

Diploma-Style Comprehensive Practice Exam — Unit 2: Brands and Branding

Subject: English Language 'Core' | Time: 2 Hours | Total Marks: 55 Marks

Section	Marks	Score
Vocabulary	2.5	
Grammar	2.5	
Grammar / Vocabulary	5	
Reading 1	7	
Reading 2	8	
Reading 3	10	
Writing 1	10	
Writing 2	10	

VOCABULARY (ITEMS 1–5)

(2½ marks)

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

1. In business, a legally registered symbol or name that protects a product from being copied is called a _____

- A)** caravan **B)** trademark **C)** supertanker **D)** deadline

2. In ancient times, farmers burned marks on their livestock to show clear _____

- A)** bankruptcy **B)** congestion **C)** ownership **D)** navigation

3. Adolf Dassler was the famous German _____ who established the sportswear company Adidas

- A)** consumer **B)** founder **C)** lecturer **D)** accountant

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4. Modern advertisers try to choose brand names that are highly _____ to attract consumers

A) appealing

B) appalling

C) compulsive

D) misleading

5. The company's name was _____ from the initials and surname of its creator

A) exported

B) derived

C) emitted

D) bargained

GRAMMAR (ITEMS 6–10)

(2½ marks)

Read the dialogue. For each numbered item, choose the correct option.

Fatma: Look at this old photograph! (6) Who / Why created the first telephone?

Muna: It (7) invented / was invented by Alexander Graham Bell in 1876.

Fatma: That's right! And modern smartphones (8) were not / are not introduced until the late twentieth century.

Muna: Exactly. Yesterday, my brother (9) bought / was bought a brand-new phone with a famous logo.

Fatma: Great! Microsoft was also founded (10) by / in Bill Gates in 1975.

GRAMMAR / VOCABULARY (ITEMS 11–15)

(5 marks)

Complete each numbered blank with the correct word.

The history of branding goes back thousands of years. In ancient times, hot irons were used to mark animals so that owners could prove their property. However, commercial trademarks and logos (11) _____ in the early nineteenth century to distinguish manufactured goods. Today, modern corporations aim to (12) _____ a strong impression on consumers through effective brand identities. Choosing the wrong name can lead to embarrassing results. For instance, Chevrolet (13) _____ a big mistake when naming a car 'Nova', which in Spanish means "it doesn't go". Therefore, before launching a global product, thorough market research must be (14) _____ to ensure the brand name builds a positive (15) _____ worldwide.

READING 1 (ITEMS 16–22)

(7 marks)

Read each short text. Is the statement that follows True or False?

In the 1970s, the American car manufacturer Chevrolet launched a new vehicle model called the 'Nova'. While 'Nova' comes from Latin meaning 'new', the company struggled to sell the vehicle in Latin America because 'no va' in Spanish translates to "it doesn't go".

Statement	True	False
16. The Chevrolet Nova was an immediate commercial success in Spanish-speaking countries		

Adolf Dassler created a sportswear company in Germany. To form a memorable name for his new business, he combined his nickname 'Adi' with the first three letters of his surname 'Dassler' to form 'Adidas'.

Statement	True	False
17. The brand name 'Adidas' was derived from its founder's name		

In 2008, Oman Air introduced a corporate redesign. The company selected a distinctive logo featuring stylized silver wings, designed to reflect Omani maritime heritage and national pride.

Statement	True	False
18. Oman Air's new logo was inspired by Omani culture and heritage		

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John Pemberton invented a carbonated drink in 1886. His business partner suggested changing the letter 'K' in 'Kola' to 'C' in 'Cola' because he believed two 'C's would look more attractive in advertisements.

Statement	True	False
19. The name 'Coca-Cola' was chosen partly because of its visual appearance in ads		

Centuries ago, farmers and cattle owners burned unique shapes onto their animals using hot iron tools. This practice ensured that lost or stolen livestock could be identified and returned to the rightful owner.

Statement	True	False
20. Ancient farmers used branding as a method to prove animal ownership		

A local Omani entrepreneur started a perfume company last year. Instead of paying for expensive billboard ads, she designed a unique logo and relied on social media influences to build her brand identity.

Statement	True	False
21. The Omani entrepreneur spent most of her budget on traditional billboard advertising		

Global businesses spend years selecting brand names. Because many companies operate internationally, a brand name must be easily understood across different languages without causing negative meanings.

Statement	True	False
22. Choosing a brand name for an international company requires minimal planning		

READING 2 (ITEMS 23–30)

(8 marks)

Read the letter. Then choose the correct answer for each item.

Dear Said,

I hope you are doing well. I am writing to tell you about my recent project at the design agency here in Muscat. Last month, our team was hired by an Omani food company to create a brand identity for a new line of organic local products.

Our first step was choosing a brand name that reflects Omani heritage while appealing to modern consumers. After conducting extensive market research, we selected the name 'Barka Harvest'. We then designed a logo featuring a green palm leaf framed by a silver Omani Khanjar, representing natural quality and authentic local tradition.

Creating a successful brand name is not easy. We had to make sure the name was not already registered as a trademark by another business. We also checked that the name translated well into English and Arabic so that the product could eventually be exported to international markets.

Last week, we presented our brand design to the company's board of directors. They were delighted with the results! The product line will be launched in major supermarkets across Oman next month.

