



NAME & SURNAME:	
STUDENT NUMBER:	EXAM ROOM:

EXAM RULES

- Students are not allowed to leave the exam room during the first 30 minutes of the exam. Any student leaving the exam room before the end of the exam will NOT be admitted to the room again.
- All cell phones or smart watches must be switched off and removed from the desks. Make sure that your phones do not ring during the exam.
- Only the answers on the optic form will be considered valid. Answers in the multiple-choice test papers will NOT be evaluated. Answers should be written in lead pencil on the optic form.
- Only the correct answers will be taken into account while calculating the total score of a student.
- The papers of students who cheat, attempt to cheat or help others to cheat will not be assessed and disciplinary action will be taken.

ABOUT THE EXAM

- The exam is <u>75 minutes</u> long.
- This booklet consists of <u>40 multiple-choice questions</u> for Listening and Language Use & Reading Comprehension sections.
- This booklet consists of 8 pages, 1 cover page and 7 question pages.

PLEASE FILL IN THE REQUIRED FIELDS ON THE OPTIC FORM

- Name & Surname / Adı & Soyadı
- Student Number / Öğrenci Numarası
- Signature / İmza





SECTION I – LISTENING (Total: 40 pts.)

For questions 1-15, choose the best option as you listen.

PART 1 1. According to the lecture, marketing and production departments need to work together as this
a) improves manufacturing and packaging strategies
b) helps create demand for the product in the market
c) increases the need to find a market for the product
d) changes the nature of the production procedures
2. Which of the following statements is FALSE about the life cycle of a product?
a) It includes different stages including maturity and decline.
b) Companies must consider a product's stage in its life cycle.
c) It particularly applies to outdated products being reintroduced.
d) Understanding it helps companies make better decisions.
3. Which of the following pairs is NOT mentioned as a requirement of production planning?
I. Devices and equipment are needed to process the product.
II. Marketing research must be completed before production.
III. Production managers demand sales to be over the plant's capacity.
IV. Unprocessed resources are essential to start production.
a) - V b) - V c) - d) -
4. According to the text, why is product design important in addition to standardization?
a) It aids in offering a range of options to engage customers.
b) It ensures all products look identical to compete well.
c) It eliminates the need for new marketing strategies.
d) It aims to minimize production costs for profitability.
5. In the context of price determination, what crucial aspect does the lecture highlight regarding
market competition?
a) The monopoly status of a single manufacturer leads to restricted pricing.
b) Pricing strategies ignore consumer income levels for the sake of efficiency.
c) Supply and demand are essential components that shape product pricing.
d) The uniqueness of a product increases the need for competitive pricing.
PART 2 6. One reason for people to change certain aspects of their personalities in different social groups is
that .
a) they aim to align with the expectations of the social group they are engaging with
b) the social context they are in urges them to behave in a different manner than others

c) they refrain from communicating a clear message about themselves at the beginning **d)** self-presentation and impression management cause confusion within their group



brand?

YTU SFL DEPARTMENT OF MODERN LANGUAGES IAESTE ENGLISH PROFICIENCY EXAM



d) motor learning principles

a) Ingratiation is primb) Compliments usedc) The strategy of ing	owing statements is TRUE narily about asserting domination should be regratiation aims to distinguish ouraged in professional sett	ance in social situations. easonable to be effective. n oneself from social groups		
8. Which of the follo	owing options provides th	e correct order of answer	s to fill the gaps below?	
			approaches, striving to to prevent adverse	
•	anipulative/accusations oroachable/feedback	b) aggressive/threatenind) neutral/indifferent/requ	•	
b) "I led the team to s c) "I'm always here to	relax instead of helping out, success on that project, and o support you because I thinelp with the project while fac	l it highlighted my leadershi nk your ideas are truly valua	able."	
a) Employing multipleb) Specializing in onec) Using a single strad) Regular changes in partPART 3	Carter argue about the use e strategies simultaneously e or two self-presentation st ategy over an extended peri- in strategies enhance social	affects how others react. rategies boosts effectivenes od can influence personality interactions and relationsh	ss. y. ips.	
_	e speaker, if you want to d			
		,	careful exclusively about correct intonation nsult a professional voice coach	
,	e speaker, the change in t level of speakers	,	 f speech genres	
13. When it comes t	to the inflection or intonat	ion of speech, what type	of intonation is used in one	
of the two extremes	of inflection in speech?			
a) stunned tone	b) highly sing-songy rate	c) fast tempo	d) energetic pitch	
14. When the rate o	f your speech slows dowr	n, you are perceived as a/a	an person.	
a) agitated	b) shy	c) moody	d) patronizing	
15. Which of the fol	lowing is NOT a course of	action that can be used t	o improve the voice	

