

Sample Items: ESL 204, Midterm I

**Section 1: Grammar and Vocabulary**

**Part A: Editing – Nouns and Determiners (2 points)** The following text has a total of ten errors in the use of nouns or determiners. **Underline** each error and correct it in the space above. The total number of errors in each paragraph of the text is given in parentheses ().

<b>Rethinking the Oreo for Chinese Consumers</b>	
The research yielded other informations as well. For example, the Chinese team at Kraft also discovered that an Oreo is an experience. You pry it apart, scrape out the filling with you're teeth and dip it into a glass of milk. They named this concept "Twist, Lick, Dunk." New shapes and flavors of Oreo cookies wouldn't work in China unless consumers could somehow share those same experience.	(3)

**Part B: Editing – Coordination, Parallel Structure, and Sentence Problems (2 points)** Some sentences contain an error in coordination, parallel structure, or clausal structure. Some sentences are correct. Put a check (✓) next to each correct sentence. If it is incorrect, **underline or strike-out (where appropriate) the exact place in the sentence where the error occurs and write the correction clearly and completely just above it.** You do **not** have to rewrite the entire sentence.

- \_\_\_ 1. The Precautionary Principle should guide not only environmental protection.  
But also economic policy.
- \_\_\_ 2. When public health and environmental protection are at stake, the makers of a  
product bear the burden of demonstrating its safety.

**Part C: Vocabulary – Word Forms (2 points)** Choose the word that best completes each sentence. Make sure the word form matches the content of the sentence. Do not use any word more than once.

SET I

distribution	image	policy	acknowledgement
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1. Flexible pricing \_\_\_\_\_ allow the price to be negotiated separately for each sale.

2. Many American corporations team with large multinational companies to \_\_\_\_\_ and market their goods.

## Section 2: Paraphrasing and Summarizing

**Part A: Paraphrasing (2 points)** Use your own words to accurately restate each of the two text excerpts. Write your paraphrase on the lines below. Refer to the original source.

1. Marketing communications can influence a consumer's level of self-esteem. Exposure to advertisements can trigger a process of social comparison, in which a person tries to evaluate his or her self by comparing it to the people shown in advertising images. This form of comparison appears to be a basic human motive.

Source: Solomon, M., Bamossy, G., and Askegaard, S. (2002). *Consumer Behavior: A European Perspective*, 2nd ed. New York: Prentice Hall Europe, pp. 189-191.

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**Part B: Summary (7 points)** Read the following text and write a summary of 150-200 words. You may use the space on page 6 for notes. Write the final version of your summary on page 7. Do not skip lines.

**(A 600-800 word excerpt of a text related to Unit 1 or Unit 2 will be presented here.)**