished the race in.....

- a) 1:28:32 b) 1:32:20 c) 1:22:30 d) 1:30:22

6. When was the first Boston Marathon held?

- a) 1878 b) 1815 c) 1897 d) 1987

7. Why have some of the world's fastest time been set in Chicago?

- a) Because the Marathon is shorter there. b) Because the running area is flat.
c) Because the prize is more than the others. d) Because it has been held in summer.

8. Why was the Washington D.C. Marathon cancelled last year?

- a) Because it wasn't successful the previous year. b) Because not many runners attended.
c) Because of the war in Iraq d) Because it was unofficial.

9. Which one isn't the reason why running has popularity?

- a) You can do it anywhere b) You can do it any time.
c) You don't need other people. d) You may get a lot of prize.

10. Why did Ed Burt of Hopedale run in the Boston Marathon last year?

- a) to please his father b) Because he was suffering from liver disease.
c) to win the high prize. d) to help the American Liver foundation.

2. USE OF ENGLISH

Choose the correct completion for each blank. (30x1=30 pts.)

1. **Around 2500 different kinds of roses in the world. Roses throughout the world.**
a) exist/love b) are existed/are loved c) are existed/love d) exist/are loved
2. **Our teacher is not satisfied the progress we've made so far. She wants us to study harder.**
a) at b) with c) on d) to
3. **A: What to school when you were in high school? B: A school uniform.**
a) did you used to wear c) did you used to wearing
b) did you use to wear d) did you use to wearing
4. **Talking on the phone while driving a car is prohibited. You talk on the phone while you're driving your car.**
a) don't have to b) could not c) may not d) must not
5. **By the time Cemal home yesterday, the walls He liked the colors a lot.**
a) arrived/had already been painted c) had arrived/have already been painted
b) arrived/had already painted d) had arrived/had already been painted
6. **A: My feet are killing me. I for a long time. Let's find a place to sit down. B: Good idea!**
a) didn't use to stand c) am not used to standing
b) didn't used to stand d) am not used to stand
7. **I couldn't hear what you asked.the question again, please?**
a) Should you ask c) Would you mind asking
b) Could I ask d) Could I ask the question
8. **You take care of that cut on your foot, or it will get infected.**
a) can b) should c) may d) would like
9. **Yesterday was April the 23rd and it was a national holiday. We didn't have classes then, so I get up early.**
a) didn't have to b) couldn't c) hadn't to d) mustn't
10. **When I home tomorrow afternoon, I the grass in the garden.**
a) will arrive/will cut b) have arrived/cut c) am going to arrive/cut d) arrive/will cut
11. **I Merve since the semester We are good friends.**
a) have been knowing/started c) know/starts
b) knew/has started d) have known/started
12. **I ate at that restaurant yesterday. The food was terrible. I wish I to another restaurant.**
a) would go b) went c) had gone d) would have gone
13. **Jim didn't feel like playing the guitar, but we finally got him his guitar for us.**
a) play b) played c) to play d) playing
14. **"Were you able to locate the person wallet you found?"**

“Luckily, yes.”

- a) that his b) whose c) which d) that’s

15. Sarah reminded without signing the letters. We need to send them today.

- a) to me not to leave b) me to not leaving c) to me not leaving d) me not to leave

16. A: Where is your bicycle?

B: Gee, I hope it hasn’t been stolen. Maybe Sue borrowed it.

A: Sue? Your bicycle borrowed by Sue. She has a broken leg. Why would she want to borrow your bicycle?

- a) can’t be b) couldn’t have been c) mustn’t be d) shouldn’t have been

17. “My writing has improved a lot in this class.”

“Mine has, too. All the students do well in writing.”

- a) Mr. Davis teaches c) whom Mr. Davis teaches them
b) that Mr. Davis teaches them d) which Mr. Davis teaches

18. difficult to describe. Even she, herself, can not explain it.

- a) What Sally saw is b) What does Sally see c) What did Sally see d) When does Sally see

19. “The people in the apartment upstairs must have a lot of children.”

“I don’t know how many, but it sounds like they have a dozen.”

- a) children do they have c) do they have children
b) children they have d) they have children

20. Diana asked Maria

- a) when she was leaving for Rome c) when was she leaving for Rome
b) when is she leaving for Rome d) when she is leaving for Rome

21. It is impossible so late at night. I can not fall asleep if I do so.

- a) drinking coffee for me c) to drink coffee for me
b) for me to drink coffee d) that coffee to drink for me

22. One advantage of coal is than petroleum and natural gas.

- a) where can we find it closer to the surface c) that we can find it closer to the surface
b) if we can find it closer to the surface d) that it finds it closer to the surface

23. That’s the man the President spoke. I do not think I know him.

- a) whom b) that c) whose d) to whom

24. “Is April the 21st the day ?”

“No, the 22nd.”

