

CUPS PROFICIENCY EXAM SAMPLE QUESTIONS

PART 1: LISTENING (25 pts.)

LECTURE Click to listen 

You will listen to a professor and fill in the outline given to you. You have **3 minutes** (this time may change depending on the format of the exam – online / face – to - face) to scan the outline before listening. After completing your outline, you will have **10 minutes** to answer the questions below **according to the outline** you have filled in. You will listen to the lecture **ONCE**. Only the answers to the questions will be graded.

OUTLINE

Topic of the lecture:

Definition:

The Components of the ABC model:

1. :
2. :
3. :

Sources:

- 1.
- 2.
- 3.

The main goal is

Two types of attitude functions identified by Daniel Katz:

- 1.

Examples & Details:

- 2.

Examples & Details:

Assignment for the next lesson:

Answer the following questions according to the outline that you have filled in. You have 10 minutes to answer the following questions.

What is the lecture mainly about? (2 pts.)

- a) Various kinds of consumers and how to design shops to attract them
- b) Consumer attitude and its effects on consumers
- c) Different models to analyze the effects of advertising on consumers
- d) Scientific research on the attitude functions in consumers

ANSWER: B

Which one of the following is NOT a component of the ABC model? (1 pt.)

- a) The affective component
- b) The behavior component
- c) The advertising component
- d) The cognitive component

ANSWER: C

What is the purpose in the value-expressive function for consumers? (2 pts.)

- a) To impress other people and get a positive opinion about yourself from them
- b) To find products at a really reasonable price to keep a balanced budget
- c) To purchase only good quality products despite their high cost to create a cool image
- d) Not to buy low quality products to avoid seeming unpopular, unsophisticated and boring

ANSWER: A

What is the assignment for the next lesson? (2 pts.)

- a) To bring some example advertisements showing consumer attitude and behavior
- b) To do some pre-reading to get ready for a discussion in the following lesson
- c) To do some research on other theories of consumer attitude and behavior
- d) To analyze some examples of real advertisements and get ready for a class discussion

ANSWER: B

CONVERSATION Click to listen 

Listen to the conversation between a professor and a student and select the best answer for each question below. You have **2 minutes** to read the questions before listening and **2 minutes** to complete your answers after listening. You will listen to the conversation **ONCE**.

What could be the best title for this conversation? (2 pts.)

- a) Types of Media Programs for Children
- b) Causes and Effects of Watching TV on Children
- c) How to Solve the Problem of Watching Too Much TV
- d) Comparing and Contrasting Media Programs

ANSWER: B

What is the reporter's perspective on children watching TV? (2 pts.)

- a) The reporter thinks that children should not watch any kind of TV program as all TV programs are harmful.
- b) The reporter thinks that watching TV is necessary for children, but also warns parents about the possible threats.
- c) The reporter thinks that it is not children who should stay away from the TV but the parents themselves.
- d) The reporter supports watching every kind of program on TV as all TV programs are beneficial for a child's development

ANSWER: B

PART 2: READING (25 pts.)

TEXT 2: Read the following text and answer the questions according to the text. (17 pts.)

1 From the clothes and sunglasses you wear to computer hard drives and even cleaning products, nanotechnology plays a big part in the manufacture of many familiar products. Today, it is an inescapable part of modern everyday life. However, we have begun to easily harness the unique properties of nano-scale materials only over the past 20 years, while nature has been using nano-“technology” since the beginning of time to prevent infections, resist water, create colours, and climb vertical surfaces. Inspired by nature’s advances, scientists and engineers are generating biomimetic applications for nanotechnology in today’s world. “Nature is all about nanoscale structures. It starts with the cell. Biology plays around with the molecular scale all the time, and it’s the level at which all biological reactions occur,” explains Julian Vincent, a former biologist and now professor of mechanical engineering at the University of Bath.

2 Mimicking nature’s nanotech is becoming big business. The idea from butterfly colours are a prime example of how nanotechnology is inspired by nature to make better products. The spectacular colours of butterfly wings are not the product of colouring, but of complicated nanostructures which exhibit very high reflectivity in the range of visible light. As a result, white sunlight hits the wing, but only certain colours of visible light are bounced back. Scientists and engineers can control colour and reflectivity by manipulating the structure of matter at this nano-scale. They can adjust specific structural parameters like shape, size and organization. Surfaces that are enhanced with optical nanotechnology can appear bright without the traditional chemical colouring. There is even the potential to use optical nanotechnologies to bend light around an object to make it appear invisible! This would be useful in many scenarios, including eliminating blind spots from cars, increasing secrecy for military personnel, and for surgical purposes.

