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English 2 Exam

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**Instructions:** Answer all questions. Please write clearly and concisely. Pay attention to grammar, vocabulary, and scientific style.

**Part I: Multiple Choice (10 points)**

**1. Match the following scientific writing terms with their definitions: (2 points)**

1. Hypothesis (c)
2. Peer Review (d)
3. Abstract (a)
4. Literature Review (b)

**2. Questions: (8 points)**

1. Which of the following phrases is the most concise and objective way to begin a scientific report?

b) This research investigates the effects of...

2. Which of the following best describes the tone of a scientific report?

b) Objective and unbiased

5. When referencing a source in a scientific paper, you should include:

c) A complete reference list entry according to a specific style guide (e.g., APA, MLA).

6. What is the purpose of a title in a scientific report?

d) To clearly state the research topic

7. When writing a formal report for your supervisor, you should:

b) Clearly state the purpose, methodology, and findings.

8. In a scientific presentation, it's important to:

d) Engage the audience with visuals and explain complex concepts simply.

**Part 2: Short Answer (5 points)**

1. Imagine you are writing a progress report for a research project. Briefly outline the key information you would include. (5 points).

**Progress report key information:**

- a) **Project goals and timeline:** Briefly restate the project's purpose and expected completion date.

- b) **Methodology:** Summarize the methods used for data collection or analysis.
  - c) **Progress achieved:** Highlight key milestones reached or challenges encountered.
  - d) **Next steps:** Outline the planned activities for the next reporting period.
2. Describe two effective techniques for using transitional words and phrases to improve the flow of your scientific writing.
    - a. Use words and phrases that indicate **chronological order** (e.g., firstly, secondly, subsequently).
    - b. Use words and phrases that show **logical relationships** between ideas (e.g., however, therefore, consequently).
  3. List two common proofreading techniques to ensure clarity and accuracy in your scientific writing. (5 points)
    - a) **Reading aloud:** Helps identify awkward phrasing, typos, and grammatical errors.
    - b) **Using spell-check and grammar tools:** Can catch basic errors, but should not replace careful review.

### **Part 3: Scenario & Application (5 points)**

**Scenario:** You have been tasked with presenting the results of a data science project on social media sentiment analysis to your colleagues at a departmental meeting.

**Writing:** Prepare a concise and informative abstract (**150-200 words**) summarizing the project's purpose, methodology, key findings, and conclusions.

#### ***Social Media Sentiment Analysis: Uncovering Public Opinion***

Our study investigates the use of data science techniques for sentiment analysis of social media data. We collected and analyzed social media posts related to **Competitor Analysis and Brand Differentiation** to understand public opinion and gauge overall sentiment. We employed machine learning algorithms to classify the sentiment (positive, negative, or neutral) expressed in the posts. Our findings reveal that "**60% of social media posts regarding Competitor A expressed positive sentiment, while only 30% of posts towards our brand did**". Additionally, "**positive sentiment towards Competitor A often mentioned their product's innovative features**". These insights can be valuable for "**developing future marketing campaigns that emphasize our brand's innovative features to compete more effectively**".

**Good Luck**