



**İSTANBUL  
KÜLTÜR  
UNIVERSITY**

**ISTANBUL KÜLTÜR UNIVERSITY  
DEPARTMENT OF FOREIGN LANGUAGES**

**ENGLISH PROFICIENCY EXAM**

**Invigilator's  
Initials**

**EXAM HALL: DFL / \_\_\_\_\_**

**NAME SURNAME:** \_\_\_\_\_

**DEPARTMENT:** \_\_\_\_\_

**STUDENT NO:** \_\_\_\_\_

**FOLLOW-UP NO:** \_\_\_\_\_

## **FORM A**

### **GENERAL EXAM INSTRUCTIONS**

- Keep your student ID card on your desk throughout the exam.
- Fill in the exam banners on your Exam Booklet.
- You are allowed to use a pencil and an eraser only.
- Dictionaries of any kind or any electronic gadget with a dictionary feature and smart watches are not allowed. Please hand over any such items to the Exam Invigilator before the exam starts.
- There are 20 questions in the exam.
- Look through each and every page of your Exam Booklet, checking page numbers and readability.
- Do not ask any questions to the Exam Invigilator during the exam.
- You are not allowed to go to the restroom during the exam.
- Your Exam Booklet will be taken by the Exam Invigilator at the end of the exam.

**THERE ARE TWO SESSIONS IN THIS EXAM.**

1. Writing
2. Reading & Listening

**1<sup>st</sup> Grader / 2<sup>nd</sup> Grader**

**READING: \_\_\_\_\_ / \_\_\_\_\_ / 25 pts.**

**LISTENING: \_\_\_\_\_ / \_\_\_\_\_ / 25 pts.**

**READING (10x2.5=25 points)**

**READING 1  
(SUGGESTED TIME: 10 minutes)**

**Part 1. Reading for Main Ideas: You will read a text about the science of creativity. For questions 1-5, skim the text, and match the main ideas with the paragraphs (A-G). There are two extra paragraphs which you do not need to use.**

**THE SCIENCE OF CREATIVITY**

**¶A** Neuroscientists study the brain and the way it works. Over recent decades, they have made a huge amount of progress in understanding how different parts of the brain connect to each other and they are able to create images of the brain in real time as a person performs different mental tasks. Since creativity is clearly a mental task, we might ask: Is it possible to see what is going on in the brain when someone is doing something creative? It seems that the answer may be “yes.”

**¶B** One way to imagine how the brain functions is that there are three main networks involved in how it works. The first one is the ‘default network’. This is the network that runs your brain when you’re awake but not doing anything in particular. It’s the part involved in daydreaming and imagining. It also keeps you aware of the emotions of people around you. The second is the ‘salience network’. This is the part of your brain that judges whether something is worth paying attention to or not. As you sit reading this, there may be many other things going on around you. Perhaps an automobile is passing on the road outside, or perhaps someone is watching television in another room. However, you don’t jump up at every noise and go to see what is happening. In fact, until it was mentioned, you might have been unaware of any background noise. This is because your salience network filters out what is unimportant to allow you to concentrate on what is important. The third major network is the ‘executive control network’. This is the part of the brain that makes choices and decisions, that manages your emotions, and that generally monitors what is going on in the brain.

**¶C** Creativity is the ability to think about a task or a problem in a new or different way, or the ability to use the imagination to generate new ideas. Creativity enables you to solve complex problems or find interesting ways to approach tasks. If you are creative, you look at things from a unique perspective. You can find patterns and make connections to find opportunities. There is some risk involved with being creative, but you can show you are self-motivated to try things that have not been done before. When you are creative, you find connections between different ideas and use those connections to solve problems. Often these connections happen when you aren’t actively thinking about the problem or task. Something you read or something someone says connects with the problem and you see it in a new way. Being in a different environment or experiencing something for the first time can also create connections that help you view tasks differently.

**¶D** Creativity seems to be about making connections, particularly between things that may appear to be unrelated, and connections between these three main networks in the brain play a large part in that. Studies have been done into the brain and creativity using MRI, or “magnetic resonance imaging,” a way of making an image of what’s going on in the brain in real time. In those studies, scientists have found that when people are asked to do divergent thinking, which refers to creative thinking that generates ideas and new solutions to problems, it’s possible to see connections being made between the default and salience networks, followed by connections between the default and executive control networks. They have also found that people who are better at divergent thinking seem to have better connections between those networks in their brains.

