

**ACIBADEM MEHMET ALI AYDINLAR UNIVERSITY**

**PREPARATORY ENGLISH PROGRAMME**

**PRACTICE ACEPT**

**FULL NAME:**

**GROUP:**

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| --- | --- |
| **SECTIONS** | **TIME** |
| **SESSION I:**  **PART I: READING COMPREHENSION** **(Questions 1-20)**  **PART II: USE OF ENGLISH (Questions 21-40)** | **65 minutes (without a break)** |
| **SESSION II:**  **PART III: LISTENING COMPREHENSION (Questions 41-55)** | **App. 30 minutes (10 minutes after Session I is over9** |

**SECTION 1- READING COMPREHENSION**

**TEXT 1: THE ROLE OF MARKETING**

1. **Marketing** refers to the activities involved in directing the flow of goods and services from producers to consumers. Its main function is to promote and facilitate exchange. Through marketing, individuals and groups obtain what they need and want by exchanging products and services. For an exchange to occur, there must be at least two parties, each able to communicate and deliver what they offer. Marketing exists in all types of economies because goods must be exchanged everywhere. It is not limited to profit-oriented businesses; hospitals, schools, and museums also engage in marketing. Within this broad field, merchandising focuses more specifically on promoting the sale of goods and services to consumers.
2. Marketing takes place in every economy, regardless of political structure. It is the process through which a society organizes and distributes its resources to meet people’s material needs. However, marketing becomes more visible when there is a surplus of goods. When products are scarce, consumers compete to obtain them, and companies do not need to promote their goods extensively. When markets have more goods than consumers need or want, companies must convince customers to choose their products over others.
3. Marketing developed in the early 20th century from the field of economics. Traditional economics had largely ignored the role of middlemen and the impact of factors other than price on consumer demand. Early marketing scholars studied agricultural and industrial markets and developed three main approaches: the commodity approach, the institutional approach, and the functional approach. Today, many people assume that marketing is only about selling and advertising. However, marketing also includes product development, packaging, pricing, distribution, and customer service.
4. Most organizations assign marketing responsibilities to specialized departments. These may include brand managers, researchers, sales representatives, advertising specialists, pricing experts, and customer service staff. As a managerial process, marketing helps an organization identify the best opportunities in the marketplace. The marketing process is divided into a strategic and a tactical phase. The strategic phase has three components: segmentation (distinguishing among different groups of customers in the market., targeting (choosing which groups it can serve effectively., and positioning (communicating the central benefit it offers to that group). The marketing process includes designing and implementing various tactics, commonly referred to as the “4 Ps”: product, price, place, and promotion. ***This*** phase is followed by evaluating, controlling, and revising the marketing process to achieve the organization’s objectives.
5. Modern marketing philosophy places strong emphasis on customer satisfaction. Marketers urge organizations to understand customers’ expectations and to meet or exceed them consistently. To achieve this, all employees, not only those in the marketing department, must focus on serving customers. Marketing today also encourages companies to shift from short-term, transaction-oriented activities to long-term, relationship-based strategies.
6. Some critics question whether marketing is appropriate in a world facing environmental damage, resource shortages, and poverty. However, many companies try to satisfy consumer needs while also considering long-term social interests. This has led to the development of the **societal marketing concept,** which aims to balance company profits, consumer satisfaction, and public well-being.
7. Several companies have successfully adopted societal marketing. The Body Shop uses natural ingredients, avoids animal testing, and donates part of its profits to social and environmental causes. Ben & Jerry’s also donates a portion of its profits to address social problems. Marketing has contributed to economic growth, job creation, and technological progress, benefiting both individuals and society.

