

answer to the following questions.

Advertising helps people recognize a particular brand, persuades them to try it, and tries to keep them loyal to it. Brand loyalty is perhaps the most important goal of consumer advertising. Whether they produce cars, canned foods or cosmetics, manufacturers want their customers to make repeated purchases. The quality of the product will encourage **this**, of course, but so, too, will affect advertising.

Advertising relies on the techniques of market research to identify potential users of a product. Are they homemakers or professional people? Are they young or old? Are they city dwellers or country dwellers? Such questions have a bearing on where and when ads should be played. By studying readership breakdowns for newspapers and magazines as well as television ratings and other statistics, an advertising agency can decide on the best way of reaching potential buyers. Detailed research and marketing expertise are essential today when advertising budgets can run into thousands of millions of dollars.

Advertising is a fast-paced, high-pressure industry. There is a constant need for creative ideas that will establish a personality for a product in the public's mind. Current developments in advertising increase the need for talented workers.

In the past, the majority of advertising was aimed at the traditional white family – breadwinner father, non- working mother, and two children. Research now reveals that only about 6 percent of American households fit this stereotype. Instead, society is fragmented into many groups, with working mothers, single people and older people on the rise. To be most successful, advertising must identify a particular segment and aim its message toward that group.

Advertising is also making use of new technologies. Computer graphics are used to grab the attention of consumers and to help them see products **in a new light**. The use of computer graphics in a commercial for canned goods, for instance, gave a new image to the tin can.

Câu 10: What does the passage mainly discuss?

- A. How to develop a successful advertising plan
- B. The central role of advertising in selling products
- C. The history of advertising in the United States
- D. New techniques and technologies of market research

Câu 11: The phrase “**in a new light**” in bold type in paragraph 5 is closest in meaning to

- A. with the use of color enhancement
- B. in a more energy-efficient way
- C. more distinctly
- D. differently

Câu 12: According to paragraph 2, market research includes _____.

- A. determining the price of a product
- B. hiring researchers with backgrounds in many fields
- C. searching for talented workers
- D. studying television ratings

Câu 13: It can be inferred from paragraph 2 that advertisers must _____ .

- A. encourage people to try new products
- B. aim their message at homemakers and professional people
- C. know about the people who will buy the product
- D. place several ads in newspapers and magazines

Câu 14: The word “**this**” in bold type in paragraph 1 refers to _____ .

- A. effective advertising
- B. the most important goal
- C. the quality of the product
- D. repeatedly buying the same brand

Blacken the letter A, B, C or D on your answer sheet to indicate the correct answer to each of the following questions.

this.

- A. Because having destroyed the environment for a long time, human beings are now paying a high price for this.
- B. On destroying the environment for a long time, they are now paying a high price for this.
- C. After being destroyed for a long time, the environment is now paying a high price.
- D. Having destroyed the environment for a long time, human beings are now paying a high price for this.

Câu 26: *The substance is very toxic. Protective clothing must be worn at all times.*

- A. Since the substance is very toxic, so protective clothing must be worn at all times.
- B. The substance is such toxic that protective clothing must be worn at all times.
- C. So toxic is the substance that protective clothing must be worn at all times.
- D. The substance is too toxic to wear protective clothing at all times.

Blacken the letter A, B, C or D on your answer sheet to indicate the correct answer to each of the following questions.

Câu 27: With his good sense of humour, Martin is quite _____ with the students.

- A. popular
- B. popularity
- C. common
- D. similar

Câu 28: The party, _____ I was the guest of honour, was extremely enjoyable.

- A. to which
- B. at which
- C. at that
- D. to that

Câu 29: We all wish to create a friendly and supportive environment _____ to learning.

- A. conducive
- B. accommodating
- C. detrimental
- D. liable

Câu 30: The more you practice speaking in public, _____.

- A. the greater confidence you become
- B. the more you become confidently
- C. the more you become confident
- D. the more confident you become

Câu 31: When I agreed to help, I didn't know what I was _____ myself in for.

- A. letting
- B. laying
- C. putting
- D. bringing

Câu 32: Your store needs a bold sign that will catch the _____ of anyone walking down the street. That may help to sell more products.

- A. peek
- B. eye
- C. glimpse
- D. flash

Câu 33: No amount of money can buy true friendship, _____?

- A. can't it
- B. can it
- C. does it
- D. doesn't it

Câu 34: Since the end of the war, the Government _____ over five thousand of prisoners.

- A. have released
- B. has been released
- C. has released
- D. released

Câu 35: The man standing next to our father is a persuasive speaker with a natural talent_ leadership.

- A. in
- B. for
- C. of
- D. at

Câu 36: The greater part of London _____ of wood, but after the great fire, wider streets and brick houses _____.

- A. is / will build
- B. had been/were built
- C. was/ would be built
- D. have been/are built

Câu 37: She really treasures the _____ car that she inherits from her grandfather.

