



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.
- ② 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 <u>8 pages</u>, 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.
	questions	I I ,	CIIOOSC	tile best	Option as	, you noten

PART 1

- 1. What were the characteristic instruments that were used to understand the world in the age of Enlightenment?
- a) logical thinking and experimental approach
- b) beliefs and philosophical movement
- c) church and governmental despotism
- d) intellect and religious absolutism
- 2. According to the speaker, which of the following is NOT an area that was affected by the new way of thinking?
- a) human rights for everybody
- b) independence of all citizens
- c) equity of citizens who live in the same country
- d) personal judgements over questions of truth
- 3. According to the speaker, which of the following was an idea that the thinkers of Enlightenment advocated?
- a) partiality of law courts
- b) dissolution of religious and governmental issues
- c) superiority of a class over a group people
- d) following one party-rule
- 4. According to the speaker, which of the following was NOT a result of the introduction of new economic ideas?
- a) Expansion of market economies
- b) Improving material well-being
- c) Rising material poverty among people
- d) Transformations in many countries
- 5. The speaker mentions the ideas of liberty, limited government and the separation of the church and state in order to ______.
- a) explain the revolutionary change in the USA and France
- b) prove how the prosperity in Europe and North America increased
- c) define the importance of absolute power of monarchy in a state
- d) illustrate the effect of these ideas on David Hume and Adam Smith

PART 2

- 6. According to the lecture, consumer behaviour in marketing is ______.
- a) catchy phrases and their effects on consumer decisions
- b) how people choose products they need, desire or get
- c) market share trends and their relation to consumers
- d) product development strategies to fulfil consumer needs





7. Why is understanding consumer behaviour important for	companies?	
a) To create memorable commercials and ad campaigns		
b) To identify opportunities for potential shareholders c) To interpret consumers' reaction and grow in the market d) To decrease production costs and offer cheaper prices		
8. Which of the following is NOT listed among psychological a) recognizing a necessity c) one's mental outlook	factors that affect consumer behavion b) ability to comprehend data d) individual thought process	our?
9. Which of the following options gives the correct persona	,	fects consumer
behaviour according to the lecture?		
a) Personal: age Social: income c) Personal: class	b) Personal: gender Social: availability d) Personal: work community	
Social: living conditions	Social: background	
10. Which of the following options gives the correct order of According toconsumer behaviour model,		are the driving
force for the consumers when they determine to buy. a) personal-variable/external/values c) black-box/external/promotions	b) black-box/internal/sampling d) personal-variable/internal/price	
PART 3		
11. The primary goal of the Luna Ring project is to	_ .	
a) study the Moon's surface and get samplesb) build a solar panel ring around the Earth		
c) explore the Moon for signs of life		
d) provide an alternative energy source		
12. Which one is TRUE about the Luna Ring plan?		
a) A ring of solar panels will go around half of the moon's surf	ace.	
b) The solar panels will be placed in a square in the center of t		
c) A ring of solar panels will stretch around the middle of the I d) The entire surface of the Moon will be covered in solar pan		
13. What is the primary function of rectennas in the Luna Rir		
a) Transmitting solar energy to the Moon	ig project:	
b) Transforming microwaves and lasers into electricity		
c) Storing excess energy on the Moon		
d) Cooling the Moon's surface during energy transfer		
14. Which of the following is FALSE about Shimizu?	acatad in Japan	
a) It is a globally known corporation whose headquarters are lb) It has been in the renewable energy production business for	· · · · · · · · · · · · · · · · · · ·	
c) It is one of the biggest companies in the construction business	•	
d) It aims to team up humans and robots for the Luna Ring pro		
15. In the construction stage, Shimizu aspires to make use of	-	•
a) work on the Moon's surface to put the panels properly		
b) be under non-stop control from a satellite placed nearby		

c) guide the astronauts through the building processd) be able to produce limited types of building materials



27. a) adoption

b) exclusion

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SECTION II - LANGUAGE USE & READING COMPREHENSION (Total: 60 pts.)