a) correct exercises b) physiology principles c) clarifying techniques





SECTION II – LANGUAGE USE & READING COMPREHENSION (Total: 60 pts.) PART 1

Read the text and an	swer the questions	16 – 21 by choosing the b	pest option to fill in the blanks.
news articles or video such as Facebook a engagement yet often informed citizen is (17 as war, crime, political feelings of fear and h traumatic stress. Slee media apps in bed. If fight-or-flight response What is more, dooms topic that leads to an of the such as facebook as the such as facebook as the such as facebook as faceboo	s online, often (16) _ and YouTube, which trapping users in a) current affair corruption, and clima nopelessness, and it p patterns can also this habit (20) e from negative news corolling can result in bbsession. This behave	social media. This is use algorithms to show constant cycle of outrage s, which often includes reacte change. (18), except can even (19) par suffer, as many people so to extremes, it can lead per subsessive-compulsive distribution becomes compulsive as aghts. The reality is that documents are solved.	ly checking disturbing or upsetting especially relevant with platforms users similar content, sparking and anxiety. Part of being a well-ding about distressing topics such cessive doomscrolling can result in the attacks and feelings like post-roll through news sites and social exple to stay up later and invoke a pobe relaxing to prepare for sleep corder by focusing on a particular speople engage in it to relieve the omscrolling increases stress in the
16. a) beyond 17. a) getting rid of 18. a) No matter 19. a) alleviate 20. a) was taken 21. a) detriment	b) viab) putting up withb) Not to mentionb) triggerb) is takenb) relief	c) alongc) keeping up withc) Likewisec) distractc) takesc) stimulant	d) withoutd) looking down ond) Howeverd) suppressd) has takend) competence
Read the text and an	swer the questions	22 – 27 by choosing the b	pest option to fill in the blanks.
on indigenous common culture, environment, a Canada explored (23) cultural identity. Resea as the Arctic ice melts security but also disru. The study involved extrich qualitative data anthropologists noted satellite imagery—into methods (26)	unities, (22) changing archers observed that a earlier each spring a pts the (24) the that while many In their hunting practic through generation le land and ice, using a changing and size, using the strong through generation and ice, and ice	studies that highlight the able study carried out amore ice conditions have affected traditional hunting routes the and freezes later in the fall of cultural knowledge from the community's adaptive so the community's adaptive so the integrating modern the cases, there is a noticeable so the sons. For example, hunters the genvironmental cues to reasons.	on to the impact of climate change the intricate relationships between the first populations in northern and traditional hunting practices and become dangerous or inaccessible. This shift not only threatens food on elders to younger generations ipant observations, which provided strategies. In their findings, the technology—such as GPS and sense of loss regarding traditional instorically (27) on their navigate and locate seals but this
22. a) conduct23. a) what24. a) ambiguity25. a) on account of26. a) turned down27. a) have relied	b) being conductedb) howb) obstructionb) with regard tob) brought upb) relied	c) which	 d) conducting d) whose d) novelty d) likely to d) set aside d) will have relied





PART 2

For questions 28-31, choose the BEST option that completes the paragraph in a meaningful way.

- 28. Pop art is the popular art movement of the late 1950s and '60s that was inspired by commercial and popular culture. Although it did not have a specific style or attitude, Pop art was defined as a diverse response to the postwar era's commodity-driven values, often using commonplace objects such as comic strips, soup cans, road signs, and hamburgers as subject matter or as part of the work. ______. In fact, Pop art was a descendant of Dada, a nihilistic movement in the 1920s that ridiculed the seriousness of contemporary Parisian art and, more broadly, the political and cultural situation that had brought war to Europe.
- **a)** At first glance, it may seem like a relatively young movement in the art world, but in reality, it dates back to the early 20th century.
- **b)** In many respects, the Pop art movement originated as a form of academic exploration and inquiry conducted by artists and architects.
- **c)** Since its distinct style and approach were quickly embraced by the mass media, Pop art emerged as a significant cultural phenomenon.
- **d)** Although the public initially dismissed it, by the end of the 20th century it had evolved into one of the most renowned art movements.
- 29. Generation Alpha is the term used to describe the generation of people born or who will be born between 2010 and 2025. ______. According to estimates, they will probably make up a very large segment of the population. The quick population growth of the baby boom years led to the millennial generation whose members were born between 1981 and 1996 also being very populous, as they are mostly children of baby boomers who were born between 1946 and 1964. This trend continues with Generation Alpha, who are mostly the children of millennials along with younger members of Generation X.
- **a)** Generation Alpha is digital natives, more tech-savvy than previous generations, globally-connected, and diverse.
- **b)** Generation Alpha is the first generation to receive a name based on a letter from the Greek alphabet rather than the Latin alphabet.
- **c)** It can be difficult to describe this generation demographically because they are still being born and this will continue until 2025.
- **d)** As members of Generation Alpha are still children, they are under the influence of their parents, who are typically millennials.
- 30. To estimate the age of ancient trees, scientists analyze the growth rings within the trunk. These rings can provide insights into the environmental conditions during each year of the tree's life. By using a process called dendrochronology, researchers count and measure the rings, which represent periods of growth. Additionally, carbon dating techniques can be used to verify the age of particularly old samples. Over the past few decades, different methods have emerged to improve the accuracy of tree dating, ranging from radiocarbon analysis to genetic testing.