- A. big old green antique
- B. old big green antique
- C. green big old antique
- D. green old big antique

Câu 38: "Sorry for being late. I was _____ in the traffic for more than an hour."

- A. held up
- B. carried on
- C. put off
- D. taken after

Câu 39: _____ is produced from the heat stored in the earth's core.

- A. Geothermal energy
- B. Nuclear energy
- C. Solar energy
- D. Water energy

Câu 40: Peter likes classical music. His brother, _____, like all kinds.

- A. otherwise
- B. on the other hand
- C. furthermore
- D. consequently

Câu 41: _____ every major judo title, Mark retired from international competition.

- A. Having won B. When he won C. Winning D. On winning

Blacken the letter A, B, C or D on your answer sheet to indicate the word whose underlined part is pronounced differently from the other three in each question.

Câu 42: A. watches B. brushes C. indicates D. possesses

Câu 43: A. one B. octopus C. orange D. office

Read the following passage and blacken the letter A, B, C, or D on your answer sheet to indicate the correct answer to the following questions.

Of all modern instruments, the violin is apparently one of the simplest. It consists in essence of a hollow, varnished wooden sound box, or resonator, and a long neck covered with a fingerboard, along which four strings are stretched at high tension. The beauty of design, shape, and decoration is no accident. The proportions of the instrument are determined almost entirely by acoustical considerations. Its simplicity of appearance is deceptive. About 70 parts are involved in the construction of a violin. Its tone and its outstanding range of expressiveness make it an ideal solo instrument. No less important, however, is its role as an orchestral and chamber instrument. In combination with the larger and deeper-sounding members of the same family, the violins form the nucleus of the modern symphony orchestra.

The violin has been in existence since about 1550. Its importance as an instrument in its own right dates from the early 1600's, when it first became **standard** in Italian opera orchestras. Its stature as an orchestral instrument was raised further when in 1626 Louis XIII of France established at his court the orchestra known as Les vinq-quatre violons du Roy (**The King's 24 Violins**), which was to become widely famous later in the century.

In its early history, the violin had a dull and rather quiet tone resulting from the fact that the strings were thick and were attached to the body of the instrument very loosely. During the eighteenth and nineteenth century, exciting technical changes were inspired by such composer-violinists as **Vivaldi and Tartini**. Their instrumental compositions demanded a fuller, clearer, and more brilliant tone that was produced by using thinner strings and a far higher string tension. Small changes had to be made to the violin's internal structure and to the fingerboard so that **they** could withstand the extra strain. Accordingly, a higher standard of performance was achieved, in terms of both facility and interpretation. Left-hand technique was considerably elaborated, and new fingering patterns on the fingerboard were developed for very high notes.

Câu 44: All of the following are mentioned in the passage as contributing to the ability to play modern violin music EXCEPT _____.

- A. different ways to use the fingers to play very high notes
 B. more complicated techniques for the left hand
 C. minor alterations to the structure of the instrument
 D. use of rare wood for the fingerboard and neck

Câu 45: According to the passage, which of the following contributes to a dull sound being produced by a violin?

- A. A small body B. A long fingerboard C. Thick strings D. High string tension

Câu 46: The word "**standard**" in paragraph 2 is closest in meaning to _____.

- A. customary B. practical C. possible D. unusual

Câu 47: According to the passage, early violins were different from modern violins in that early violins _____.

- A. were heavier B. were easier to play C. broke down more easily D. produced softer tones

Câu 48: "**The King's 24 Violins**" is mentioned to illustrate _____.

- A. how the violin became a renowned instrument

- B. why the violin was considered the only instrument suitable to be played by royalty
- C. the superiority of French violins
- D. the competition in the 1600's between French and Italian orchestras

Câu 49: What is the main idea presented in paragraph 3?

- A. The violin is probably the best known and most widely distributed musical instrument in the world.
- B. The violin had reached the height of its popularity by the middle of the eighteenth century.
- C. The technique of playing the violin has remained essentially the same since the 1600's.
- D. The violin has been modified to fit its evolving musical functions.

Câu 50: The word “**they**” in paragraph 3 refers to _____ .

- A. internal structure and fingerboard
- B. Civaldi and Tartini
- C. thinner strings and a higher string
- D. small changes

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1	B	6	C	11	B	16	D	21	D	26	C	31	A	36	B	41	A	46	A
2	C	7	B	12	D	17	C	22	C	27	A	32	B	37	A	42	C	47	D
3	D	8	C	13	C	18	C	23	B	28	B	33	B	38	A	43	A	48	A
4	A	9	A	14	D	19	D	24	B	29	A	34	C	39	A	44	D	49	D
5	A	10	D	15	C	20	B	25	D	30	D	35	B	40	B	45	C	50	A