

Bassmaah – Oman Grade 12 English

Theme 1: Retail Therapy | Unit 2: What's in a Name? | Lesson 2

Name: _____

Time: 20 minutes

Marks: 20

Part 1 — Reading Comprehension (10 marks)

Read the text below, then answer the questions that follow.

Branding is not new. In ancient times, people burned marks on things, animals and even other people to show ownership. But branding in business was not developed until the early nineteenth century, when trademarks and logos were introduced. It can take a company a long time to find the right brand name. Many businesses are now global, so the name has to travel well too. There is a story about the American car company, Chevrolet. They chose the name 'Nova' for a new version of their car. 'Nova' is from Latin and means 'new', but unfortunately, in Spanish 'no va' means 'it doesn't go.' So the Chevrolet Nova did not sell well in Spanish-speaking markets like the countries of Latin America.

Adidas was taken from the name of its founder, Adolf Dassler. His first name was shortened to the nickname 'Adi.' Together with the first three letters of his surname, Dassler, it made the name 'Adidas'. The name 'Coca-Cola' was derived from the coca leaves and kola nuts used to flavour the drink.

Logos are just as important as brand names. Oman Air's logo was created in 2008, when the airline was given a new brand identity. It represents a swirl of frankincense smoke in a modern design, chosen because frankincense is an important symbol of Oman's traditional heritage.

1. When was branding in business first developed?

موقع اختبارات بصمة

(A) In ancient times	(B) In the early nineteenth century	(C) In 2008	(D) In the twentieth century
------------------------	---------------------------------------	---------------	--------------------------------

2. Why didn't the Chevrolet Nova sell well in Latin America?

(A) It was too expensive	(B) "No va" means "it doesn't go" in Spanish	(C) It had no logo	(D) It was made in the USA
----------------------------	--	----------------------	------------------------------

3. The name 'Adidas' comes from:

(A) a Latin word	(B) the founder's name	(C) a Spanish phrase	(D) a Omani tradition
--------------------	--------------------------	------------------------	-------------------------

4. What does Oman Air's logo represent?

(A) An aircraft wing	(B) A swirl of frankincense smoke	(C) The Omani flag	(D) A desert landscape
------------------------	-------------------------------------	----------------------	--------------------------

5. Find a word in paragraph 2 that means "fortunately not": _____
(Hint: opposite of fortunately)

Part 2 — Vocabulary (5 marks)

Match each word (6–10) with its correct meaning. Write the matching letter in the brackets.

6. trademark	()
7. identity	()
8. derived	()
9. symbol	()
10. heritage	()

A. a sign representing something else B. traditions passed down over time C. a registered brand sign D. came from E. the character or image of something

Part 3 — Grammar (5 marks)

Choose the correct option to complete each sentence. (Past simple / past simple passive)

11. Microsoft ____ in 1975 by Bill Gates.			
(A) founded	(B) was founded	(C) founding	(D) founds

12. The Omanis ____ great traders in the past.			
(A) was	(B) were	(C) are	(D) being

13. Alexander Graham Bell ____ the first telephone.

(A) invented	(B) was invented	(C) invents	(D) inventing
----------------	-----------------------	---------------	-----------------

14. Mobile phones ____ until the late twentieth century.

(A) not created	(B) were not created	(C) did not create	(D) not creating
-------------------	---------------------------	-------------------------	--------------------

15. The Wright brothers first built a plane and then ____ (fly) it. (Use the correct past simple form.)

Part 4 — Writing Practice (5 marks)

Write 4-5 sentences about a brand name or logo you like and why it is memorable to you. Use at least one past simple passive verb.

Marking guide:

Relevant content, on topic	2
Correct grammar and spelling	2
Clear, complete sentences	1

Answer Key

Q#	Answer	Reason
1	B	"branding in business was not developed until the early nineteenth century."
2	B	""no va' means 'it doesn't go.'"
3	B	Adidas comes from founder Adolf Dassler's name.
4	B	"It represents a swirl of frankincense smoke."
5	unfortunately	Used to introduce the unlucky meaning of "no va."
6	C	Trademark = a registered brand sign.
7	E	Identity = the character or image of something.
8	D	Derived = came from.
9	A	Symbol = a sign representing something else.
10	B	Heritage = traditions passed down over time.
11	B	Passive voice, past simple: was founded.
12	B	Plural subject "Omanis" takes "were."
13	A	Active voice, past simple: invented.
14	B	Passive voice, past simple, negative: were not created.
15	flew	Irregular past simple of "fly."