



ÇANAKKALE ONSEKİZ MART UNIVERSITY

School of Foreign Languages

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Date:	.../.../2024
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Exemption Test Sample
Good Luck!

NOTE TAKING SHEET

A. Listen to the conversation between a professor and his students on advertising techniques, and take notes. You can use the titles as a guide or take extra notes related to each speaker. Make sure to note key details about each person's advertising technique and example. Listen to the audio TWICE. This paper **WILL NOT be graded. You have to encode your answers on the optical form.**

1. Leon

Advertising Technique:

How it works:

Example:

2. Maria-Luz

Advertising Technique:

How it works:

Example:

3. Miguel

Advertising Technique:

How it works:

Example:

4. Joanna

Advertising Technique:

How it works:

Example:

***Note:** You will not receive the exam questions before listening to the recording. After listening twice and taking notes, you will be given a multiple-choice exam with four options per question (10 questions total). Mark the correct answers based on your notes.

LISTENING

PART 1.

Use your notes to answer these questions below. (10x2=20 pts.)

1. What is the primary goal of the "**emotional appeal**" technique, as described by Leon?
 - A. To make people feel happy about their purchase
 - B. To target people's logical thinking
 - C. To connect products with personal emotions
 - D. To provide factual evidence about the product
2. Which type of emotional appeal is most commonly used in advertising, according to Leon?
 - A. Positive emotions like joy
 - B. Negative emotions like fear
 - C. Neutral emotions like curiosity
 - D. Excitement and anticipation
3. How does the Seattle Security ad aim to appeal to its audience emotionally?
 - A. By using humor and fun
 - B. By promoting safety and security fears
 - C. By offering discounts
 - D. By making the product seem luxurious
4. What concept does Maria-Luz explain as "**association of ideas**"?
 - A. The repetition of a product's name
 - B. Linking products to positive experiences
 - C. Making people laugh to create a memorable ad
 - D. Presenting statistical facts about a product
5. In the Robertson's Black chocolate ad, what idea is the audience encouraged to associate with the product?
 - A. Wealth and luxury
 - B. Health and fitness
 - C. Class and social status
 - D. Energy and endurance
6. What does the "**bandwagon**" technique rely on to convince consumers, as explained by Miguel?
 - A. Fears about missing out on a trend
 - B. Financial benefits of the product
 - C. Visual appeal of the product
 - D. Unique quality of the product
7. Which element of the Arizona Rodeo ad best exemplifies the "**bandwagon**" technique?
 - A. The mention of live music from top country bands
 - B. The emphasis on fun activities for the whole family
 - C. The claim that thousands of people will attend the event
 - D. The statement about thrilling bull riding action
8. According to Joanna, why do advertisers rely heavily on repetition in ads?
 - A. It makes consumers laugh and feel entertained
 - B. It creates a sense of exclusivity around the product
 - C. It helps plant the product's name or slogan in consumers' minds
 - D. It offers detailed information about the product's ingredients
9. Which technique does Joanna describe as being "annoying" but effective?
 - A. Humor
 - B. Emotional appeal
 - C. Bandwagon
 - D. Repetition
10. What is the primary purpose of humor in advertising, according to Brian?
 - A. To ensure customers remember the product
 - B. To make the product seem more affordable
 - C. To appeal to the intellectual abilities of consumers
 - D. To demonstrate the product's quality

PART 2.

A. Listen to the conversation and circle the correct answer. You'll hear the recording twice. (You have 45 seconds to look at Part 1.)