3 The power of the anti-bacterial feature of sharks is another very striking example of nanotechnology found in nature. Sharks have been swimming in the oceans for millions of years without the problematic growth of any bacteria on the surface of their skin because the nano-scale patterns on the shark’s skin prevent this. Bacteria tend to settle on surfaces and ultimately establish colonies and biofilms. It is easier to colonize a smooth surface rather than a rough one. Surfaces that prevent the growth of bacteria and organisms under the water are known as anti-dirt. In the past, anti-dirt techniques primarily involved covering surfaces with chemicals that can be toxic and very harmful to humans and the environment. To avoid these problems, scientists and engineers have begun to integrate a new anti-bacterial nano-scale pattern from sharks onto high-traffic surfaces. For instance, Sharklet Technologies Inc. has incorporated this pattern into rough surfaces such as railings and door handles in airports and hospitals and also into medical equipment to reduce bacterial colonization.

4 Plants, too, are big exploiters of natural nanotech and scientists are making use of this natural nanotechnology successfully. For instance, the leaves of the lotus flower exhibit extremely water-resistant properties due to the micro- and nano-structures on the leaf surface. This is the underpinning of self-cleaning windows. This idea has been applied to sealing windshields, waterproofing phones, protecting fabrics, wood and other surfaces to avoid dirt, dust and car exhaust particles.

5 Whether in your office, home or while sunning yourself on holiday, it is impossible not to encounter technology-based applications of the very small. Many technologies in the modern world rely on nanostructures, often inspired by evolution in the natural world. But there is much potential left to explore. “The overlap between the way nature solves these problems and the way we do, using technical solutions, is only 10 to 20%,” former biologist Vincent explains. “I’d like to see a world where we can truly use the tried and tested methods nature has employed,” he says. The field of

nanotechnology is still in its initial stages, but if we follow nature's lead, nanotechnology and biomimicry have great potential to improve our society in many ways.

What is the text mainly about? (2 pts.)

- a) The history and the gradual development of nanotechnology
- b) The examples of how nanotechnology makes use of nature's nanoscale structures
- c) How successful nanotechnology is in solving problems in the nature
- d) How much the human life is surrounded by the adverse effects of nanotechnology

ANSWER: B

Which one of the following statements can be inferred from the text? (3 pts.)

- a) There is little potential of nature left behind to be explored in advancing nanotechnology.
- b) Engineers are improved enough to make full potential of nature's nanotechnology.
- c) Plants are the best examples for scientists to copy the nature in advancing their technology.
- d) It is likely to see amazing developments in nanotechnology in various areas in the future.

ANSWER: D

What does "this" refer to in paragraph 3? (2 pts.)

- a) The anti-bacterial feature of sharks
- b) Problematic gathering of bacteria
- c) Reflection of nature on nanotechnology
- d) Sharks' swimming in the oceans

ANSWER: B

What does harness mean in paragraph 1? (1 pt.)

- a) defeat b) utilise c) oppose d) isolate

ANSWER: B

PART 3: USE OF LANGUAGE (15 pts.)

A. Select the correct option to complete the sentences.

_____ is the many benefits covered under its policy.

- a) If our company pleases the staff successfully
- b) How should the staff in our company be pleased
- c) Our company wonders if the staff is pleased
- d) What pleases the staff in our company

ANSWER: D

B. Select the correct order of the sentences to make a meaningful paragraph.

1. The most common method for measuring the impact of mass media advertising is the use of the rating point or the more accurate target rating point.
2. For example, an advertising campaign targeting a female audience aged 25 to 45 is generating well over 10 rating points.
3. This becomes very useful when focusing advertising efforts on a particular group of people.
4. The difference between the two is that the rating point refers to the percentage of the entire population while the target rating point refers to the percentage to a particular target.

- a) 1-3-2-4 b) 1-4-3-2 c) 4-2-1-3 d) 4-1-2-3

ANSWER: B

C. Select the option that is closest in meaning to the sentence given.

I'm sure the boy who paid for one bar of chocolate had another bar in his pocket.

- a) The boy must have had one more bar of chocolate in his pocket as well as the one he paid.
- b) The boy paid for two bars of chocolate which I'm sure about.
- c) It is certain that the boy had a bar in his pocket which he paid for.
- d) I'm sure that the boy stole one bar of chocolate which he hid in his pocket.

ANSWER: A

PART 4: WRITING (20 pts.)

Choose ONE of the topics below and write an **ESSAY** of approximately 300 words. Give details and examples to support your ideas.

- Developed countries have become insensitive towards the problems of developing countries.
- Using technology is /isn't beneficial in learning a foreign language.

PART 5: SPEAKING (15 pts.)

In this speaking exam, there are **two** parts.

1. In the first part you are asked some personal questions as a warm-up part. (1-2 mins)
2. In the second part you are asked questions about your opinion on a specific topic and you are expected to give enough details. (2-3 mins)

Sample Questions:

- Do you think technology is important for education? Why?
- What do you think the possible effects of nanotechnology on our health are?