

Bassmaah – Oman Grade 12 English

Theme 1: Retail Therapy | Unit 5: Adverts – Appealing or Appalling? | Lesson 5 — Quick Test
(Vocabulary, Grammar & Spelling)

Section 1: Vocabulary & Key Concepts (Unit 5)

For each item, choose the correct answer from A, B, C or D.

1. Advertisements that give false or incomplete information to deceive buyers are considered _____.

- | | | | |
|---------------|---------------|-------------|---------------|
| A) nutritious | B) refreshing | C) fragrant | D) misleading |
|---------------|---------------|-------------|---------------|

2. The short, catchy phrase used by a company to make its brand memorable is called a _____.

- | | | | |
|----------|-----------|-----------|------------|
| A) route | B) docket | C) slogan | D) caravan |
|----------|-----------|-----------|------------|

3. If an advertisement is creative and attractive, people describe it as _____; if it is terrible or offensive, it is called _____.

- | | | | |
|-----------------------------|--------------------------|----------------------------|--------------------------|
| A) traditional / compulsive | B) corporate / excessive | C) misleading / nutritious | D) appealing / appalling |
|-----------------------------|--------------------------|----------------------------|--------------------------|

4. The main purpose of most commercial advertisements is to _____ consumers to buy products.

- | | | | |
|---------|-----------|-------------|--------------|
| A) emit | B) reduce | C) persuade | D) proofread |
|---------|-----------|-------------|--------------|

5. Ancient Romans used the Latin phrase "Caveat emptor", which means "let the _____ beware."

- | | | | |
|-----------|------------|----------|---------------|
| A) seller | B) founder | C) buyer | D) accountant |
|-----------|------------|----------|---------------|

6. Producing an unethical advert can result in a lot of negative _____ for a company.

- | | | | |
|-----------------|----------------|---------------|--------------|
| A) architecture | B) hospitality | C) bankruptcy | D) publicity |
|-----------------|----------------|---------------|--------------|

7. A luxury car or high-end watch is often advertised using the adjective _____.

- | | | | |
|--------------|--------------|---------------|---------------|
| A) luxurious | B) appalling | C) misleading | D) compulsory |
|--------------|--------------|---------------|---------------|

8. Fresh fruit juices and ice-cold drinks are often described in adverts as _____.

- | | | | |
|---------------|--------------|---------------|---------------|
| A) refreshing | B) excessive | C) repetitive | D) bankruptcy |
|---------------|--------------|---------------|---------------|

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9. A health-food company advertises its meals as _____ because they contain essential vitamins and minerals.

- | | | | |
|---------------|---------------|--------------|---------------|
| A) misleading | B) nutritious | C) appalling | D) compulsive |
|---------------|---------------|--------------|---------------|

10. In many countries, advertising standards are strictly _____ by government agencies to protect consumers.

- | | | | |
|--------------|------------|--------------|--------------|
| A) regulated | B) emitted | C) afflicted | D) bargained |
|--------------|------------|--------------|--------------|

11. TV advertisements usually have a _____ time limit, often lasting no more than 30 seconds.

- | | | | |
|----------------|-------------|---------------|---------------|
| A) traditional | B) fragrant | C) restricted | D) compulsive |
|----------------|-------------|---------------|---------------|

12. A perfume company uses words like _____ to describe the pleasant scent of its product.

- | | | | |
|---------------|-------------|--------------|---------------|
| A) misleading | B) fragrant | C) appalling | D) bankruptcy |
|---------------|-------------|--------------|---------------|

13. Advertisers must ensure their claims are _____ and follow moral principles.

- | | | | |
|--------------|------------|---------------|--------------|
| A) appalling | B) ethical | C) compulsive | D) unethical |
|--------------|------------|---------------|--------------|

14. Fast-food adverts were criticized in court for encouraging people to eat unhealthily and become _____.

- | | | | |
|----------------|----------|-----------|-------------|
| A) traditional | B) obese | C) fluent | D) fragrant |
|----------------|----------|-----------|-------------|

15. Energy-saving home appliances are typically marketed as _____ products.

- | | | | |
|---------------|---------------|----------------|--------------|
| A) compulsive | B) misleading | C) cost-saving | D) appalling |
|---------------|---------------|----------------|--------------|

Section 2: Grammar & Language Focus (Unit 5)

For each item, choose the correct answer from A, B, C or D.