1. Which one is not a reason why Ehrenreich goes undercover?
 - A. experiencing something first-hand to understand it
 - B. a good way to find out what's really going on
 - C. finding support while writing her books
 - D. writing from a more informed point of view
2. Ehrenreich worked undercover in each job for _____.
 - A. one month
 - B. three months
 - C. six months
 - D. one year
3. While Ehrenreich was working undercover _____.
 - A. she studied hard
 - B. she had a lot of fun
 - C. she wanted to give up at some point
 - D. her life changed completely
4. Ehrenreich found that it was difficult to manage financially because _____ were so high.
 - A. food prices
 - B. wages
 - C. travel expenses
 - D. rents
5. Ehrenreich says that some of the jobs made her feel _____.
 - A. very tired
 - B. very bored
 - C. very angry
 - D. very anxious
6. Ehrenreich didn't expect her book *Nickel and Dimed* to be so _____.
 - A. expensive
 - B. popular
 - C. easy to write
 - D. autobiographic
7. For her next book, *Bait and Switch*, Ehrenreich _____.
 - A. didn't go undercover
 - B. used a false name
 - C. took several top jobs
 - D. didn't do any research
8. For *Bait and Switch*, Ehrenreich pretended to be an unemployed _____ executive.
 - A. account
 - B. human resources
 - C. public relations
 - D. advertising
9. Even though Ehrenreich claimed to have _____, she couldn't find any work.
 - A. letters of recommendation
 - B. a lot of experience
 - C. great qualifications
 - D. strong work ethic
10. After her experiences being undercover, she realized that _____.
 - A. life can be difficult for everybody
 - B. skilled people can find a job easily
 - C. white-collar management is the best position
 - D. her life isn't so great compared to others she met

READING

Read the text and answer the questions 1-3 according to it.

Discover New Zealand: A Land of Natural Wonders and Rich Culture

With the Pacific Ocean to its east and the Tasman Sea to its west, New Zealand is a stunning island nation located in the southern hemisphere. It is renowned for its breathtaking landscapes, diverse wildlife, and vibrant Maori culture. Over a thousand years ago, Polynesian navigators, known as the Maori, arrived in New Zealand, where they established a unique and thriving culture. Today, the country is home to approximately 5 million people spread across its two main islands, covering an area of 268,000 square kilometers. Despite its relatively small size, New Zealand offers a wealth of attractions and activities for visitors.

Aotearoa: The Land of the Long White Cloud

Most visitors begin their journey in Auckland, New Zealand's largest city, known for its iconic Sky Tower and stunning waterfront. Auckland is a bustling metropolis with a mix of modern skyscrapers and lush parks. The city's diverse population contributes to a lively arts and culinary scene, offering everything from traditional Maori cuisine to international delicacies. Visitors can explore the vibrant neighbourhoods, visit world-class museums, and enjoy the city's lively nightlife.

The climate in Auckland is temperate, with mild winters and warm summers. This makes it an ideal destination year-round. During the summer months, the city enjoys long daylight hours, allowing for extended outdoor activities and beach outings.

Rotorua: Geothermal Wonderland

New Zealand is situated on the Pacific Ring of Fire, making it one of the most geothermally active regions in the world. Rotorua, located on the North Island, is famous for its bubbling mud pools, steaming geysers, and hot springs. These geothermal features are a result of the Earth's natural heat escaping to the surface. The area is also known for its Maori cultural experiences, where visitors can learn about traditional crafts, songs, and dances.

One of the most popular attractions in Rotorua is the Pohutu Geyser, which erupts several times a day, reaching heights of up to 30 meters. The nearby Polynesian Spa offers a relaxing experience with its mineral-rich pools, perfect for unwinding after a day of exploration.

Adventure in Queenstown

Queenstown, often referred to as the "Adventure Capital of the World," is nestled in the Southern Alps of New Zealand's South Island. It is a haven for thrill-seekers, offering activities such as bungee jumping, skydiving, and white-water rafting. In the winter months, Queenstown transforms into a snowy paradise for skiing and snowboarding enthusiasts.

The surrounding landscapes of Queenstown are nothing short of spectacular, with towering mountains, pristine lakes, and lush forests. Hiking trails, such as the famous Routeburn Track, offer breath-taking views and opportunities to experience the natural beauty up close.

Milford Sound: A Natural Masterpiece

No trip to New Zealand would be complete without visiting Milford Sound, a fjord located in the heart of Fiordland National Park. Known for its dramatic cliffs, cascading waterfalls, and serene waters, Milford Sound is a true natural wonder. Visitors can take boat tours to explore the fjord and witness the abundant wildlife, including seals, penguins, and dolphins.

The journey to Milford Sound is as impressive as the destination itself, with scenic drives through lush rainforests and along rugged coastlines. The area is often shrouded in mist, adding to its mysterious and magical atmosphere.

Conclusion

From its rich Maori heritage to its stunning natural landscapes, New Zealand offers a unique blend of cultural and outdoor experiences. Whether exploring vibrant cities, relaxing in geothermal spas, or embarking on thrilling adventures, visitors to New Zealand are sure to create unforgettable memories in this remarkable land.