PART 1 Read the text and answer the questions 16 - 21 by choosing the best option to fill in the blanks. Artificial intelligence or AI allows the machinery to learn from experiences, adjust responses according to inputs and perform tasks (16) _____ how a human would. We've all watched science fiction movies where robots take over the world and enslave humans and wondered if AI will take control and cause (17) _____ in the world as we know it. (18) , artificial intelligence has done the very opposite for the human race. Creating improvements in efficiency and helping to save time in completing projects, allowing companies to (19) business with a swift speed of delivery without compromising on the quality. (20) _____ Al continues to dig deeper into the ground and spread its roots in the industry, it is no surprise that the future holds a world where people and artificial intelligence will work hand in hand. It (21) _____ that by the year 2025, the artificial intelligence market is going to reach a jaw dropping amount of \$190 billion! This is only the beginning of AI seeping into the workplace. As AI becomes more prominent in the workspaces, it will force leaders to reconsider their business and plan out action. **16.** a) thanks to b) similar to c) instead of d) contrary to **17.** a) contentment b) resignation c) havoc d) construction b) Not to mention **18.** a) Likewise c) No matter d) However 19. a) disregard b) contempt c) conduct d) abandon 20. a) As b) As if c) Owing to d) In view of 21. a) forecasted b) is forecasted c) has forecasted d) will be forecasted Read the text and answer the questions 22 – 27 by choosing the best option to fill in the blanks. Household air pollution is bound (22) _____ by the use of inefficient and polluting fuels and technologies in and around the home that contains a range of health-damaging pollutants, (23) _____ small particles that penetrate deep into the lungs and enter the bloodstream. In poorly ventilated dwellings, indoor smoke can have levels of fine particles 100 times higher than acceptable. (24) is particularly high among women and children, who spend the most time near the domestic hearth. Reliance on polluting fuels and technologies also require significant time for cooking on an inefficient device, and gathering and preparing fuel. Worldwide, around 2.4 billion people still cook using solid fuels (25) _____ wood, crop waste and coal in open fires and inefficient stoves. There is a large discrepancy in access to cleaner cooking alternatives between urban and rural areas: in 2020, only 14% of people in urban areas relied on polluting fuels and technologies, (26) _____ 52% of the global rural population. Without strong policy action, 2.1 billion people are estimated to still lack access to clean fuels and technologies in 2030. Strategies to increase the (27) _____ of clean household energy include policies that provide financial support to purchase cleaner technologies and fuels, improved ventilation or housing design, and communication campaigns to encourage clean energy use. **22.** a) to generate b) to be generating c) to be generated d) generating 23. a) including b) that include c) to include d) having been included 24. a) Sequence b) Exposure c) Dimension d) Reluctance 25. a) likely to b) as long as c) such as d) as of 26. a) attributed to b) leading to d) compared with c) providing with

c) contradiction

d) conversion





PART 2

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

- 28. To calculate the number of stars in the galaxy, astronomers have to evaluate the mass of the galaxy. You may achieve this by keeping an eye on the galaxy's revolution around its axis. A spectrum study, carried out with a spectroscope, is another part of this computation. Over the last 30 years, there have been other models used to calculate the number of stars in the Milky Way, varying from the mathematical to the quantum.

 _______. The lowest bound of the calculations, which estimates there are about 100 billion stars, is one of the most popular theories. On the other hand, the top boundaries of such predictions assert that the Milky Way galaxy, which contains our own solar system, has 400 billion stars.
- a) The number of stars can be seen by some as a trivial bit of data, as such does not affect the decisions that people make in their daily business.
- b) This has led to different opinions because each method offers its own way of measuring the average mass of the stars.
- c) This accounts for the stars that would possibly be bigger or smaller than our sun and averages them out in our Milky Way.
- d) Reading the stars in order to make predictions regarding the future became popular in early Eastern society; originally stemming from the Han Dynasty in China.
- 29. Two types of materials are the building blocks of all viruses. To begin with, all viruses include proteins. Chemical elements called proteins are found in all living things. A protein molecule or particle is made up of a lengthy chain of compounds known as amino acids. _______. They can be arranged in any order on the protein chain. Proteins with various amino acid configurations can be found in many plant and animal species. The protein often makes up the outer coat of a virus. The second type of material present in all viruses is nucleic acid, which is enclosed by this outer coating of protein.
- a) An infected cell produces more viral protein instead of its usual products.
- b) There are many external factors that can disrupt various amino acid.
- c) There are about 20 different kinds of these in proteins.
- d) It is thought that outbreaks of viral disease are responsible for mass extinctions.
- a) Location-based AR, on the other hand, utilizes the location data from users' mobile devices, often through GPS or Wi-Fi-based positioning systems
- b) Moreover, image-based AR provides people with the opportunity to practice their knowledge and skills by seamlessly combining digital information with the real-world environment
- c) GPS determination of the exact location of mobile devices and how far related objects, on the contrary, can be exactly calculated from the target location
- d) Again, AR helps to increase users' experiences with the real world as opposed to other computer interfaces that pull users away from the real world through the screen