 _______. One method, for instance, offers distinct advantages, such as radiocarbon analysis providing precise age estimates for older samples, while genetic testing helps trace lineage and evolutionary patterns. As a result, scientists have identified the oldest known living tree, named Methuselah, which is estimated to be over 4,800 years old, and continue to discover other ancient trees that might be even older.





- **a)** The age of a tree can provide scientists with important information about climate patterns from thousands of years ago.
- **b)** This has led to debates among researchers, as each technique offers unique insights into tree age and environmental history.
- **c)** People have always been fascinated by the age and endurance of ancient trees, seeing them as symbols of strength.
- **d)** Counting tree rings was a practice used by Native American tribes to track the seasons and changes in their environment.
- 31. Soil is composed of a mixture of different particles and organic matter, making it essential for plant growth. The primary components of soil include minerals, organic matter, water, and air. Mineral particles, such as sand, silt, and clay, determine the texture of the soil and influence its ability to retain or drain water. ______. The organic matter in soil, like decaying plant material and microorganisms, plays a crucial role in nutrient cycling. Soil composition can vary greatly depending on the region and climate. Water retention and drainage in soil are influenced by the type and size of its mineral particles.
- a) Farmers often add artificial compost to improve the nutrient content of the soil.
- b) Plant roots cannot grow well in soils that are compacted by heavy machinery.
- c) These components can thereby greatly affect how water moves through the soil.
- d) Weather patterns can drastically alter the mineral content in different types of soil.

PART 3

Answer the questions from 32-40 according to the following texts.

Paragraph 1

The study of natural occurrences and other aspects of the environment is greatly aided by ocean currents, which provides scientists with an essential resource. In their research on ocean currents, scientists have devised new approaches to better comprehend the movement of water all over the world. Traditional models suggested that currents like the Gulf Stream flow in a steady, predictable path due to differences in temperature and salinity between water layers. However, recent studies show that ocean currents are more complex, influenced by factors like wind patterns, the shape of the ocean floor, and interactions between different water masses. For the purpose of developing more precise models of these currents, researchers are currently making use of sophisticated satellite data, underwater sensors, and computer simulations. This technology allows scientists to monitor ocean behavior in real time, revealing subtle changes that previous models could not detect. The new models can predict the way currents change over time and how they affect global climate patterns. These improved predictions are important for understanding the role of ocean currents in regulating Earth's temperature, as well as their impact on marine life, coastal ecosystems, and weather systems. Understanding how these currents move is crucial for predicting phenomena like El Niño and La Niña, which can have significant effects on weather patterns around the world, including droughts and heavy rainfall. Scientists believe that a better understanding of these processes could help us prepare for the impacts of climate change and make more informed decisions about marine conservation and fisheries management, ultimately contributing to the sustainability of our oceans.





32. One key dis	tinction between trac	ditional models and new	er models is that
a) traditional mo	dels assume a consta	nt flow, while newer mode	ls recognize variability in currents
b) traditional mo	dels focus solely on te	mperature, while newer m	nodels ignore temperature differences
c) traditional mo	dels rely on limited dat	a, while newer models av	oid using advanced technology
d) traditional mo	dels work on predictat	oility, while newer models	acknowledge complexity
33. What can th	e new models of oce	an currents do?	
a) They supply in	nformation just regardi	ng the temperature variat	ons in the water.
b) They assist scientists in comprehending oceanic phenomena instantaneously.			
c) They assume	that currents like the	Gulf Stream always follow	a steady path.
d) They focus m	ainly on the biological	components of marine ec	osystems.
34. The word "s	subtle" is closest in r	neaning to	
a) radiant	b) nuanced	c) confidential	d) noticeable