Best regards, Majid

23. Majid works at a _____ in Muscat		
A) car factory	B) design agency	C) supermarket chain

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24. The client hired Majid's team to design a brand identity for _____		
A) organic food products	B) luxury sportswear	C) airline aircraft

25. The brand name 'Barka Harvest' was selected after the team _____		
A) conducted market research	B) travelled abroad	C) appeared on television

26. The new logo includes a green palm leaf and a silver _____		
A) Omani dhow	B) Omani Khanjar	C) frankincense tree

27. The team checked trademark registers to ensure the brand name _____		
A) was already used	B) was not copied from another company	C) was written in Latin only

28. The company plans to export the product line to _____ markets in the future		
A) local	B) international	C) agricultural

29. The board of directors reacted to the final presentation with _____		
A) satisfaction	B) disappointment	C) confusion

30. 'Barka Harvest' products will be available in Omani supermarkets _____		
A) next week	B) next month	C) next year

READING 3 (ITEMS 31–40)

(10 marks)

Read the text. Then complete the tasks below.

The Development of Branding and Corporate Identity

The word 'brand' comes from the Old Norse word 'brandr', which means "to burn".

Thousands of years ago, livestock owners in ancient Egypt, Greece, and Rome used hot irons to burn unique symbols onto their farm animals. This permanent mark established clear ownership and prevented theft. Potters and stonemasons in ancient civilizations

also carved distinct marks onto their clay pots and stone blocks to identify who crafted them.

However, modern commercial branding did not emerge until the Industrial Revolution in the nineteenth century. As factories began mass-producing goods, companies needed a way to distinguish their products from competitors. Governments established official trademark registers to protect brand logos legally. The British company Bass Brewery registered the world's first official trademark—a simple red triangle—in 1876.

In the twentieth century, global trade grew rapidly, and finding the right brand name became critical to business success. Famous brands often have fascinating origin stories. For instance, John Pemberton created 'Coca-Cola' in 1886, choosing the name because his partner thought two capital 'C's would look attractive in advertisements. Similarly, Adolf Dassler founded 'Adidas' in Germany by combining his nickname 'Adi' with 'Das' from his surname Dassler.

Today, branding involves far more than just a logo or a name. It encompasses a company's total reputation, customer service, and visual identity. Modern businesses spend millions of dollars ensuring that their brands build positive emotional connections with global consumers.

Task One: Answer in no more than FOUR WORDS or a NUMBER.

31. What did the ancient word 'brandr' mean?

32. Why did ancient farmers burn marks onto their animals?

33. In which century did modern commercial branding begin?

34. What was the shape of the world's first registered trademark?

35. Who invented Coca-Cola in 1886?

36. Which two elements were combined to form the name 'Adidas'?

Task Two: Choose the correct answer for each item.

37. Ancient potters marked clay vessels to show who _____ them		
A) sold	B) crafted	C) bought

38. Trademark registers were created by governments to _____ brand logos		
A) protect	B) ban	C) ignore

39. Bass Brewery registered its famous triangle trademark in the year _____		
A) 1876	B) 1886	C) 1975

40. Modern branding focuses on a company's logo, visual identity, and overall _____		
A) location	B) reputation	C) bankruptcy

WRITING 1

(10 marks)

Write at least 100 words on the following topic:

"International brand names are always higher quality than local Omani products." Do you agree or not? Give your reasons.

Your writing should be clear, convincing, and well-organised.

WRITING 2

(10 marks)

Complete the following narrative writing task. Write at least 100 words.

Write a story about a time you or someone you know bought a product because of a famous brand name or logo. Include in your story:

- **What was the product and where did you buy it?**
- **Why did you choose that specific brand?**
- **Were you happy with the product or disappointed? Why?**

Your writing should be clear, interesting, and well-organized.



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نلهمك لتبدع ...!

Official Answer Key

VOCABULARY (2½ marks)

#	Correct Answer	Marks
1	trademark (0. mark)	
2	ownership (0. mark)	
3	founder (0. mark)	
4	appealing (0. mark)	
5	derived (0. mark)	

GRAMMAR (2½ marks)

#	Correct Answer	Marks
6	Who (0. mark)	
7	was invented (0. mark)	
8	were not (0. mark)	
9	bought (0. mark)	
10	by (0. mark)	

GRAMMAR / VOCABULARY (5 marks)

#	Correct Answer	Marks
11	were introduced	1 mark
12	make	1 mark
13	made	1 mark
14	done	1 mark
15	reputation	1 mark

READING 1 (7 marks)

#	Correct Answer	Marks
16	False	1 mark
17	True	1 mark
18	True	1 mark
19	True	1 mark

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20	True	1 mark
21	False	1 mark
22	False	1 mark

READING 2 (8 marks)

#	Correct Answer	Marks
23	design agency	1 mark
24	organic food products	1 mark
25	conducted market research	1 mark
26	Omani Khanjar	1 mark
27	was not copied from another company	1 mark
28	international	1 mark
29	satisfaction	1 mark
30	next month	1 mark

READING 3 (10 marks)

#	Correct Answer	Marks
31	To burn	1 mark
32	To show ownership / Prove ownership	1 mark
33	19th century / Nineteenth century	1 mark
34	Red triangle / Triangle	1 mark
35	John Pemberton	1 mark
36	Nickname and surname / Adi and Dassler	1 mark
37	crafted	1 mark
38	protect	1 mark
39	1876	1 mark
40	reputation	1 mark

Writing 1 & 2 (20 marks total) — Evaluated per Ministry of Education Criteria

Criterion	Marks
Task Achievement & Relevance	4 marks
Grammar, Vocabulary & Cohesion	3 marks
Organization & Mechanics	3 marks