**Circle correct answer according to the text.**

1. The main purpose of Paragraph 1 is to \_\_\_\_\_.
2. explain why marketing is necessary in all types of economies
3. compare marketing in profit and non-profit institutions
4. describe merchandising as the central activity of marketing
5. argue that marketing is more important than production
6. According to Paragraph 2, marketing becomes more noticeable when \_\_\_\_\_.
7. consumers demand goods that are difficult to produce
8. companies need to encourage customers to choose their products
9. governments control how resources are distributed
10. societies move toward more centralized economic systems
11. It can be inferred from the text that early economists failed to fully explain demand because they \_\_\_\_\_.
12. did not understand agricultural production
13. ignored factors beyond price in consumer behaviour
14. relied too heavily on qualitative data
15. focused too much on middlemen and distribution
16. What does ***‘this’***in Paragraph 4 refer to?
    1. the tactical phase of marketing
    2. the process of identifying market opportunities
    3. the strategic phase of marketing
    4. the role of specialized marketing departments
17. The main aim of Paragraph 6 is to \_\_\_\_\_.
18. criticize companies that fail to consider social and environmental issues
19. explain how the societal marketing concept expands traditional marketing
20. argue that marketing should be reduced during times of crisis and scarcity
21. show how companies can increase profits through aggressive sales tactics
22. Which of the following is mentioned in Paragraph 7 as an example of societal marketing?
    1. increasing prices to donate more for environmental issues
    2. offering free training programs to employees for job creation
    3. using animal-friendly products and donating profits
    4. expanding product lines to grow economically and socially
23. Which statement best summarizes the author’s overall view of marketing?
    1. Marketing is effective only when companies face difficulty selling their products.
    2. Marketing is a broad field that promotes both economic growth and social well-being.
    3. Marketing should focus mainly on selling and advertising to achieve success.
    4. Marketing is becoming less important as consumers gain access to more information.

**TEXT 2: CITIES AND THE VIRTUAL WORLD**

1. Cities cover just 3% of the planet’s land surface but are already home to more than half of its people. That means cities are bringing people into ever greater contact, where collectively they act as a giant physical, biological, and cultural force, shrinking the human world and changing what is global into local. They truly are universal and common. One feels at home in cities around the world precisely because they essentially provide the same experience. Some are more violent, or more sleepy, or wealthier, but the urban environment is at its heart the same. There is not the vast diversity of landscape and experience that exists across the natural world.
2. This closeness affects people culturally and biologically: urban life is gradually changing humans. Geneticist Steve Jones suggests that genetic diversity increased with the invention of the bicycle, which encouraged intermarriage between villages and towns. Today’s urbanization produces even greater ***intermingling,*** both genetic and cultural. This diversity helps break down racial and cultural barriers and inspires new works of art, music, and scientific discoveries. It also promotes tolerance and open-minded social practices. For example, city dwellers are generally free to practice different religions, pursue a variety of careers, and voluntarily limit their family size, despite having access to more resources. The high population density of cities encourages innovation and cooperation, and cities often become hubs of creativity and experimentation in human life. Cultural and social norms are constantly evolving because city residents are exposed to diverse ideas and lifestyles.
3. Thanks to the Internet, people can communicate instantly with companies, government agencies, and millions of others around the world. This has created the concept of the “virtual city,” which exists online through platforms like Twitter, Facebook, and other social networks. Virtual cities allow like-minded individuals to find each other and collaborate, similar to clubs or interest groups in physical cities. Online, community building, information sharing, and coordinated action are often easier than in real cities, where members may live far apart or face logistical challenges. Virtual cities also allow people to exchange knowledge, coordinate events, and advocate for causes regardless of geographical limitations. They provide a new space for social interaction, education, and political engagement.
4. In virtual cities, citizens can hold governments and companies accountable in ways that were impossible before. Vast amounts of data are now publicly available and can be searched and analyzed quickly. Journalists, activists, and ordinary citizens can uncover bribery, tax evasion, or other forms of corruption and share this information instantly. The speed and accessibility of online publishing mean that issues of public interest can reach millions of people within seconds. For example, one can easily discover how much profit popular companies shift to offshore accounts to avoid taxation, or learn about environmental violations and workplace abuses. This level of transparency has the potential to make governments and businesses more accountable and responsive to public concerns.
5. However, the virtual city also has a downside. People are exposed to enormous amounts of information about themselves and others. A person in a Western city today encounters as much data in one day as someone in the 15th century would in their entire lifetime. This constant flow of information raises concerns about privacy, security, and data ownership. Every online action, from browsing websites to making purchases or posting on social media, generates data. Cities and technology companies must decide who owns this data and how it can be used or shared safely. The challenge is to balance the benefits of connectivity, information access, and social engagement with the protection of individual rights and personal privacy.
6. Overall, cities—both physical and virtual—have become central to modern life. They shape how people interact, think, and create, while offering unprecedented opportunities for learning, collaboration, and social change. Yet, they also present new challenges, such as overcrowding, cultural homogenization, and the ethical management of personal data. By understanding both the advantages and drawbacks of urban and virtual life, societies can make more informed decisions about how to design, regulate, and participate in these dynamic spaces. Cities are not just places to live; they are powerful systems that influence human culture, biology, and society in ways that continue to evolve.