1. What is the main purpose of the text?
 - A. To describe the Maori culture and its historical significance in New Zealand.
 - B. To mention the attractions and activities available in New Zealand.
 - C. To explain the geological features of the Pacific Ring of Fire.
 - D. To promote the idea that New Zealand is a winter sports destination.

2. Which of the following activities is NOT mentioned as something you can do in Queenstown?
 - A. Bungee jumping
 - B. White-water rafting
 - C. Hot air ballooning
 - D. Skiing and snowboarding

3. Based on the text, why might Milford Sound be described as having a "mysterious and magical atmosphere"?
 - A. Because it is frequently visited by celebrities seeking privacy and peace
 - B. Because the area is often covered in mist, enhancing its natural beauty.
 - C. Because it is only accessible by boat, making it secluded and hidden.
 - D. Because it is known for its extreme sports activities and tourist spots.

! This is a sample reading passage to show the complexity and length of a typical reading passage in an exemption test. The reading part consists of two reading passages with five multiple-choice questions for each reading.

WRITING

Choose ONE of the topics below and write a well-structured essay of 300-350 words. Your essay should consist of 4 paragraphs, including a title, an introduction, 2 body paragraphs, and a conclusion.

1. Social media has become an integral part of teenagers' lives, offering both opportunities and challenges. Write an essay discussing the various effects of social media use on teenagers' mental health, discussing both the positive and negative impacts.
2. Vaccinations play a crucial role in public health by preventing the spread of infectious diseases. Argue for or against the necessity of making vaccinations mandatory for all citizens. Consider the implications for public health and societal benefits in your argument. Provide strong arguments and evidence to support your position.
3. Renewable energy sources are essential for sustainable development and reducing the impact of climate change. Persuade your reader for **or** against the importance of transitioning to renewable energy sources such as solar, wind, and hydroelectric power. Discuss the environmental and economic benefits **or** challenges of adopting renewable energy.
4. Compare and contrast the parenting styles of strict discipline versus permissive parenting. Discuss differences in child behaviour and family dynamics, and evaluate which approach leads to better long-term outcomes for children.

Your essay will be graded based on the following criteria. Each criterion is worth a certain number of points, and the total score will determine your grade.

Score Sheet

Criteria	Strong	Proficient	Developing	Emerging	Beginning	Poor/Missing	Grade	TOTAL Out of 100
Title	5	4	3	2	1	0		
Introduction								
- Hook	5	4	3	2	1	0		
- Connecting Info	5	4	3	2	1	0		
- Thesis Statement	5	4	3	2	1	0		
Body								
- Body 1	15-13	12-10	9-7	6-4	3-2	1-0		
- Body 2	15-13	12-10	9-7	6-4	3-2	1-0		
Conclusion	10-9	8-7	6-5	4-3	2	1-0		
Content & Format	20-18	17-14	13-9	8-5	4-3	2-1		
Structure & Mech.	20-18	17-14	13-9	8-5	4-3	2-1		

SPEAKING

The interviewer will ask you some questions about a topic. Answer these questions. Give as much detail as possible when you speak.

Sample Topics and Questions

1. Social Media and Communication

- How has social media changed the way people communicate?
- What are the advantages and disadvantages of using social media?
- How do you think social media affects relationships with family and friends?
- Can you discuss a situation where social media played a significant role in your life?
- How do you balance social media use with other aspects of your life?
- What are your thoughts on the privacy concerns related to social media?
- How do you think social media will evolve in the future?

2. Environmental Issues

- What are the most pressing environmental problems in your country?
- How do you personally contribute to protecting the environment?
- Do you think that governments are doing enough to address environmental issues? Why or why not?
- How does pollution affect your daily life?
- What can individuals do to reduce their carbon footprint?
- How do you feel about the use of renewable energy in your country?
- What is your opinion on the role of education in promoting environmental awareness?

3. Technology in Everyday Life

- How has technology changed the way we communicate with each other?
- Can you give examples of both positive and negative impacts of technology on society?
- How do you think technology has influenced education?
- What is your opinion on the use of technology by children?
- How do you manage your time on electronic devices?
- Do you believe that technology will continue to improve our lives in the future? Why or why not?
- Can you think of any aspects of life where technology should be limited or controlled?