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¶E It's very interesting to look at synesthesia in this context. When a person who has synesthesia experiences one thing through their senses (e.g., a sound), they feel something in another sense at the same time (e.g., a colour). Common forms of synesthesia include connecting colours to different letters of the alphabet or to different musical notes. According to the American Psychological Association, around 1 person in every 2,000 experiences synaesthesia, and the condition is eight times more common in artists, novelists, and poets than it is in people from other professions. Although it is not scientifically proven, it may be the case that a person with synesthesia has a brain where the main networks are connected in a different way from other people, and in a way that allows them to see unrelated connections between ideas more easily than other people. Notice that artists, novelists, and poets all use metaphors to describe the world, and metaphors are ways of connecting different ideas together.

¶F As with other aspects of the way the brain works, researchers have considered whether your genetic background or your life experiences are more important in producing a creative brain. In other words, are you born creative or are you made creative? While your genes play a part, and creativity seems to run in families, it appears that experiences are more important in producing creative connections in the brain. When children watch someone else being creative and finding creative solutions to problems, for example, it leads to them showing more divergent thinking. This also happens when they take part in unstructured play or watch a fantasy film. Adults can also develop their creativity and so perhaps produce more connections in the brain by keeping journals of their ideas, by spending time outdoors, and by taking part in brainstorming sessions to practice using the creative parts of their brains.

¶G Generative research shows that everyone has creative abilities. The more training you have and the more diverse the training, the greater the potential for creative output. Research has shown that in creativity quantity equals quality. The longer the list of ideas, the higher the quality of the final solution. Quite often, the highest quality ideas appear at the end of the list. Creativity begins with a foundation of knowledge, learning a discipline, and mastering a way of thinking. You can learn to be creative by experimenting, exploring, questioning assumptions, using imagination and synthesizing information. Learning to be creative is akin to learning a sport. It requires consistency to develop the right muscles and a supportive environment in which to flourish.

QUESTION	MAIN IDEA	PARAGRAPH
1.	The significance of practice in developing creative capacity	
2.	Different structures of the brain that help it function	
3.	The 'nature vs. nurture' debate on our ability to create	
4.	Reflections of creativity in our lives	
5.	Scientific outcomes of the link between creativity and association	

1<sup>st</sup> Grader: \_\_\_\_\_ / 12.5 pts.

2<sup>nd</sup> Grader: \_\_\_\_\_ / 12.5 pts.

**READING 2**  
**(SUGGESTED TIME: 15 minutes)**

**Part 2. Reading for Main Ideas & Details: You will read a text about the effects of smells and sounds on buying. For questions 6-10, read the text carefully. Circle the correct answer A, B, C or D, or fill in the blanks with an appropriate word or a phrase USING NO MORE THAN THREE WORDS.**

**HOW SMELLS OR SOUNDS AFFECT BUYING**

¶1 Travelers arriving at Heathrow Airport were recently met by the smell of freshly-cut grass. It was pumped from a secret corner via an 'aroma box', a machine which blows warm, scented air into the environment. It can scent the area of an average high street shop with the smell of chocolate, freshly-cut grass, or sea breezes. In fact, any synthetic odours (unpleasant smell) can be made to smell like the real thing.

¶2 Heathrow's move into "sensory" marketing was the latest in a long line of attempts by businesses to use sensory psychology – the scientific study of the effects of the senses on our behaviour to help sell products. Marketing people call this "atmospherics" – using sounds or smells to manipulate consumer behaviour. On Valentine's Day, a year before Heathrow's using the aroma box, pharmacy chain Superdrug scented one of its London shops with chocolate. The smell of chocolate is supposed to have the effect of reducing concentration and making customers relax. "Chocolate is generally associated with love," said a Superdrug staff member, "so we thought it would get our customers in the mood for romance." She did not reveal, though, whether the smell actually made people spend more money.

¶3 However, research into customer satisfaction with certain scented products has clearly shown that smell does have a commercial effect, though, of course, it must be an appropriate smell. In a survey, customers considered a lemon-scented detergent more effective than another scented with coconut, despite the fact that the detergent used in both was identical and equally effective. On the other hand, a coconut-scented suntan lotion was rated more effective in terms of sales than a lemon-scented one. A research group from Washington University reported that the smell of mint or orange sprayed in a store resulted in customers rating the store as more modern and more pleasant for shopping than other stores without the smell. Customers also rated the goods on sale as better, and expressed a stronger intention to visit the store again in the future.