**Circle correct answer according to the text.**

1. We can understand from Paragraph 1 that cities \_\_\_\_\_\_\_\_.
2. are not large enough to cope with population growth
3. are essentially similar in experience all over the world
4. have a negative effect on globalization
5. offer fewer advantages than the countryside
6. Which of the following is **FALSE** according to Paragraph 2?
7. The invention of the bicycle led to a higher rate of marriages all around the world.
8. The urbanization process has brought people with different lifestyles together.
9. People in cities tend to have small families despite the opportunities available.
10. The concentration of people in cities has increased tolerance towards others
11. The word ***“intermingling”*** in Paragraph 2 is closest in meaning to \_\_\_\_\_\_\_\_.
12. separation b. combining c. cleaning d. organizing
13. It can be inferred from Paragraph 3 that \_\_\_\_\_\_\_\_.
14. virtual cities allow physically distant people to interact online
15. online communities rarely achieve meaningful results
16. the number of online groups depends on the size of the physical city
17. the Internet has completely separated virtual cities from real ones
18. According to Paragraph 4, \_\_\_\_\_\_\_\_.
19. online data is filtered by governments before it is published
20. the Internet makes it easier to uncover corruption and tax evasion
21. governments now take full responsibility for social reforms
22. transferring money offshore is the most common form of corporate fraud
23. In Paragraph 5, the author \_\_\_\_\_\_\_\_.
24. claims that people in the past shared personal information more cautiously
25. argues that privacy can be fully protected by limiting website access
26. points out concerns about how personal data is handled in the virtual city
27. blames online companies for exposing user data intentionally
28. What is the main idea of paragraph 6?
29. Cities offer many opportunities but also bring challenges like privacy and crowding.
30. Cities are too complex to manage and mostly create problems.
31. Virtual cities have fully replaced real cities for human interaction.
32. Modern cities affect mainly culture and art, not biology or social behaviour.