31. Botulinum toxin, commonly referred to as Botox, is a	widely used medical treatment, primarily employed
for cosmetic purposes to diminish the appearance of write	nkles and fine lines. Nevertheless, like any medical
intervention, it may lead to side effects. Commonly obs	erved side effects from botulinum toxin injections
include temporary discomfort, redness, or swelling at th	e injection site. Some individuals may experience
minor bruising or headaches as well.	. Additionally, there have been reported cases of
difficulty swallowing or speaking following injections, and	allergic reactions, though exceedingly rare, can also
occur. It is crucial for those contemplating Botox treatment	s to consult a qualified healthcare provider who can
evaluate their suitability for the procedure and discuss po	tential risks and benefits. While adverse effects are
generally temporary and manageable, it's essential to be in	formed about potential complications.

- a) Therapeutic uses of botulinum toxin, among the neurotoxin class of medications, include chronic migraine, spastic disorders, cervical dystonia, and detrusor hyperactivity.
- b) Also, it has been approved for the treatment of excessive underarm sweating of unknown cause, which cannot be managed by topical agents.
- c) More significant side effects may manifest, in rare instances, such as localized muscle weakness near the injection site, making it challenging to perform certain facial expressions.
- d) Likewise, the imbalances in the actions of muscles that rotate the eyes can sometimes be relieved by weakening a muscle that pulls too strongly with the use of botulinum toxin.

PART 3

Answer the questions from 32-40 according to the paragraphs.

Paragraph 1

In recent years, the rapid advancement of robotics has revolutionized various industries, from manufacturing to healthcare. These machines, designed to perform tasks with precision and efficiency, have undoubtedly improved productivity and made our lives easier in many ways. However, as with any technological advancement, robotics also come with their fair share of disadvantages that warrant careful consideration. One of the primary concerns surrounding robotics is the potential for job displacement. As robots become increasingly sophisticated and capable of performing complex tasks, there is a growing fear that they will replace human workers. This phenomenon, known as technological unemployment, poses a significant threat to employment rates and livelihoods. According to a study by the World Economic Forum, automation could displace around 85 million jobs globally by 2025. Furthermore, the high cost of implementing robotics technology is another drawback that cannot be overlooked. While the initial investment may be substantial, ongoing maintenance and upgrades can also be expensive. Small businesses, in particular, may find it challenging to afford such investments, potentially widening the economic gap between large corporations and smaller enterprises. Another disadvantage of robotics is the potential for cybersecurity threats. With the increasing connectivity of robotic systems, they become vulnerable to hacking and unauthorized access. This poses significant risks, especially in critical sectors such as healthcare and defense. A breach in security could lead to disastrous consequences, compromising sensitive data or even enabling malicious actors to take control of robotic systems. Moreover, the reliance on robotics can lead to a loss of human skills and expertise. As machines take over repetitive and mundane tasks, humans may become less proficient in these areas, ultimately eroding valuable skills and knowledge. This could have long-term implications for society, as we become overly dependent on machines and lose touch with our own capabilities.

32. Which of the following statement is TRUE about technological unemployment?

- a) It is the great loss of prevailing jobs in the high-tech fields.
- b) It is the worldwide job satisfaction resulting from complex robotics.
- c) It is the common fear of prospective increases in global employment rates.
- d) It is the potential threat of robots replacing human workforce.





33. According to the paragraph, which of the following is NOT one of the drawbacks of robotics
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- a) Loss of human capabilities
- b) High maintenance fees
- c) Ethical concerns

a) encounter

d) Security and privacy issues

34. The gap between small and large companies is widening since _____.

- a) big corporations pursue unfair and illegal practices against smaller ones
- b) big firms place more emphasis on upgrading their Research and Development activities
- c) small businesses find it financially hard to catch up with the high costs of investment
- d) small companies are unwilling to invest in maintenance and upgrade operations