- a) when you’ll arrive b) you’ll arrive then c) on that you’ll arrive d) when you’ll arrive on

25. He wanted to know if the landlady would let..... his friends in.

- a) him to bring b) to bring c) him bringing d) him bring

26. I usually find it to ask someone for money.

- a) embarrassed b) embarrassing c) embarrassingly d) embarrassment

27. He performed the audience applauded him for ten minutes.

- a) so skillful that b) so skillfully that c) as skillful as d) the most skillfully

28. Anna’s father gave her some good advice., she did not follow it.

- a) Although b) Despite c) In spite of the fact that d) Nevertheless

29. After the decision of April 5th, the firm couldn't pay large salaries.

- a)so b) such a c) a such d) such

30. My son is nearly my daughter.

- a)the most intelligent b)not intelligent as c) more intelligent d) as intelligent as

3. READING

CHANGING WORLD MARKETS

- 1 As companies try to grow and introduce their products in other countries, they need to see the important differences among international markets. It is becoming more and more important for companies to create products and advertising strategies that fit different cultures.
- 2 Consider TV advertising in the United States, for example. When someone in the U.S. watches a movie on TV, he or she might be waiting for "the good guy" to get "the bad guy," but then suddenly a TV commercial interrupts the action. There is a break for three—sometimes as much as ten—minutes. Eventually the commercials end, and the movie continues. However, a few minutes later—just when "the good guy" is in serious trouble—the movie is interrupted again by another set of TV commercials. People in the U.S. are used to this, and they might think that it is the same all over the world. In fact, it is not. In places like France and Spain, a viewer can watch at least a half hour of a program before a commercial *interruption*.
- 3 The situation in China is a completely different story. For many years, all commercial advertising was illegal in China. Government advertising was everywhere, but business advertising was nonexistent. Then Sony came along and changed things. Sony and other Japanese companies were the first businesses to start advertising in China. They also led the way for other companies to enter the country.
- 4 Companies wishing to enter international markets can learn something from the Chinese market. In China, it is important for a company not to go in overnight and start advertising right away because this can lead to serious mistakes. Advertisers must take their time and plan their campaigns carefully. For example, because there are millions of people in China who don't know what a "Big Mac" is, a company would not want to rush over there and try to sell Big Macs to the Chinese. Instead, a company must plan ahead five or ten years. It pays to be patient in China.
- 5 If a company is interested in introducing a product in Russia, it should carefully think about its product and whether or not there is really a market for it. Fast food, for example, was a very strange idea in Russia. In Russian restaurants, a customer usually sits down and the waiter brings the soup, salad, meat, and potatoes—one thing at a time. Traditionally, Russians think people should take their time and enjoy their food.
- 6 The case of pizza in Russia is an interesting example of introducing a product in an international market. Before the restaurant called "Pizzeria" opened there, the company first had to convince Russian people to try its product. To do this, they explained that pizza was similar to Russian *vatrushka*. The Russians liked it, but the restaurant was not so popular with foreign visitors because the pizza did not always have enough tomato sauce and cheese. Another problem was that if customers wanted to take the pizza home with them, the chef would not allow it. He did not want it to get cold.
- 7 World markets are changing every day, and new ones are opening up all the time. Companies and advertisers have to look at the *big picture* before they start planning a marketing campaign. They need to consider: Will people buy the product? Will they understand the marketing plan? Companies should remember that for years in China and Russia, people had a hard time buying things. The best advertisement of all was a long line in front of a store. *That* is how people knew which store was the place to go. So, businesses that want to expand into international markets must think about how things are changing if they expect to be successful.

Read the passage about *CHANGING WORLD MARKETS* and choose the correct answers to the questions. (10x2=20 pts.)

1. What is the main idea of this text?

- a) There are certain world markets where you should not advertise.
- b) Advertising in China is different from advertising in Russia.
- c) These days most American products are easy to advertise around the world.
- d) Changing world markets require a change in advertising strategy.

2. In paragraph 2, the word “*interruption*” is closest in meaning to ...

- a) correction
- b) break
- c) ad
- d) product

3. What can be inferred from paragraph 2 about advertising in the U.S.?

- a) American advertisements do not sell products well.
- b) Other countries should follow American advertising strategies.
- c) There is too much violence on American TV.
- d) There is too much advertising on American TV.

4. Which of the following is *not mentioned* in paragraph 3 as examples of the Chinese situation?

- a) commercial advertising used to be illegal
- b) government advertising was nonexistent
- c) business advertising was not seen anywhere
- d) the Japanese changed advertising in China

5. In paragraph 6, the key to selling pizza in Russia was that ...

- a) it was similar to *vatrushka*
- b) it was sold in Moscow
- c) foreign visitors loved it
- d) you could take it home

6. “*big picture*” is closest in meaning to ...

- a) a large photo
- b) the worst situation
- c) the whole context
- d) the most important point

7. Why does the author make the comment, “*Companies should remember that for years in China and Russia, people had a hard time buying things.*”?

- a) To contrast them with other countries
- b) To remind the reader of difficult markets
- c) To give an example of how things change
- d) To explain how countries can become successful

8. In paragraph 7, what does the word “*That*” refer to in the sentence, “*That is how people knew which store was the place to go.*”?

- a) China
- b) Long line
- c) Advertisement
- d) Store

9. Where would the following sentence best fit? Circle the letter that shows the point where you would insert this sentence.

In many parts of the world, advertisements in the middle of a program are rare.

Consider TV advertising in the United States, for example. When someone in the U.S. watches a movie on TV, he or she might be waiting for “the good guy” to get “the bad guy,” but then suddenly a TV commercial interrupts the action. ... **I**.... There is a break for three—sometimes as much as ten—minutes. ... **II**.... Eventually the commercials end, and the movie continues. However, a few minutes later—just when “the good guy” is in serious trouble—the movie is interrupted again by another set of TV commercials. People in the U.S. are used to this, and they might think that it is the same all over the world. ... **III**.... In fact, it is not.**IV**.... In places like France and Spain, a viewer can watch at least a half hour of a program before a commercial interruption.

- a) I
- b) II
- c) III
- d) IV

