



**The Second Term Exam Of English**

**Topic 1**

**Part one: reading**

(15pts)

**A-Comprehension** *Read the text carefully and do the activities(08pts)*

A new phenomenon is taking hold across the world - "shrinkflation". This is when companies reduce the size of their products or range of services while maintaining prices. It is in reaction to the rising prices of raw materials needed in the production process. Another tactic being used is to place smaller numbers of items in larger boxes, providing an illusion to shoppers that they are getting more for their money. Shrinking the size of products is in effect a cost-cutting strategy. Manufacturers are relying on psychology here. They know that consumers are more sensitive to price than quantity or quality of a product. Most shoppers will still make a regular purchase, even if it has shrunk, as long as the price has not risen.

A chocolate bar company has resorted to shrinking the size of one of its flagship products by 10 per cent to maintain its bottom line. A company spokesperson said: "We look to absorb costs in this difficult environment so we have had to make the decision to slightly reduce the weight of chocolate bars for the first time since 2012, so that we can keep them competitive." The service industry is also being inventive to try to refrain from raising prices. The hotel chains Hilton and Marriott have made daily housekeeping services "opt in". This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are on the wane and being shrunk.

Adapted from: Breaking News English. 4<sup>th</sup> April 2022

1- **Choose the letter corresponding to the right answer.** The text is taken from a ...

- a. Book                      b. Newspaper article                      c. Website article

2- **Say whether the following statements are True or False.**

- a. Shrinkflation hit specific countries across the world.  
b. Most of consumers are attracted by price rather than quantity and quality  
c. The chocolate bar company has shrunk all its products.  
d. Only food and beverage industry practise shrinkflation.

3- **Answer the following questions according to the text.**

- a. How do producers face the augmentation of raw materials prices?  
b. Why will most shoppers buy shrunk goods?  
c. Did the chocolate company reduce the size of the chocolate bar before 2012? Justify  
d. How do hotel services practise shrinkflation?

4- **Find who or what do the underlined words refer to:**

- a. They (§1) = .....                      b. It (§1) = .....  
b. Its (§2) = .....                      d. Their (§2) = .....

5- **Choose the most appropriate title:**

- a. "Shrinkflation" a widespread phenomenon in our markets.  
b. Consumers' awareness and reaction towards shrinkflation.  
c. "Shrinkflation" potential dangers on consumers.

## B. Text exploration (07pts)

### 1- Find in the text words that are opposite in meaning to the following:

a. Increase (§1) ≠ .....

b. Consumption (§1) ≠ .....

c. Relaxing (§2) ≠ .....

d. Immensely (§2) ≠ .....

### 2- Complete the chart:

Verbs	Nouns	Adjectives
To reduce	.....	.....
.....	Industry	.....
.....	.....	Competitive

### 3- Complete sentence “b” so that it means the same as sentence “a”.

1) a. A Company spokesman said, “ We must reduce the weight of chocolate bar”

b. A Company spokesman said.....

2) a. Businessmen regret that the cost of raw materials raised .

b. Businessmen .....

3) a. Manufacturers have reduced products size to take profit .

b. Products .....

### 4- Classify the following words according to the stressed syllable.

Production- Psychology– Shoppers – Decision

1 <sup>st</sup> syllable	2 <sup>nd</sup> syllable	3 <sup>rd</sup> syllable
.....	.....	.....
.....	.....	.....

### 5- Imagine what “A” says and complete the following dialogue

A: .....

B: It's practice of reducing the size or quality of a product while keeping the same price.

A: .....

B: It was the British P .Malmgren who invented the term in 2009.

A: .....

B: Yes, it is a fair business practice because companies should manage the rising costs.

## **Part Two:** Written Expression Choose only ONE

### Topic one:

“Shrinkflation” cannot be viewed as fraud or misrepresentation of products. Producers always indicate the weight, the volume or quality of their products on packaging labels. “It not illegal – it's just sneaky”. Write an argumentative speech of about 80 to 120 words for your school magazine stating your opinion about shrinkflation. Make the best use of the following notes:

- Help businesses stay profitable.
- Help to face market competition and production costs.
- Consumers may feel dissatisfied and deceived.
- Consumers end up with little quantity or poor quality.

**Topic two:** Some people think that businessmen have no social responsibility. Their goal is to make more and more benefits. Write a composition of about 80 to 120 words where you show how honesty and integrity in business practices can improve our economy and consequently our living conditions.



## Topic 2

### **PART ONE : Reading (15points)**

#### **A/ Comprehension *Read the text carefully then do the activities* (08points)**

Nepotism is favouritism granted to relatives or friends, with no regard to merit. Nepotism can happen at home, school, college, politics and even in workplace. Workplace Nepotism is hard to tolerate. Remember at school or college, your class teacher or lecturer who gives preferences to his/her favourite student. Political Nepotism is also common, where their relations and friends are given importance when it comes to play a powerful role in politics. Similar is the case of Workplace Nepotism or favouritism. Every employee wants to be appreciated for his/her work and performance.

In the workplace, when someone or perhaps a group of people appears to be treated better than others and not necessarily for reasons related to superior work performance it is referred to as nepotism. It can also be seen in cases where the supervisor is favouring a relative at the workplace and providing the particular person with more facilities than the other employees working in the same office. It is a demoralizing factor for an employee who is part of the organization.

Nepotism is a threat to an organization and needs to be dealt consciously before letting it creep into the system. In present times, this subject has become a very sensitive issue causing a lot of stress leading to a drop in level of the employees, dissatisfaction in the company and ultimate decision to move on from the present company.

#### **1. Say whether the following statements are True or False according to the text.**

- a) A person merit is well considered in nepotism.
- b) Work performance is the reason of favouritism.
- c) The employees are threatened by nepotism.

#### **2. Classify the following ideas according to their occurrence in the text.**

- a) Nepotism makes employees change their workplace.
- b) Nepotism is favour and facilities granted by the responsible.
- c) Students may also experience nepotism.

#### **3. Answer the following questions according to the text.**

- a) Do only workplaces suffer from nepotism?
- b) Which fields are concerned with nepotism?
- c) What are the consequences of nepotism?

#### **4. Who or what do the underlined words refer to in the text?**

- a) his/her (§1)
- b) others (§2)
- c) it (§3)

#### **5. Choose the right answer.**

- The text is: a) argumentative                      b) narrative                      c) expository