Paragraph 2

According to a new theory presented by researchers at HHMI's Janelia Research Campus, how useful a memory is for future situations determines where it resides in the brain. The theory offers a new way of understanding systems consolidation, a process that transfers certain memories from the hippocampus – where they are initially stored – to the neocortex — where they reside long term. Under the classical view of systems consolidation, all memories move from the hippocampus to the neocortex over time. But this view doesn't always hold up; recent research shows some memories permanently reside in the hippocampus and are never transferred to the neocortex. Now, researchers are putting forward a new, quantitative view of systems consolidation to help resolve this longstanding problem, proposing a mathematical neural network theory in which memories consolidate to the neocortex only if they improve generalization. Generalizations are constructed from the reliable and predictable components of memories, enabling us to apply them to other situations. We can generalize certain features of memories to help us understand the world, like the fact that canyons predict the presence of water. Under this view, consolidation doesn't copy memories from one area of the brain to another but rather creates a new memory that is a generalization of previous memories. The amount that a memory can be generalized - not its age - determines whether it is consolidated or remains in the hippocampus. The researchers used neural networks to show how the amount of consolidation varies based on how much of a memory is generalizable. They were able to reproduce previous experimental patterns that couldn't be explained by the classical view of systems consolidation. The next step is to test the theory with experiments to see if it can predict how much a memory will be consolidated. Uncovering how memory works can help researchers better understand an integral part of cognition, potentially benefitting human health and artificial intelligence.

35.	The difference between the classical view and the new theory is mainly about
a)	the location of the memories that are stored in the brain
b)	how hippocampus creates neurons to save memories
c)	what leads to the complete loss of memories in the long term
d)	the memory transfer from neocortex to hippocampus
36.	Which of the following can be inferred from the passage?
a)	Generalizations happen only after memories reside in the neocortex.
b)	The older a memory is, the stronger its representation will be in the brain.
c)	Unforeseeable elements in a memory may undermine generalizations.
d)	The amount of memory that is generalizable does not change.
37 .	The word "consolidate" is closest in meaning to

b) reinforce

c) abandon

d) deduce





Paragraph 3

Wilbur and Orville Wright, American innovators, and trailblazers in the realm of aviation, were given a model plane when they were children. Fascinated by the toy and its mechanics, they would develop a lifelong love of flying, sparking a lifelong devotion to the art of flight. The Wright brothers were consistently involved in a myriad of mechanical undertakings and remained well-informed about advancements in various scientific fields. Their inquisitiveness ultimately propelled them into the realm of flight experimentation. Initially, their endeavors centered on comprehending the intricacies of crafting efficient wings for flight. They observed that birds adeptly adjusted their wing angles to ensure stability and control, and they tried to emulate this. The culmination of their efforts materialized on December 17, 1903, when the Wright brothers achieved an epochal milestone by executing the inaugural controlled flight of a powered aircraft. In this groundbreaking feat, Wilbur piloted their heavier-than-air craft for an astonishing 59 seconds, traversing nearly 260 meters. Nonetheless, their accomplishment encountered skepticism from numerous quarters within the press and the aviation community. Some questioned the authenticity of the brothers' assertions. Consequently, the Wright brothers resolved to extend their initiatives to Europe in 1908, nurturing hopes of securing broader recognition, persuading the general public, and attracting potential aircraft enthusiasts. Expanding their enterprise internationally also promised to augment their standing. In France, they encountered a significantly more welcoming audience. They conducted numerous public flights, offering rides to dignitaries, journalists, and statesmen. By 1909, they had successfully realized their objectives. They ascended to celebrity status throughout Europe, earning invitations from royalty and heads of state, with their exploits regularly featured in newspapers. They commenced selling their aircraft in Europe before eventually returning to the United States in 1909, where they continued to progressively expand their aviation business.

38. Which of the following is TRUE about the Wright Brothers?

- a) They were inspired by some scientists who were famous in the field of aviation.
- b) They shifted from mechanical pursuits to aviation due to their passion in science.
- c) The distance they covered in their first flight made a huge headline throughout the US.
- d) Before they could make their first flight, they had to deal with certain bureaucratic issues.

39. Which of the following was NOT one of the reasons why the Wright brothers went to Europe?

- a) They aimed for overseas expansion to grow their business effectively.
- b) Their achievement was not praised in the US as much as they expected.
- c) Royals and statesmen in Europe would pay more for their invention.
- d) They aimed to generate more publicity for their planes.

40. The word "	emulate" is closest in n	neaning to	•
a) compete	b) witness	c) scorn	d) mimic

-END OF TEST-