**TEXT 3: THE HIDDEN CHALLENGES OF INTERNET ENTREPRENEURSHIP**

1. Real entrepreneurs do not wait for perfect conditions to start a business. Even during the worldwide economic crisis of the 1930s, some individuals used that difficult period to launch new ventures. Many not only survived but prospered, and a number of those businesses still exist today. Their success shows that a reliable and well-tested system can produce results even in uncertain times. Similarly, many people today are considering giving up their job search because available positions are scarce and salaries are low. As a result, they look for ways to invest their remaining savings in order to create a business and increase their income. A significant number turn to the Internet in hopes of earning money. However, as with any business, there are people who promise shortcuts and easy profits. Therefore, knowing what not to do is just as important as understanding what to do.
2. To begin with, online businesses may be faster and cheaper to launch than traditional ones, but they still require considerable effort. Mark Zuckerberg, the founder of Facebook, and other well-known entrepreneurs did not achieve success overnight. Their achievements came only after years of hard work, careful planning, and numerous attempts to attract investors. One famous entrepreneur even joked that it took him twenty years to become an “overnight success.” In other words, those who hope to succeed online must be prepared to work hard. ***There is no free ride***. Internet marketing does not produce passive income immediately; a solid system must be built before any profit appears. In addition, new online business owners may face impatience, frustration, broken promises, dishonesty, and even theft on their entrepreneurial journey.
3. Starting an online business without a clear plan involves serious risks. Many people are misled by dramatic online success stories. Some eBay sellers, for example, began by selling old items from their attics. A former executive who became a stay-at-home-mother created a blog that unexpectedly gained thousands of followers. Another person who lost a job turned a small idea into a home-based financial empire. Major television networks often present these stories in a simplified, glamorous way, making them appear easy to achieve. People who fall for such hype are more likely to fail, especially when they rely on dishonest advertisements that promise quick and effortless profits. Before attempting to earn money online, it is essential to create a realistic plan and learn from experienced entrepreneurs.
4. Internet marketers often use the expression “chasing shiny balls.” This refers to people who constantly abandon their original plans in order to pursue flashy, appealing opportunities. Many aspiring entrepreneurs hope to make fast money online. They begin with one method but quickly get distracted by someone promising secret techniques to earn thousands of dollars within days. Unfortunately, many people believe these unrealistic claims and immediately switch to the new idea, only to repeat the same cycle. Entrepreneurs who “chase shiny balls” move from one promise to another, assuming that each new offer contains special information that will guarantee financial success.
5. Finally, new entrepreneurs must develop a system to improve or update their early achievements. Some assume that what works today will continue to work tomorrow. This is far from the truth. The online world is extremely competitive and constantly changing. Although the Internet has been available to the public since the early 1990s, it continues to evolve rapidly. To maintain customer interest, entrepreneurs must adapt and revise their strategies. If they fail to keep up with these changes, their competitors certainly will.

**Circle correct answer according to the text.**

1. In Paragraph 1, which of the following is mentioned as a reason for using the Internet to do business?
2. The initial investment costs are relatively low.
3. It is easier to run than a brick-and-mortar store.
4. It does not require any previous experience.
5. It is likely to improve money-making opportunities.
6. In Paragraph 2, what does the author mean by ***“There is no free ride”?***
7. Marketing on the Internet does not generate enough profit.
8. The Internet requires the same effort and money as any other business.
9. One should start an Internet business with an experienced investor.
10. Many online businesses fail to achieve their targets.
11. The purpose of Paragraph 3 is to show \_\_\_\_\_\_\_\_.
12. the significance of making a reasonable plan beforehand
13. that a simple idea is likely to fail in the long run
14. the importance of receiving advice from online discussions
15. that joining an online community is a necessary part of success
16. It can be inferred from Paragraph 4 that \_\_\_\_\_\_\_\_.
17. people should be cautious about seemingly attractive offers in business
18. marketing professionals charge higher fees in the Internet industry
19. people entering online business should watch for other opportunities
20. conventional business strategies have proven to fail in the Internet sector
21. In Paragraph 5, the author advises entrepreneurs to \_\_\_\_\_\_\_\_.
22. ignore their early achievements
23. embrace change to retain customers
24. have a focus in their online business
25. ensure a one-time success
26. Which of the following best summarizes the author’s overall opinion about online entrepreneurship?
27. It is an unreliable option and should be avoided at all costs.
28. It is guaranteed to bring fast income for determined individuals.
29. It requires less effort than traditional business methods.
30. It can be successful if approached realistically and with careful planning.

**SEE THE NEXT PAGE**

**SECTION 2 - USE OF ENGLISH  
PART A. Choose the best answer to** **complete the text.**

Even if we are not actively watching television, many households keep the TV on as background noise throughout the day. Researchers warn that this seemingly harmless habit may have negative effects on children, according to a recent study **21 \_\_\_\_\_** in the journal Pediatrics. Experts argue that background TV can interfere with children’s ability to concentrate on play, reduce the quality of parent–child interactions, and even delay language development.

Matthew Lapierre, an assistant professor of communication studies, conducted the first comprehensive project **22 \_\_\_\_\_** the impact of TV on young children. They have studied how much background TV they **23 \_\_\_\_\_** to in a normal day. **24 \_\_\_\_\_** earlier studies mainly focused on the impact of direct TV viewing on children’s behavior, attention span, and cognitive development, Lapierre’s study aimed to understand **25 \_\_\_\_\_** might be considered “secondhand” exposure, television that is on in the room but not intentionally watched by the child. This distinction is important because children may still hear advertisements, rapid dialogue, and loud sound effects, all of which can interrupt focused play and learning.

