

Narrative Reading

Teacher/ Ibrahim Said

Student's name: _____ School Year: 2019/20

Student's No.: _____ Date: ____ / ____ /2019 Class: 10/ ____

Read the text. Then complete the tasks.

Report on Marketing Campaign (Sohar)

The aim of the campaign was to increase sales of our new 'AX 25' cake making machine. We wanted to find out if more people would buy the machine after seeing a practical demonstration at our showroom in Sohar.

The first demonstration was on 10 April. As planned, we distributed leaflets to people's homes to inform them about it. However, attendance was very low. So, before the second demonstration (17 April), we held a meeting to discuss how to attract more people. We decided not to advertise in the local newspaper. Instead, we agreed to put up posters at the entrances of all the main shopping centres.

As a result, at the second demonstration, the number of customers increased, and there were even more on the third day (24 April). Our presenter gave an excellent demonstration of how to use the machine for making various types of cakes. Customers then got a chance to try it themselves. They really enjoyed this practical experience, especially our female customers, and the children certainly enjoyed tasting the cakes. Our target, over the three days, was to sell 100 machines but, I am glad to say, we actually sold 195! So the use of showroom demonstrations in our campaign was clearly a success.

Recommendations: I believe that we should now take the campaign to Sur in the middle of May. Salalah can wait until June. We can again print leaflets and posters, but this time we should also try advertising in the local newspapers. The same promotion team can work together again, including the same presenter.

A final note: for your information, some customers said that they would like to see the 'AX 25' in different colours, rather than white only. We could ask our technical staff to start working on that. A few also said that the machine was rather heavy, but I don't think anything can be done about that.

Reading Comprehension Questions:

(5 Marks)

Task 1: *For each item, shade in the bubble next to the correct option.*

1.attracted more customers than other methods.

☐ Leaflets

☐ Posters

☐ Newspaper
adverts

2. Most people visited the showroom on the day.

☐ first

☐ second

☐ third

3. They wanted to buy the product after it.

☐ hearing about

☐ actually using

☐ reading about

4. The writer says the *next* campaign should be in..... .

☐ Sur

☐ Sur and Salalah

☐ Salalah

5. The writer suggests some changes in the of the machine.

☐ size

☐ colour

☐ shape

Narrative model answer

Task 1: *For each item, shade in the bubble next to the correct option.*

6.attracted more customers than other methods.

☐ Leaflets

☒ Posters

☐ Newspaper
adverts

7. Most people visited the showroom on the day.

☐ first

☐ second

☒ third

8. They wanted to buy the product after it.

☐ hearing about

☒ actually using

☐ reading about

9. The writer says the ***next*** campaign should be in.....

☒ Sur

☐ Sur and Salalah

☐ Salalah

10. The writer suggests some changes in the of the machine.

☐ size

☒ colour

☐ shape