

ENGLISH PREPERATORY PROGRAM

ERASMUS EXAM

SAMPLE

Use of English
Vocabulary
Reading
Writing

PART 1: USE OF ENGLISH

1 – 9 Mark the best choice to complete the paragraph.

Marketing refers to business activities associated _____[1] communicating, advertising, delivering, or selling products or services to customers. Every product we buy, every store we visit, every media message we receive and every choice we make in our consumer society _____[2] by the forces of marketing. Investing in marketing helps businesses engage with their audience effectively. Marketing involves getting consumers interested in the product offerings _____[3] marketing research and gaining a better understanding of the customer's interests, tastes, and preferences. The history of modern marketing _____[4] to the 1950s when companies used various marketing methods to draw the customers' attention to a product. Before then, companies used print media to place ads that enticed consumers to buy their products and services. The type of marketing that a company chooses depends on _____[5] the target market spends their time. With the introduction of TV and the internet, companies became more creative in _____[6] they communicated product information to consumers. Digital marketing _____[7] in recent years _____[8] the technological and social shifts that allow consumers to research and make purchases online. Digital marketing is a powerful tool that allows businesses _____[9] reach their target audiences online through various channels.

1.	a) on	b) at	c) for	d) with
2.	a) has shaped	b) has been shaped	c) have shaped	d) have been shaped
3.	a) with conducting	b) in conducting	c) by conducting	d) conducted
4.	a) can trace	b) can reflect	c) can be reflected	d) can be traced
5.	a) which	b) whose	c) where	d) when
6.	a) how	b) how much	c) that	d) what
7.	a) became popular	b) will become popular		
	c) can become popular	d) has become popular		
8.	a) because	b) due to	c) for	d) despite
9.	a) for	b) so that	c) to	d) in case

10 – 15 Mark the best choice to complete the paragraph.

Traveling to a new country_____[10] a stressful experience. Culture shock is a term_____[11] to describe the impact of moving from a familiar place to one which is unfamiliar. It can affect anyone and can happen if you_____[12] to another country in order to work, live or study and even when you're abroad_____[13] holiday. You miss the people in your life – your family, friends and colleagues. You may find areas of your new life very different to what you are used to, _____[14] the weather or the food. It can be tiring to constantly hear and speak in a foreign language. These differences will contribute to your sense of culture shock. _____[15] culture shock is a temporary phase, it is important to know. there are things you can do to help so that some of these worrying effects can be minimized.

10. a) can be b) have to be c) should have d) must have

11. a) is used b) which uses c) used d) which used

12. a) will travel b) travelled c) would travel d) travel

13. a) in b) on c) to a d) at a

14. a) alike b) example c) in case of d) such as

15. a) Despite the fact that b) Unless c) Provided that d) In spite of

PART 2: <u>VOCABULARY</u>

16. Marketing professionals use a marketing mix—or a combination of tools and methodologies—to develop strong marketing strategies and _____ their marketing objectives.

a) persuade b) achieve c) suggest d) compare

17. The first chart shows the reasons why some people in the UK prefer to cycle to work. _____, the second chart gives reasons for those who choose to go to work by car.

a) Socially b) Conversely c) Adequately d) Preferably

18. Governments should _____laws that address the protection of wildlife in order to prevent habitat loss.

a) counterfeit b) correspond c) misguide d) implement

19. _____ on alcohol or drugs can have a serious effect on your relationships and career.

a) Injustice b) Preference c) Deposit d) Dependence

20. We definitely _____ how long our journey would be because we arrived there much earlier than we thought.

a) overestimated b) underestimated c) manipulated d) provoked

21. I'm paying for my car by monthly _____ as I didn't have enough money to pay cash.

a) deposits b) receipts c) instalments d) percentages

22. When you travel abroad, it's important to _____ the local customs and traditions.

a) respect b) replace c) repeat d) reject

23. Knowing how to _____ your audience during a presentation is important to keep their interest.

a) discuss b) entertain c) interrupt d) engage

24. To improve efficiency, the company decided to _____ its customer service department overseas.

a) employ b) outsource c) dismiss d) include

25 – 30 Mark the correct synonym for the <u>underlined</u> word.

25. The introduction of the mobile phone in the 1990s led to **<u>significant</u>** changes in communication.

a) superficial b) trivial c) crucial d) optional

26. A prisoner **<u>tried</u>** to escape through a tunnel, but he was caught.

a) attempted b) succeeded c) managed d) attended

27. The jeweller held the diamond up to the light and **<u>examined</u>** it to ensure that it was real.

a) indicated b) selected c) fulfilled d) inspected

28. It was a **unique** achievement – no one had ever won the championship five times before.

a) regular b) similar c) exceptional d) frequent

29. Credit cards have **removed** the need for cash and cheques.

a) eliminated b) emerged c) emitted d) estimated

30. The company launched a new product to **meet** the demands of younger consumers.

a) satisfy b) encourage c) interest d) ignore

PART 3: READING

31 – 32 Choose the correct option to complete the sentence.

