

The Second Term Test of English

Part One: Reading

A. Comprehension.

NAME+ CLASS.....

Read the text carefully to do the activities.

A text survey, also known as a Short Message Service (SMS) survey, is a survey where consumers reply to questions or inquiries through the SMS feature on their mobile devices. Business owners and market researchers can use various question types to collect data as a cost-efficient way to gain consumer feedback. Text surveys are a personalized and convenient survey method that allows consumers to respond on their own time. For that reason and many more, SMS surveys are becoming a popular way of gathering feedback from customers.

There is a multitude of benefits of utilizing SMS or text message surveys. The most obvious one is that most consumers have a mobile phone with SMS capabilities – and they are checking it often.

Additionally, SMS surveys assist with community outreach and consumer engagement by allowing your company to learn more about your customers, explained Nerissa Zhang, CEO of The Bright App: “Data about your customers can be one of the most valuable tools in driving sales, building customer loyalty and effectively improving your business to better serve your customers” .

Adapted from the internet

1- The text is: a- a questionnaire b- an interview c- a web article

2- Say whether the following statements are True or False:

a- A text survey or SMS survey is a new method of conducting surveys.....

b- SMS surveys include an endless number of benefits.....

c- Nerissa Zhang, CEO of The Bright App said that the information gathered about customers is not beneficial for companies and selling.....

3- Answer the following questions according to the text:

a- What is an SMS survey?

a-
.....

b- Who benefits more from these text surveys?

b-
.....

c- Why are SMS surveys advantageous?

c-
.....

4- What/ who do the underlined words in the text refer to?

- a- Their (§1)..... B- they (§2).....**

TEXT EXPLORATION:

1- Match each word with its appropriate definition:

WORD	DEFINITION
broadcast	A transmission of radio or television programme intended to be received by anyone with a receiver.
media	A very large advert along the side of a highway.
magazine	Means and institutions for publishing and broadcasting information.
billboards	A periodical publication generally consisting of sheets of paper folded in half and stapled at fold.

2- Give the opposite of the following words keeping the same root:

- a- Polite ≠..... b- lead≠.....
b- direct≠..... d- appear≠.....**

3- Rewrite sentence “b” so that it means the same as sentence “a”:

- a- Nerissa Zhang, CEO of The Bright App said: “ data about your customers is one of the most valuable tools in driving sales”
b- Nerissa Zhang, CEO of The Bright App said.....
.....**

- a- She wants to know whether customers give authentic answers.
b- She wants to know: “.....?”
a- The responsible advised the employees:” you should develop SMS surveys”
b- The responsible advised the employees.....
.....**

4- Circle the silent letters in each word:

- a- Known- through- while- autumn.**

5- Fill in the gaps with the following words:

Informants- quality- questions- interviews.

Compared to a phone survey answers, texted answers may lead to higher
data, as defined by fewer answers, more differentiated responses to a number of
....., and more sensitive information. Who choose text-based surveys report strong preference for future by text.