

Bassmaah – Oman Grade 12 English

Theme 1: Retail Therapy | Unit 5: Adverts – Appealing or Appalling? | Lesson 5

Name: _____

Time: 20 minutes Marks: 20

Part 1 — Vocabulary: Advertising Words (10 marks)

Choose the word from the box that best describes each product.

1. A perfume advert would most likely use the word:

(A) fragrant

(B) fast

(C) cost-saving

(D) safe

2. A sports-car advert would most likely use the word:

(A) nutritious

(B) fast

(C) fragrant

(D) tasty

3. A restaurant advert would most likely use the word:

(A) delicious

(B) powerful

(C) luxurious

(D) safe

4. A car-safety feature advert would most likely use the word:

(A) stylish

(B) safe

(C) refreshing

(D) smooth

5. Give one word from the unit that could describe a luxury hotel: _____

Part 2 — Vocabulary: Key Terms (5 marks)

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

6. appealing	()
7. appalling	()
8. slogan	()
9. misleading	()
10. persuade	()

موقع اختبارات بصمة

A. giving a false impression B. a short, memorable advertising phrase C. attractive D. to convince someone to do something E. shocking or very bad

Part 3 — Grammar (5 marks)

Choose the correct option to complete each sentence.

11. The main purpose of advertising is ____ people.

- | | | | |
|----------------|------------------|-------------------|-----------------|
| (A) persuade | (B) persuading | (C) to persuade | (D) persuaded |
|----------------|------------------|-------------------|-----------------|

12. Some adverts can be ____ if they exaggerate.

- | | | | |
|------------------|--------------|---------------|----------------|
| (A) misleading | (B) misled | (C) mislead | (D) misleads |
|------------------|--------------|---------------|----------------|

13. A good slogan ____ easy to remember.

- | | | | |
|----------|-----------|-------------|------------|
| (A) is | (B) are | (C) being | (D) been |
|----------|-----------|-------------|------------|

14. Companies spend a lot of money ____ their products.

- | | | | |
|-----------------|--------------------|-------------------|------------------|
| (A) advertise | (B) to advertise | (C) advertising | (D) advertised |
|-----------------|--------------------|-------------------|------------------|

15. If an advert is misleading, it ____ (give) a false impression. (Use the correct present simple form.)

Part 4 — Writing Practice (5 marks)

Write 4-5 sentences about an advertisement you remember well. Was it appealing or misleading? Explain your opinion.

Marking guide:

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

Answer Key

Q#	Answer	Reason
1	A	Perfume adverts typically use "fragrant."
2	B	Sports cars are typically described as "fast."
3	A	Restaurants typically use "delicious."
4	B	Safety features are described using "safe."
5	luxurious	"Luxurious" fits a luxury hotel.
6	C	Appealing = attractive.
7	E	Appalling = shocking or very bad.
8	B	Slogan = a short, memorable advertising phrase.
9	A	Misleading = giving a false impression.
10	D	Persuade = to convince someone to do something.
11	C	Purpose expressed with the infinitive: "to persuade."
12	A	Adjective form: misleading.
13	A	Singular subject "slogan" takes "is."
14	C	"spend money" is followed by the -ing form: advertising.
15	gives	Present simple, third person singular: gives.