Paragraph 2

Leonardo da Vinci's concept of the "Ideal City" is a fascinating synthesis of his artistic and engineering genius, offering a blueprint for urban planning far ahead of its time. Conceived during the late 15th century, his designs aimed to address the overcrowded and unsanitary conditions that plagued medieval cities, where diseases like the plague were rampant. Leonardo envisioned a city that was not only efficient but also conducive to public health and well-being. His approach was revolutionary in its emphasis on hygiene, organization, and the integration of nature into urban life. The core feature of Leonardo's Ideal City was its vertical stratification. The city was to be divided into distinct levels, with the upper tiers reserved for pedestrians and residential areas, while the lower levels would house transport and sanitation systems. This separation was intended to keep waste and pollution away from the living quarters, thus reducing the risk of disease. The lower levels were designed for the efficient flow of goods and services, utilizing canals and underground passageways to facilitate transport without disrupting the clean, open spaces above. This also reflected his understanding of hydraulics, as he proposed advanced water management systems to prevent flooding and ensure a reliable supply of fresh water. Leonardo's plans also included broad streets and thoroughfares to improve air circulation, an essential feature for reducing the spread of airborne diseases. His designs featured wide public squares and gardens, promoting both social interaction and mental well-being. The use of green spaces, in particular, was a precursor to modern urban planning principles that recognize the importance of nature in cities.

i. The most significant aspect of Leonardo's "Ideal City" was its	
emphasis on aesthetic beauty over functionality	
focus on the vertical separation of city functions	
inclusion of transportation in the city's lower levels	
reduction of natural spaces to make room for housing	
5. In his design of the lower levels, Leonardo aimed to	
provide housing for the city's residents	
allocate parks and spaces for public gathering	
house recreational facilities and entertainment venues	

d) facilitate the movement of goods and services





37. What can be inferred about the challenges faced by medieval cities that influenced Leonardo's design?

- a) Medieval cities were primarily concerned with increasing population growth.
- b) The primary focus of city planners at the time was creating large public monuments.
- c) Diseases spread easily due to poor hygiene and lack of organized infrastructure.
- d) Medieval cities had effective water management systems in place except for transportation.

Paragraph 3

Nuclear power stands at the intersection of innovation and controversy in the quest for sustainable energy. It offers significant benefits, including high energy efficiency and a low-carbon footprint, which make it a potential solution to the global climate crisis. However, concerns about safety, radioactive waste, and the possibility of devastating accidents continue to fuel debate over its long-term viability. One of the primary advantages of nuclear energy is its immense power output. Nuclear fission, the process by which the nucleus of an atom is split, releases a tremendous amount of energy. Compared to fossil fuels and renewable sources like solar or wind, nuclear energy is incredibly efficient. A single nuclear power plant can produce continuous, reliable electricity on a scale unmatched by most renewable energy technologies, regardless of weather conditions. In addition, nuclear power generates minimal carbon emissions during operation, making it a key tool in the fight against climate change. Nevertheless, nuclear power has significant drawbacks. The potential for catastrophic accidents, such as those at Chernobyl (1986) and Fukushima Daiichi (2011), highlights the biggest danger concerning nuclear energy. Although modern reactors are designed with multiple safety features and redundancy systems to minimize the risk of accidents, the stakes are incredibly high. Any malfunction can result in widespread radioactive contamination and is capable of inflicting irreversible environmental harm and long-lasting health impacts. Radioactive waste is another critical issue. Spent nuclear fuel remains hazardous for thousands of years, and there is still no universally accepted solution for its long-term disposal. Most waste is stored in temporary facilities, raising concerns about potential leaks or future containment failures. The growing volume of waste underscores the need for a safe, permanent storage method, a challenge that continues to limit nuclear energy's full potential.

38. According to the text, which of the following is a key benefit of nuclear power compared to renewable energy sources?

- a) It requires a less demanding and long-term environmental planning as it operates with minimal waste.
- b) It relies on a simpler and more affordable infrastructure than other forms of renewable energy.
- c) It can be rapidly deployed and scaled in a shorter time frame than traditional wind or solar projects.

a) it provides consiste	nt, large-scale electricity that	remains stable despite	weather fluctuations.	
39. The word "inflicti	ng" is closest in meaning t	to		
a) administering	b) penalizing	c) causing	d) hampering	
40. Which of the fol	lowing is a significant cha	allenge related to the	management of radioa	ctiv

waste in nuclear power generation?

- a) The lack of comprehensive public awareness campaigns that educate citizens on the safe disposal of radioactive waste.
- b) The high cost of aggregating an international network of experts dedicated to promoting best practices in radioactive waste disposal.
- c) The increasing volume of nuclear waste generated from aging reactors, which complicates waste management strategies.
- d) The absence of a global consensus on an effective long-term strategy for disposing of radioactive waste.