In a large-scale survey of 1,454 parents whose children were between the ages of 8 months and 8 years, the researchers found surprisingly high levels of exposure. Children were subjected to nearly four hours of background TV each day, much more than researchers had assumed. “We were all surprised **26 \_\_\_\_\_** the amount of exposure in these homes,” says Lapierre. “We began the study expecting the rates to be high, but we **27 \_\_\_\_\_** that the averages would exceed four hours per day for so many families.”

The study **28 \_\_\_\_\_** families from a wide range of demographic backgrounds to make sure results reflected typical American households. Parents completed detailed 24-hour activity logs describing the routines their children participated in, such as mealtimes, play activities, bedtime routines, or time spent with caregivers. For each activity, parents were asked **29 \_\_\_\_\_** a television was on in the background, even if no one appeared to be watching. On average, background exposure reached 232.3 minutes per day, with the highest among younger children, particularly toddlers who spend more time at home.

Given the results, Lapierre emphasizes the importance of **30 \_\_\_\_\_** research. He warns that while many parents believe leaving the TV on provides comfort or entertainment, it may unintentionally disrupt the activities that most benefit children’s development.

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| 21. | a. which was published | b.it was published | c. was published | d. that published |
| 22. | a. find out | b. to find out | c. finds out | d. found out |
| 23. | a. are exposing | b. expose | c. exposed | d. are exposed |
| 24. | a. Unless | b. If | c. When | d. While |
| 25. | a. what | b. that | c. it | d. which |
| 26. | a. to | b. from | c. by | d. for |
| 27. | a. couldn’t have predicted | b. must predict | c. shouldn’t have predicted | d. are allowed to predict |
| 28. | a. including | b. was including | c. included | d. was included |
| 29. | a. them | b. whether | c. there | d. how |
| 30. | a. the furthest | b. further | c. far | d. as far as |

**B. Choose the best answer according to the text.**

Biotechnology is the use of biology to solve problems and make useful products. The most **31 \_\_\_\_\_** area of biotechnology is the production of therapeutic proteins and other drugs through genetic engineering. People have been trying to control biological processes to improve their quality of life for 10,000 years, beginning with the first agricultural **32 \_\_\_\_\_.** Approximately 6,000 years ago, humans began to make use of the biological processes of microorganisms in order to make bread and alcoholic beverages, as well as to **33 \_\_\_\_\_** dairy products for long-term storage. However, such processes are not what is meant today by biotechnology, a term first widely applied to the molecular and cellular technologies that began to **34 \_\_\_\_\_** in the 1960s and 1970s. A new “biotech” industry began to take shape in the mid-to late 1970s, led by Genentech, a pharmaceutical company established in 1976. Early companies began by manufacturing genetically engineered **35 \_\_\_\_\_** primarily for medical and environmental uses.

For more than a decade, the biotechnology industry was **36 \_\_\_\_\_** by recombinant DNA technology,also referred to as genetic engineering. This technique **37 \_\_\_\_\_** joining the gene for a useful protein (often a human protein. with production cells, which then begin to produce that protein in **38\_\_\_\_\_**. In the process of joining a gene into a production cell, a new organism is created. At first, biotechnology investors and researchers were uncertain about whether the courts would permit them to **39 \_\_\_\_\_** patents on organisms. However, in 1980, the U.S. Supreme Court **40 \_\_\_\_\_** the matter by ruling that “ a live human-made microorganism is patentable subject matter.” This decision caused a wave of new biotechnology firms.