31. In spite of the fact that there was little rain in summer, _____.

a) there was neither enough fruit nor vegetables to eat
b) the floods gave a considerable harm to agriculture
c) the government had to buy more crops from the neighbouring countries
d) the crops seemed healthy enough to be manufactured

32. _____, he opened exhibitions at leading galleries in several countries.

a) After graduating from the State Academy of Fine Arts in 1972
b) Since he has lived in Europe for much of his artistic life
c) When he has finished his thesis on the development of art in his country
d) Although his paintings are supposed to be found in several museums around the world

33 – 38 Choose the option that completes the paragraph accurately.

33. Every year 100 million holidaymakers go to the Mediterranean. With one third of the world's tourist trade, it is the most popular of all the holiday areas: yet it is also the most polluted. _____.

a) Therefore, the tourist industry here is in great danger.
b) Several European countries have changed their economic policies.
c) The housing problem has increased over the years.
d) However, the great civilizations of the past are no longer tourist attractions.

34. Veronica Moss is a small British firm which makes wedding dresses. It is now expanding into European markets. _____. This will only be possible if sufficient, highly skilled workers can be recruited.

a) Then management has the full support of all its workers.
b) Many governments have raised the tax on luxury goods.
c) An advertising campaign has already proved successful.
d) However, to be successful, it needs to increase its production.

35. It is often argued that globalization harms local businesses by increasing competition, reducing profit margins, and lowering profitability as they face competition from large global companies. However, _____. The internet and international shipping now allow local artisans and small manufacturers to sell products worldwide, creating new revenue opportunities. Moreover, globalization has changed how supply chains work, affecting product availability and customer satisfaction – key factors for small businesses.

a) Another viewpoint suggests that globalization can help local and small businesses grow.
b) Globalization often requires local businesses to adapt to international standards and regulations, which may be costly and complex.
c) The dominance of global brands may undermine the unique cultural identity and market presence of local products.
d) Local enterprises often face fierce competition from larger multinational corporations.

36. When people are ill, they frequently seek medical help. _____. When they feel they are not well, they either go to a quiet place and rest or look for the kind of herbs and plants they feel will do them good.

a) The majority of medicines are not very expensive.
b) Animals, on the other hand, are their own doctors.
c) Unfortunately, it is children who suffer most in this respect.
d) In the case of animals, medical care is even more essential

37. It is surprising how little known, even today, about memory is. This is largely due to the fact that we have no way of watching the memory function. _____. Hopefully, with the advances in high technology, the secrets of the mechanism of the memory will soon be revealed.

a) The harder people try to remember something the less they are able to remember.
b) When people get older-their memory often fails them.
c) In the past many books were written on medicine.
d) Still, a great deal of research on the subject is being carried out

38. A well written essay should be unified; _____. The first requirement for unity is that the main idea should be clear. The second requirement is that there are no unrelated parts.

a) the selection of an interesting subject is therefore of vital importance.
b) even so, essays may vary considerably in length.
c) that is, everything in it should be related to the main idea.
d) in fact, most essays are carefully planned.

39 – 50 Answer the following questions according to the reading passages.

READING 1

[1] Neuropsychology is a branch of psychology that examines the complex relationship between brain function and behaviour. It investigates how different areas of the brain contribute to cognitive processes such as memory, attention, language, and executive function, and how these processes are affected by neurological damage or dysfunction. Researchers in this field use a variety of methods, including neuroimaging, neuropsychological testing, and clinical observation, to explore how brain injuries, diseases, and developmental disorders influence behaviour.

[2] Historically, neuropsychology emerged from early observations of brain-behaviour relationships, notably through case studies of individuals with localized brain damage. Over time, advancements in technology, such as magnetic resonance imaging (MRI) and functional MRI (fMRI), have allowed for more precise mapping of brain activity. This integration of clinical data with cutting-edge imaging techniques has enhanced our understanding of the neural underpinnings of both normal and abnormal cognitive functioning.

[3] The practical applications of neuropsychology are broad and impactful. Clinically, neuropsychologists play a critical role in the diagnosis and rehabilitation of patients with brain injuries, stroke, dementia, and other neurological conditions. In research settings, they contribute to developing interventions and treatments aimed at mitigating the cognitive deficits associated with these conditions. Ultimately, neuropsychology bridges the gap between biological sciences and behavioural sciences, offering valuable insights into how the brain shapes human experience and behaviour.

39. Which statement best reflects the role of neuropsychology within the broader field of psychology?

a) It focuses mainly on treating mental illness through talk therapy.
b) It explores how unconscious thoughts shape behaviour.
c) It investigates how brain structures contribute to mental processes and behaviour.
d) It primarily examines how emotions affect personality development.

40. What distinguishes neuropsychology from general neuroscience?

a) Neuropsychology does not involve any medical knowledge.
b) Neuropsychology focuses specifically on behavioural outcomes linked to brain function.
c) Neuroscience is only concerned with diseases, while neuropsychology is not.
d) Neuroscience studies only emotions, whereas neuropsychology studies memory.

41. How did historical case studies influence the development of neuropsychology?

a) They helped researchers create new types of MRI machines.
b) They revealed emotional patterns unrelated to brain function.
c) They demonstrated how damage to specific brain areas could alter behaviour or abilities.
d) They explained how to prevent memory loss with medication.

