**ENGLISH 002 SKILLS WORKSHEET – ( MIDTERM )**

**Q(1) Complete the sentences using the words in the box. There are two extra words.**

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| entrepreneurs – launch – partner – campaign – communication –  Improve – deal – found – dilemmas – responsible - retailer –  designer – community – bargain – objectives - bankrupt – ethical |

1) Texting has become a modern means of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2) The new employee should know how to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_with customers.

3) Many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are interested in setting up businesses in Jubail.

4) Unless our company improves its service, it will go\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5) Peter is looking for an honest\_\_\_\_\_\_\_\_\_\_\_\_\_to share his new business with.

6) Christian Dior was a very famous French fashion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

7) Samsung is planning to\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a new series of smartphones in 2015.

8) The Smiths have decided to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_their own company in Germany.

9) You should invest your money in the local \_\_\_\_\_\_\_\_\_\_\_\_\_in order to succeed.

10) Alex and his friends decided to launch a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_against smoking.

11) The car is too expensive. You should \_\_\_\_\_\_\_\_\_\_\_\_the price with the owner.

12) My cousin always faces \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_problems in his business.

13) You can easily overcome your business \_\_\_\_\_\_\_\_\_\_\_\_\_\_by working honestly.

14) The successful candidate will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for preparing budgets.

15) You should set your business \_\_\_\_\_\_\_\_\_\_\_\_\_\_before you start your business.

**Q(2) Replace the underlined verbs with the correct phrasal verbs.**

1) If you sign up for this course, you’ll **learn** the basics of English **easily**. (\_\_\_\_\_\_\_\_\_\_\_)

2) The players **disappointed** their coach. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

3) I **continued** doing my homework assignments until midnight. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

4) The boys spent five hours **exploring** the forest. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

5) My parents **left** yesterday morning. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

6) Tom and Jack **returned** home late. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

7) Some languages **disappeared** because of natural disasters. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

8) I felt very exhausted, so I had to **break my journey** for a while. (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

**Q(3) Put each sentence A-G into the correct place to complete the text about Public Relations (PR) managers.**

A) They were giving the water to people who were injured.

B) However, it took some years for the company to change this image.

C) He or she must defend a business when something goes wrong which may affect the company.

D) This is particularly true when tourism is destroyed in a country by a natural disaster.

E) So if journalists and the media find out any interesting news about their private lives it can also affect the company.

F) The way a company manufactures its products might attract criticism.

G) Problems with the people who work for you also often cause PR problems.

The job of the public relations manager is a difficult one. 1\_\_\_\_\_\_\_\_.So, if the press finds out the company is doing something unethical, for example, the PR manager will have to talk to journalists and convince customers that they have done nothing wrong. Here are the main things that the PR manager must look out for:

**Acts of God**

These are the things which no human can stop. For example, when the weather causes a crisis because of a hurricane or a tornado, it may cause a PR disaster.2\_\_\_\_\_\_\_\_\_\_\_.Many people remember the famous Tsunami of 2005 which hit countries such as Thailand.PR managers were working day and night to save tourism.

**Business Operations**

3\_\_\_\_\_\_\_\_\_\_\_\_.For example, if you had a factory which was putting chemicals or toxins into water and then the water was affecting the local area, you would need a highly-skilled PR manager. This person needs to make sure the general public doesn’t stop buying the company’s products.

**Gossip and Rumors**

Gossip and media rumors can really damage a company and affect the brand. Take the case of the international company which was accused of being evil. Some people said it was working with the “Devil!”The gossip started with a competitor and was untrue.4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Staff**

5\_\_\_\_\_\_\_\_\_\_\_\_\_When New York’s Twin Towers fell down on 9/11, a member of staff at a Starbucks Coffee House was charging emergency rescue workers for bottled water.6\_\_\_\_\_\_\_\_\_\_\_\_\_.This story was passed around on the Internet and it was highly damaging.

**Scandal**

Many celebrities often endorse a company’s products .7\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.Similarly, news about financial problems in the company will mean the PR department needs to get busy.

**Q(4) Read the text carefully and answer the questions below.**

An upsurge of new research suggests that animals have a much higher level of brainpower than previously thought. If animals do have intelligence, how do scientists measure it? Before defining animals' intelligence, scientists defined what is not intelligence. Instinct is not intelligence. It is a skill programmed into an animal's brain by its genetic heritage. Rote conditioning is also not intelligence. Tricks can be learned by repetition, but no real thinking is involved. Cuing, in which animals learn to do or not to do certain things by following outside signals, does not demonstrate intelligence. Scientists believe that insight, the ability to use tools, and communication using human language are all effective measures of the mental ability of animals.

When judging animal intelligence, scientists look for insight, which they define as a flash of sudden understanding. When a young gorilla could not reach fruit from a tree, she noticed crates scattered about the lawn near the tree. She piled the crates into a pyramid, then climbed on **them** to reach her reward. The gorilla's insight allowed her to solve a new problem without trial and error.

The ability to use tools is also an important sign of intelligence. Crows use sticks to pry peanuts out of cracks. The crow exhibits intelligence by showing it has learned what a stick can do. Likewise, otters use rocks to crack open crab shells in order to get at the meat.

**PART (1) Mark each sentence T OR F.**

1) Animals’ intelligence can be measured by testing their brains.\_\_\_\_\_\_

2) Animals’ instinct is a sign of intelligence.\_\_\_\_\_

3) The research shows that animals are smarter than previously thought.\_\_\_\_\_

**PART (2) Answer the questions correctly.**

1) What things are not considered intelligence?

A) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

B) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2) List the signs of animals’ intelligence mentioned in the text.

A)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

B)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

C)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

3) What does the pronoun “**them**” in the second paragraph refer to?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**GOOD LUCK**