

Bassmaah – Oman Grade 12 English
Theme 1: Retail Therapy — Unit Test (Units 1-5)

Name: _____

Time: 35 minutes Marks: 40

Part 1 — Reading Comprehension (10 marks)

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

Trade has changed the course of history. In the past, merchants travelled far from their homes to trade in silk and spices. Today the goods that are traded have changed dramatically. The Arabs, specifically the Omanis, have always been great traders, and in ancient times caravans travelled along the Silk Road carrying silk, spices and perfumes.

Branding and marketing have also changed how people shop. A good brand name can make a product successful, while modern advertising persuades consumers to buy more and more things. This has led some people to become 'shopaholics' — compulsive buyers addicted to shopping, often as a way of seeking consolation rather than meeting a real need.

Today, shoppers can choose between traditional souqs, with their narrow passages, bargaining and old-fashioned charm, or modern malls, with top brand names, wide walkways and easy parking. Whichever they choose, adverts continue to shape what people believe they need to buy.

1. In ancient times, what did caravans carry along the Silk Road?

(A) Oil and petroleum	(B) Silk, spices and perfumes	(C) Cars and machinery	(D) Books and newspapers
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2. A 'shopaholic' is someone who:

(A) sells goods for a living	(B) is a compulsive, addicted buyer	(C) only shops in souqs	(D) never buys anything new
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3. According to the text, people sometimes shop to seek:

(A) exercise	(B) consolation	(C) employment	(D) education
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4. Which feature is associated with a souq, not a mall?

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(A) Wide walkways	(B) Easy parking	(C) Bargaining	(D) Top brand names
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5. Find a word in paragraph 2 that means "to convince someone to do something":

Part 2 — Vocabulary (10 marks)

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

6. merchants	()
7. trademark	()
8. compulsive	()
9. misleading	()
10. heritage	()

A. giving a false impression B. unable to control an urge C. traditions passed down over time D. people who buy and sell goods E. a registered brand sign

11. "Enormous" is closest in meaning to:

(A) tiny	(B) very large	(C) expensive	(D) modern
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12. "Appealing" is closest in meaning to:

(A) attractive	(B) shocking	(C) boring	(D) expensive
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13. "Rituals" is closest in meaning to:

(A) ceremonies	(B) prices	(C) routes	(D) logos
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14. "Exported" means goods that are:

(A) bought locally	(B) sold to another country	(C) destroyed	(D) stored
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15. Complete: A _____ is a short, memorable advertising phrase.

Part 3 — Grammar (10 marks)

Choose the correct option to complete each sentence.

16. In the past, merchants ____ far from their homes to trade.

(A) travel

(B) travelled

(C) travelling

(D) have travelled

17. Microsoft ____ in 1975 by Bill Gates.

(A) founded

(B) was founded

(C) founding

(D) founds

18. Modern companies ____ very clever at marketing their products.

(A) is

(B) are

(C) was

(D) been

19. I'd rather ____ my money on something useful.

(A) spend

(B) spending

(C) spent

(D) to spend

20. The main purpose of advertising is ____ people.

(A) persuade

(B) persuading

(C) to persuade

(D) persuaded

21. Since the 1960s, most of Oman's income _____ (come) from petroleum.

Part 4 — Writing (10 marks)

Write a short paragraph (6-8 sentences) evaluating either a mall or a souq you know. Describe what makes it appealing, and mention any drawbacks. Use at least two past simple (or past simple passive) verbs and one expression of preference (e.g. I prefer / I'd rather).

Marking guide:

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Relevant content, clearly organised	4
Correct grammar (incl. past simple / passive) and spelling	3
Vocabulary from Theme 1 used appropriately	2
Clear paragraph structure	1



Answer Key

Q#	Answer	Reason
1	B	"carrying silk, spices and perfumes."
2	B	Defined directly in the text as "compulsive buyers who are addicted to shopping."
3	B	"often as a way of seeking consolation."
4	C	Bargaining is listed as a souq feature; the others are mall features.
5	persuades	"advertising persuades consumers to buy."
6	D	Merchants = people who buy and sell goods.
7	E	Trademark = a registered brand sign.
8	B	Compulsive = unable to control an urge.
9	A	Misleading = giving a false impression.
10	C	Heritage = traditions passed down over time.
11	B	Enormous = very large.
12	A	Appealing = attractive.
13	A	Rituals = ceremonies.
14	B	Exported = sold to another country.
15	slogan	Matches the definition of a slogan.
16	B	Past simple for a completed past action.
17	B	Passive voice, past simple: was founded.
18	B	Plural subject "companies" takes "are."
19	A	"would rather" + base form of the verb.
20	C	Purpose expressed with the infinitive.
21	has come	Present perfect for an action continuing since the 1960s.