42. Which of the following best explains why neuropsychology is considered an interdisciplinary field?

a) It uses computer science and robotics to simulate the brain.
b) It brings together theories from memory, emotion, and social psychology.
c) It combines biological knowledge with behavioural science to understand brain-related changes.
d) It focuses equally on education, linguistics, and chemistry.

43. Considering the practical applications discussed, what might be a significant challenge for neuropsychologists today?

a) Balancing the integration of cutting-edge technologies with traditional clinical methods.
b) Focusing solely on research without considering patient rehabilitation.
c) Developing new neuroimaging methods while ignoring clinical testing.
d) Isolating neuropsychological research from other areas of psychology.

READING 2

[1] The term creative writing means imaginative writing, or writing as an art. The primary concern of creative writing is not with factual information, or with the more routine forms of communication. It does, however, use many of the same skills. A novel, for example, may contain much sociological, political or psychological information. Scholars may study it for such information, just as Sigmund Freud studied literature for accounts of dreams and emotional states. No true novel, however, is written to communicate facts. Like other forms of creative writing, it attempts to produce in its reader the pleasure of an aesthetic experience. It tries to uncover form and meaning in the turmoil of love, hate, violence, tedium, habit, and the brutal facts which people must deal with from day to day. The novelist and short story writer John Cheever, when asked why he wrote, said, "To try to make sense out of my life." Whether it takes the form of poem, short story, novel, play, personal essay, or even biography or history, creative writing is certain to involve some search for meaning, a measure of wonder and discovery, and a degree of personal involvement in the result.

44. One can understand from the passage that creative writing …

a) is the most common form of communication.

b) contains little factually correct information.

c) requires less skill than other forms of writing.

d) may provide information useful in research.

45. The author tells us that novels …

a) try to hide the worst aspects of life.

b) attempt to interpret life through art.

c) can make people feel very depressed.

d) are only read by artistically minded people.

46. One point that John Cheever's quote illustrates is that …

a) creative writing can be very informative.
b) he is not really a terribly creative writer.
c) biography is generally better than fiction.
d) creative writing involves the writer personally.

READING 3

[1] Until the mid-20th century, Nazca was unknown to the outside world. It is a flat desert region between the coast and mountains of Peru, where very few people live. About 1500 years ago, the ancient Nazca people arranged a lot of small stones in lines across the sand. But not many people knew about them and **those who did** said that there was nothing unusual in lines of stones. Nobody was interested in them; no tourists came to look.

[2] Then, in the1950s, a visitor to America named Dr. Paul Kosok flew over the Nazca Desert. When he looked down, he got a tremendous shock. The stones weren't just lines. From the air he could see huge drawings of animals. There were birds, lizards and cats. There was a spider over 150 feet long. Other lines had strange geometric shapes. Some were miles in length. Some were not that large. They were too big to see from the ground. Today they are known as the "Nazca lines".

[3] Dr. Kosok studied the drawings and thought they were plans of stars and planets. He called them "the largest astronomy book in the world." He said that the Nazcas created the lines to help them plan the best time to judge the rainy season in the distant mountains. Then they could collect water for their crops. Others thought that the lines might be part of some religion.

[4] There are two questions that puzzle experts today. How did these ancient people manage to plan huge drawings without the help of modern instruments? And why did they make drawings that are only visible from the air? Some say that the ancient Nazcas could fly or knew people who could. This is just guesswork. The first guess is impossible and the second suggests that "intelligent people from outer space" visited the Earth. We will probably never solve the mystery. However, people love mysteries. Today, Nazca lines are one of the most famous tourist attractions in South America.

47. According to the information given in the text, …

a) Nazca lines are geometric shapes of animals made from huge rocks.
b) the Nazca region is the most crowded region of Peru because it is a flat desert.
c) Nazca lines are found on a flat area on top of the mountains.
d) Nazca lines started attracting tourists after the mid-20th century.

48. What does "**those who did**" (Paragraph 1, line 4) refer to?

a) people who arranged the small stones
b) people who knew about the Nazca lines
c) people who lived in the desert region
d) people who lived in the region 1500 years ago

49. According to the passage, Nazca lines …

a) weren't big enough to see from the air.
b) were so big that they could not be seen from the air.
c) weren't small enough to see from the ground.
d) were huge drawings that could be seen from the ground only.

50. According to the information given in the text, …

a) it was proved that Nazca people could fly or knew people who could.
b) the mystery of the Nazca lines was solved by Dr. Kosok in 1941.
c) the drawings in Nazca lines vary both in size and shape.
d) Nazca lines were originally created to collect water from mountains.

PART 4: WRITING

Choose one of the options and write a well-organized essay of 300 words:

1. Compare and contrast the benefits and drawbacks of using Airbnb versus staying in traditional hotels and express your own opinion on which offers a better experience for travellers.
2. Do you agree or disagree with the following statement: “Individual actions, like reducing waste and conserving energy, can make a significant impact on addressing environmental issues.” Write your opinion in detail. Also, explain opposing views and why you disagree with them.