

1. A is the name that identifies a product or manufacturer.

A	service	B	brand	C	copyright	D	patent
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2. What term describes having high-class tastes?

A	sophisticated	B	humble	C	ordinary	D	Mundane
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3. What is the term for something that is no longer in use or outdated?

A	current	B	Modern	C	obsolete	D	contemporary
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4. What does the "revolutionary" imply?

A	Big change	B	No change	C	Moderate change	D	Small change
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Match:-

logo – consumer – authenticate – frustrating – cursive				
.....

Match:-

1. admire left unprotected
2. exclusive combination of ingredients
3. exposed respect
4. formula belonging only to one (company)
5. intended meant or planned

1. broke Waste money
2. blow Out of money
3. max out Leave quickly
4. beat it Spend up to the limit
5. outlandish Strang or unexpected

1. She couldn't attend the party ___ she had a prior commitment

A	unless	B	because	C	wherever	D	In order to
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2. I won't be able to finish the project on time ___ I receive additional help.

A	unless	B	because	C	wherever	D	In order to
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3. She woke up early ___ catch the first bus.

A	since	B	after	C	if	D	In order to
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4. ___ you study hard, you will pass the exam.

A	If	B	Since	C	While	D	Therefore
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5. She went to the store ___ she could buy some groceries.

A	unless	B	since	C	So that	D	after
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6. She carries her phone ___ she goes.

A	unless	B	wherever	C	because	D	In order to
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7. If you heat ice, it _____ .

A	melted	B	may milt	C	melts	D	might get wet
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8. If he finishes his work early, he _____ to the party.

A	will go	B	went	C	may go	D	might go
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The Power and Impact of Advertising through Social Media Platform

- 1 .Unparalleled Reach: Social media platforms have billions of active users worldwide, providing businesses with an unprecedented opportunity to reach and engage with their target audience on a global scale.
- 2 .Precise Targeting: Advertising on social media platforms allows businesses to leverage user data and target specific demographics, locations, interests, and behaviors, increasing the effectiveness of their campaigns and optimizing their advertising budgets.
- 3 .Enhanced Engagement: Unlike traditional advertising mediums, social media platforms enable two-way communication between brands and consumers, fostering engagement, gathering insights, and building strong customer relationships.
- 4 .Cost-Effective Advertising: social media advertising often offers a more cost-effective solution compared to traditional channels. Businesses can set their own budgets, track campaign performance in real-time, and optimize their strategies for better resource allocation.
- 5 .Diverse Ad Formats: Social media platforms offer a variety of ad formats, including text-based ads, images, videos, and interactive content, allowing advertisers to choose the format that best suits their marketing goals and captivates their target audience.
6. Measurable Results: Social media platforms provide comprehensive analytics tools that enable businesses to track and analyze key metrics such as reach, engagement, click-through rates, conversions, and ROI. These insights help refine strategies and achieve better results over time.

Reading Comprehension

1. Read the text and answer the questions.

1. How does advertising on social media platforms allow businesses to target specific audiences?
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2. What advantages does social media advertising offer in terms of campaign performance analysis?
.....

2. Circle (T) for true and (F) for False

1. Social media platforms offer a wide range of ad formats to suit different business objectives.	T	F
2. Social media advertising is cost-effective compared to traditional advertising channels.	T	F
3. Social media advertising provides a one-way communication channel.	T	F
4. Social media platforms do not collect user data for advertising purposes.	T	F
5. Social media platforms provide comprehensive analytics tools to measure performance.	T	F
6. Social media advertising has no impact on building customer relationships and brand loyalty.	T	F