



Final English Exam first-year b

Exercise 1: Reading Comprehension

Read the passage and answer the questions.

In today's fast-paced and competitive market, businesses must be creative and adaptable in order to thrive. Companies that succeed are often those that focus on innovation—introducing new products, improving services, and using modern technology to stay ahead of their competitors. One of the key strategies used by successful businesses is conducting detailed market research. This involves collecting data about customers' needs, preferences, and buying habits. By understanding what consumers want, businesses can design products and services that truly meet market demands.

Another essential factor in business growth is advertising. Companies invest heavily in both traditional and digital advertising to build brand awareness and attract new customers. Social media platforms, television, billboards, and online ads are all tools used to promote a brand's message and increase its visibility.

Moreover, businesses often aim to expand their market share—the percentage of total sales they control in a particular industry. To do this, they may lower prices, improve customer service, or offer loyalty programs to retain customers. However, none of this can be achieved without strong teamwork and communication within the company. Employees must collaborate efficiently, share ideas, and work toward shared goals.

Behind every successful company lies a clear business strategy and a solid financial plan. Business leaders must make smart decisions about budgeting, investment, and risk management. Without careful financial planning, even a brilliant idea can lead to failure. In summary, success in business doesn't come by chance—it requires planning, innovation, communication, and a deep understanding of the market.

Answer the following questions: (4 pts)

1. How can detailed market research affect a business's product development?
2. What role does advertising play in shaping a brand's public image?
3. Why is internal communication as important as customer service in business growth?
4. What are the possible consequences for a business that lacks a financial plan?

B. True or False: Write (True) or (False) and justify your answer. (3 pts)

1. A strong financial plan is not necessary for business success.
2. Good teamwork helps companies grow.
3. Businesses expand market share by increasing prices.

C. Grammar – Choose the correct answer. (3 pts)

- a. If he ____ (come) late again, he will be punished.
a) comes b) came c) had come
- b. I ____ (never/eat) sushi before.
a) never eat b) have never eaten c) never ate
- c. They ____ (live) here for ten years.
a) have lived b) lived c) live

Part Two: Grammar (4 pts)

Choose the correct answer.

1. If I were you, I ____ (take) that job.
a) would take b) took c) take
2. You ____ (know) him since 2018, right?
a) have known b) had known c) knew
3. She ____ (usually/get) up at 7 a.m.
a) gets usually b) usually gets c) is getting
4. You had already eaten, ____?
a) hadn't you b) had you c) didn't you

Part Three: Writing (6 pts)

Topic: *A Friend I Admire*

Write a short paragraph (5–7 lines) about someone who inspires you.

- When did you meet them?
- What have they done that makes them special?
- How has knowing them changed you?

GOOD LUCK