



Philadelphia University

**English Skills 3-(0130103)
First Semester- 2017/2018
Second Exam**

Student's Name:..... **No:**.....
Instructor's Name:..... **Section:**.....

Part One: Reading Comprehension (5 Points)

Read the following text and circle the most suitable answer.

Decade ago, Blake Mycoskie turned two important observations from his travels in Argentina into what would become a multimillion-dollar shoe business. The first was that impoverished children without shoes were not only exposed to illnesses, but unable to attend school in that country, as shoes are a requirement for attendance. The second was that nearly everyone with shoes, from farmers to cafe goers, was wearing a traditional canvas slip-on called the alpargata. Believing there'd be a market for the shoe in the U.S., Mycoskie, a 2011 alumnus of Fortune's 40 Under 40 list, soon put two and two together and launched TOMS, short for "Tomorrow's Shoes." His plan was to donate a pair of shoes to a needy child for every one he sold, considered by many a groundbreaking model for social entrepreneurship at the time. He started out with just one business partner named Alejo Nitti, who helped him produce his initial run of shoes, using small shoe makers in Argentina. By the end of his first summer, using his Venice Beach apartment as his headquarters, Mycoskie had sold 10,000 pairs online and through stores in Los Angeles, including American Rag. Fast forward to today TOMS, which has annual sales of around \$500 million and more than 500 employees, has donated 70 million pairs of shoes to needy children. In recent years, the company has also branched out, using its "one for one" template to sell other products, including eyewear, coffee, and bags.

In 2014, private equity firm Bain Capital purchased a 50% stake in the company, reportedly valuing it at \$625 million. With half of his payout of \$200 million, Mycoskie launched a social entrepreneurship fund to support the next generation of companies like TOMS. So far, it's made 15 investments in companies with social goals. And in 2015, Mycoskie stepped down as CEO of his own company, handing the reins to Jim Alling, who previously held executive roles at both T-Mobile and Starbucks.

He didn't even think of TOMS as a business when he launched it in 2006. He was thinking of it as just a fun project. The elasticity of the brand shows that what people love the most is the "one for one" idea—they buy something and that can help someone at the same time. They have launched eyewear, and helped 500,000 people get their eyesight back. They have launched a coffee company that has allowed tens of thousands of people get clean water. And a bag company last year that offers safe birth kits for women who give birth at home, through the sale

of canvas tote bags and backpacks. They have the opportunity to build something far bigger than just the shoe business, but the shoe business can be three to five times bigger than it is today. What made the TOMS shoe such an icon?

It was the simplicity of the shoe, and the simplicity of the message. “One for one” — it does not get simpler than that as a marketing and social mission message. And the shoe was simple and basic, a couple pieces of canvas draped over a sole, it had no laces and no technical factors, it was very low to the ground and it was a very utilitarian shoe. That simplicity sometimes is what creates beauty in design and that’s what allowed it to become an icon so quickly. It was also distinguishable from across the street, and no shoe looked quite like it. So people asked about the shoe, and the people who bought it were so proud they had helped someone in need, they told the story. And that story was motivating for people to go online and buy a pair.

1. What had inspired Mycoskie to start his shoe business when he was on a trip to Argentina?

- a. The fact that the poor children in Argentina were barefoot and couldn't attend school.
- b. Having a beach apartment in Argentina and using it as a headquarter for selling his products.
- c. A similar business project which he found there.
- d. The low quality of the alpargata shoes.

2. Which of the following statements is true about Mycoskie?

- a. he started his business without the help of others .
- b. he resigned as a CEO and handed it to his partner Alajo Nitti.
- c. he planned to donate a pair of shoes to a needy child.
- d. he was one of the individuals who were considered to be the most influential young leaders for the year 2010.

3. The company has branched out to sell bags in order to

- a. help people get their eye sight back.
- b. distribute canvas tote bags to the poor for free.
- c. offer safe birth kits for women who give birth at home .
- d. encourage people to volunteer in social work.

4. "TOMS" is an example of a firm

- a. with a social mission to help people in need.
- b. that was one of its kind and cannot be imitated.
- c. that faced many financial problems and failed to succeed.
- d. couldn't support the next generation of similar companies

5. The underlined word elasticity means

- a. creativity
- b. simplicity
- c. originality
- d. flexibility

Part Two : Vocabulary (5 Points)

A) Fill in the blanks with the most suitable word from the box

podocoriosis- –detergent –naively- ostracise -instinct –thriving

1. There are dozens of different brands offor household cleaning.
2. The place has rapidly developed from a small fishing community into atourist resort.
3. She seemed to know bythat something was wrong.
4. Bill knew his community wouldhim after his release from prison so he moved to another town.
5.is a disease caused by chronic exposure to irritant soil .

B) Choose the correct word that completes the meaning

1. It was aof luck getting those tickets .they were the last two available.
 - a. drop
 - b. shred
 - c. stroke
 - d. hint
2. While she was exploring the forest, shea new species of flowers .
 - a. came across
 - b. came about
 - c. came off
 - d. came up with

3. Give him ahe is new and can't be expected to know everything.

- a. break
- b. thought
- c. shot
- d. best

4. This product will really-there is a big gap in the market there .

- a. make a break through
- b. fill a need
- c. spot a trend
- d. have a bright idea

5. There was aof disappointment in his voice ,but he took the news very well .

- a. hint
- b. flash
- c. drop
- d. sheet

Part Three : Structure (3 Points)

1. It is difficult to imagine what life must have been like before the invention of certain things. The underlined past modal is used to

- a. talk about obligation
- b. talk about necessity
- c. speculate about the past
- d. say what was advisable .

2. Shevisiting the water falls if she hadn't felt sick .

- a. might have enjoyed
- b. had to enjoy
- c. ought to have enjoyed
- d. didn't need to enjoy

3. Choose the correct word order of the adverb

- a. The batteries probably will need to be replaced soon.
- b. he won't definitely pass the test.
- c. One day they will maybe invent fully automated cars.
- d. You probably won't get a phone signal here .

4. Theis that this software will sell well.

- a. likely to
- b. unlikely to
- c. likelihood
- d. bound to

5.All thetrees had to be cut down in case the disease spread.

- a.infect
- b. infecting
- c. infected
- d. infects

6.look! The movie theatre is completely empty so webought our tickets online .

- a. shouldn't have
- b. had to
- c. can't have
- d. needed to

Part Four : Critical Thinking

1.What device or technological gadget would most improve your life. Why?

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2. How can you persuade someone top buy a product from you ?

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Good Luck!