16. Companies launch creative marketing campaigns _____ attract new customers.

- | | | | |
|--------|-------|-------|-------|
| A) for | B) so | C) to | D) at |
|--------|-------|-------|-------|

17. Advertisers spend millions of dollars _____ catchy slogans for global brands.

- | | | | |
|----------------|-----------|------------|-------------|
| A) to creating | B) create | C) created | D) creating |
|----------------|-----------|------------|-------------|

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18. In 2002, a fast-food giant _____ to court over misleading health claims in its commercials.

- | | | | |
|--------------|----------|---------|--------------|
| A) was taken | B) takes | C) take | D) is taking |
|--------------|----------|---------|--------------|

19. Many consumers avoid buying products if their advertisements _____ unethical.

- | | | | |
|-------------|-------------------|----------------|-------------------|
| A) consider | B) was considered | C) considering | D) are considered |
|-------------|-------------------|----------------|-------------------|

20. The campaign was designed in order _____ inform the public about the health risks of sugar.

- | | | | |
|---------|-------|---------|--------|
| A) with | B) to | C) that | D) for |
|---------|-------|---------|--------|

21. TV commercials _____ regulated by independent advertising authorities.

- | | | | |
|--------|--------|--------|-------|
| A) has | B) are | C) was | D) is |
|--------|--------|--------|-------|

22. If a company tells lies in an advert, it _____ its reputation among consumers.

- | | | | |
|--------------|-----------|---------|-------------|
| A) will lose | B) losing | C) lost | D) has lost |
|--------------|-----------|---------|-------------|

23. Modern commercials aim at _____ a positive emotional response from viewers.

- | | | | |
|-------------|----------------|---------------|--------------|
| A) generate | B) to generate | C) generating | D) generated |
|-------------|----------------|---------------|--------------|

24. The new slogan _____ by the marketing department last week.

- | | | | |
|---------------|----------|-----------|----------------|
| A) is writing | B) wrote | C) writes | D) was written |
|---------------|----------|-----------|----------------|

25. The judge decided that consumers had a choice about whether _____ fast food or not.

- | | | | |
|-----------|--------|----------|-----------|
| A) to eat | B) ate | C) eaten | D) eating |
|-----------|--------|----------|-----------|

26. An advert must not contain false claims _____ deceive potential buyers.

- | | | | |
|----------------|------------|---------------|-----------|
| A) in order to | B) so that | C) because of | D) due to |
|----------------|------------|---------------|-----------|

27. Millions of Omani Rials _____ on digital advertising every year.

- | | | | |
|-----------|-----------------|--------------|----------|
| A) spends | B) was spending | C) are spent | D) spend |
|-----------|-----------------|--------------|----------|

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28. The advertisement was so persuasive that it persuaded many people _____ the new product.

- | | | | |
|-----------|-----------|--------|-----------|
| A) bought | B) buying | C) buy | D) to buy |
|-----------|-----------|--------|-----------|

29. Print advertisements have limited space, so detailed information cannot _____ included.

- | | | | |
|-------|-------|----------|---------|
| A) is | B) be | C) being | D) been |
|-------|-------|----------|---------|

30. Before airing a new commercial, market research must _____ conducted by experts.

- | | | | |
|-------|---------|-------|---------|
| A) be | B) been | C) do | D) make |
|-------|---------|-------|---------|

Answer Key

1	2	3	4	5	6	7	8	9	10
D	C	D	C	C	D	A	A	B	A

11	12	13	14	15	16	17	18	19	20
C	B	B	B	C	C	D	A	D	B

21	22	23	24	25	26	27	28	29	30
B	A	C	D	A	A	C	D	B	A