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Second Term Exam of English

1. What is the difference between corporate branding and individual branding? (1 pts)

Corporate branding means including the company's name in all its products, while individual branding means giving each product its own brand name.

2. Complete each sentence (a-h) with a suitable ending (1-8). (8 pts)

- a. What comes to mind (6)
- b. For many, it may evoke images of complex (8)
- c. However, in the world of (2)
- d. Think of them as the silent puppeteers of the digital world, pulling strings behind the scenes to (1)
- e. The landscape of social media is continually (3)
- f. These behind-the-scenes formulas are (4)
- g. Their ultimate goal is to keep users engaged and active (7)
- h. For businesses, this means that understanding and adapting to these (5)

- 1. present you with choices that feel almost magically tailored to your tastes and interests.
- 2. Marketing, algorithms are much more relatable and far-reaching in their impact.
- 3. shaped and reshuffled by algorithms.
- 4. what determine which posts and ads you see on platforms such as Facebook, Instagram, X, and LinkedIn.
- 5. algorithms is essential for ensuring their content reaches their target audience.
- 6. when you hear the term "algorithm"?
- 7. by curating content that is the most likely to interest them.
- 8. mathematical formulas or computer scientists at work.

3. There are three verbs to talk about 'change.' Mention them. (4 pts)

1. alter 2. adapt 3. refine

3.1. Choose the appropriate verb to fill in the gap.

To remain competitive the company has to be able to **adapt** to the changing marketplace.

4. True or false? (5 pts)

- Product mix is the combination of products and services that a company sells. **True**
- Product line is a range of similar products or services that are sold by the same company, with different features and different prices. **True**
- Wholesale is the activity of selling goods to the public in stores, on the internet, etc., rather than selling to stores, other businesses, etc. **False**
- Retail is the activity of selling goods to stores, other businesses, etc. rather than to the public. **False**
- Brand recognition is the ability of consumers to recognize a brand and compare it to other brands. **True**

5. Provide the right words for the following definitions. (2 pts)

Logo is a design or symbol displayed on a company's products, vehicles, signs, etc. that expresses the company's character and purpose and makes it easy for customers to recognize and remember the company.

Outlet is a shop that is one of many owned by a particular company and that sells the goods that the company has produced.

Copyright is the legal right that someone has to control the production and selling of a book, film, photograph, piece of music, etc. for a particular period of time.

Brand switching is a situation in which someone changes from buying one brand of a product to buying a different brand.