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| 31. | a. terminal | b. prominent | c. obsolete | d. prior |
| 32. | a. attitudes | b. abilities | c. proportions | d. communities |
| 33. | a. compound | b. preserve | c. discriminate | d. contaminate |
| 34. | a. emerge | b. indicate | c. presume | d. signify |
| 35. | a. substances | b. designations | c. guidelines | d. incentives |
| 36. | a. demonstrated | b. extracted | c. dominated | d. inspected |
| 37. | a. manipulates | b. occupies | c. involves | d. grants |
| 38. | a. recovery | b. volume | c. exposure | d. criteria |
| 39. | a. acquire | b. underlie | c. consume | d. undergo |
| 40. | a. settled | b. manipulated | c. generated | d. expressed |

**SECTION 3 – LISTENING COMPREHENSION – NOTE-TAKING**

**You will listen to a lecture about entrepreneurship. You will hear the audio ONCE ONLY. As you listen, take notes. Later, you will answer some questions using your notes. Your notes will NOT BE GRADED. You now have 30 seconds to read the outline of the notes.**

**Introduction - Jeff Bezos**

**Entrepreneurs**

**Entrepreneurs’ Characteristics/Qualities**

**Entrepreneurs’ Backgrounds**

**Entrepreneurial Process**

**Conclusion**

**NOTE TAKING QUESTIONS: Answer the questions below using your notes from the lecture. You have 8 MINUTES to answer the questions AND transfer your answers to the answer sheet.**

1. Jeff Bezos was chosen as “Person of the Year” by *Time* magazine because \_\_\_\_\_.
2. he donated books to children in 120 different countries
3. he bought shopping giant Amazon and made it number one
4. he created the first and largest online bookstore
5. he visited more than 100 countries around the world
6. Which of the following is **NOT** mentioned about being an entrepreneur?
7. Money is necessary for success.
8. The term comes from French.
9. Jeff Bezos is an example.
10. It requires original ideas.
11. Which of the following accurately describes the quality “vision” as the speaker describes it?
12. being able to see accurately
13. understanding the main idea quickly
14. seeing what others aren’t able to
15. looking like a confident person
16. What was the first product sold by Amazon?
17. movies b. books c. clothing d. computers
18. An important characteristic of successful entrepreneurs is that \_\_\_\_\_\_.
19. they are not afraid of failure
20. being successful is their main goal
21. they are luckier than other people
22. they avoid any risky business ideas
23. How did his college professor react to Frederick Smith’s idea about creating FedEx?
24. He tried to steal the idea from Smith.
25. He wanted to invest in the idea.
26. He believed Smith had stolen the idea.
27. He didn’t think the idea was good.
28. The speaker likely discusses the background of entrepreneurs to emphasize that \_\_\_\_\_\_.
29. most entrepreneurs are men
30. entrepreneurship is for the rich
31. education is necessary for success
32. anyone can become an entrepreneur
33. What is the main topic of this lecture?
34. How Jeff Bezos made Amazon such a successful company
35. The importance and means of being a business innovator
36. Ways to become a leader in the age of internet technology
37. How to promote greater creativity in business and in our lives

**While Listening**

**Listen to a podcast about dyslexia. Choose the correct option while listening. You have 60 seconds to look through the questions before the listening starts. It will be played ONCE only.**

1. What is the professor's department or subject area?
   1. business
   2. learning disabilities
   3. medicine
   4. psychology
2. People with dyslexia often have problems with \_\_\_\_\_\_\_\_\_\_.
   1. understanding speech
   2. sticking with things
   3. making decisions
   4. recognizing words
3. Dyslexia is a problem that affects \_\_\_\_\_\_\_\_\_\_ .
   1. reading and spelling
   2. reading, spelling, and writing
   3. spelling and writing
   4. only reading
4. According to Logan's research, about \_\_\_\_\_\_\_\_\_\_ of Americans who start their own businesses are dyslexic.
   1. 10 percent
   2. a half
   3. 3 percent
   4. one third
5. What is one reason why people with dyslexia often succeed in business?
   1. They don't fail very often.
   2. They are good at solving problems.
   3. They read text well.
   4. They have high blood pressure.
6. What is true about people with dyslexia?
   1. They have difficulty noticing when things are different.
   2. They process information linearly, or in a line.
   3. They can see the whole situation.
   4. They have a good sense of humor.
7. What kind(s) of information can people with dyslexia pay attention to at the same time?
   1. information they see, smell, and hear
   2. information they hear
   3. information they see and hear
   4. information they see