¶4 Furthermore, music has long been used in supermarkets for marketing purposes. Supermarkets are aware, for example, that slow music causes customers to stay longer in the shop, which the managers hope will get them to buy more things. At Leicester University, psychologists have found that a specific kind of music can influence consumer behaviour. In a supermarket, people preferred to buy French wine rather than German, when French accordion music was played. The same thing happened in reverse when German Bierkeller music was played. In one American study, people even bought more expensive wines when classical music was played instead of country music.

¶5 Writers and poets have often described the powerful effects of smell on our emotions, and smell is often considered to be the sense most likely to evoke emotion-filled memories. Research suggests, however, that this is a myth and that a photograph or a voice is just as likely to evoke a memory as a smell. Perhaps the reason for this myth is because smells, as opposed to sights and sounds, are very difficult to give a name to. Smell is invisible, and, thus, somehow more mysterious, which may partly explain its reputation as our most emotional sense.

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¶6 However, some businesses are very careful about what is still regarded as an unusual marketing tool. They usually have doubts whether selling techniques that clients are unfamiliar with will persuade them to buy products more often than usual. A survey of 200 British companies reported that 48% of employers liked the idea of using smells, whereas 29% were opposed to the practice of making use of smells in their businesses to capture customers' attention. However, the idea continues to attract considerable commercial interest. A Welsh furniture company has recently launched a line of scented sofas. Passengers may begin to regret the loss of real, traditional airport odours of burgers, diesel fumes, and cigarette ends if they end up having to relax on these at the departure lounges at Heathrow.

6. The use of \_\_\_\_\_ was practiced in marketing long before Heathrow Airport.
7. As far as sensory marketing is concerned, the right \_\_\_\_\_ makes customers think a company's product is better than that of others.
8. It can be inferred that \_\_\_\_\_.
- A. the use of music in supermarkets makes people buy greater amounts of a certain product
  - B. people associate different levels of quality with different types of music
  - C. customers generally buy more wine at supermarkets when classical music is played
  - D. slow music forces people to do the shopping as quickly as possible
9. According to research, a certain smell \_\_\_\_\_.
- A. makes us recall memories more than other senses do
  - B. can fully explain its reputation for invisibility
  - C. is not as easy to describe as sights and sounds
  - D. is exactly like a sound and a sight in many ways
10. It can be concluded that \_\_\_\_\_.
- A. companies consider a rare marketing tool to be the most effective
  - B. travellers are less likely to miss the traditional odours at airports
  - C. a vast majority of British people are opposed to the use of smell in business
  - D. almost half of the business owners in Britain were in favour of utilizing smells

1<sup>st</sup> Grader: \_\_\_\_\_ / 12.5 pts.

2<sup>nd</sup> Grader: \_\_\_\_\_ / 12.5 pts.

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**LISTENING (10x2.5=25 points)**  
**Suggested Time: 20 minutes**

**Part 3. While Listening: You will hear a podcast about the future workplace. For questions 11-15, circle the correct answer A, B, C or D, or fill in the blanks with an appropriate word or a phrase USING NO MORE THAN THREE WORDS. You will hear the recording twice.**

11. In the future, \_\_\_\_\_.
- A. automatic machines won't perform as well as they do now
  - B. all workplaces will be badly affected due to technology
  - C. people will need to have more qualifications to get a job
  - D. not many jobs will disappear because of the use of technology
12. One advantage of the new workplace is that people can \_\_\_\_\_.
- A. complete projects with others in the same location
  - B. create their own work space as they want
  - C. have more free time to train for other jobs
  - D. relax at home without worrying about work-related issues
13. Despite its benefits, an online workplace might be disadvantageous because \_\_\_\_\_.
- A. having to communicate online all the time creates stress
  - B. the bad quality of the internet puts people under pressure
  - C. videoconferencing technology triggers mental disorders
  - D. workers have to communicate with foreigners most of the time
14. In order to get into a job, \_\_\_\_\_ will be necessary.
- A. having good video-game skills
  - B. a well-written CV about new ideas
  - C. the practice of playing more video games
  - D. a virtual presentation of qualifications and skills
15. The speaker says that companies can see if workers deal with challenges well by means of \_\_\_\_\_.

1<sup>st</sup> Grader: \_\_\_\_\_ / 12.5 pts.

2<sup>nd</sup> Grader: \_\_\_\_\_ / 12.5 pts.

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**Part 4. While Listening: You will listen to an interview with Bethany Fernandez about medical advancements. For questions 16-20, circle the correct answer A, B, C or D, or fill in the blanks with an appropriate word or a phrase using NO MORE THAN THREE WORDS. You will hear the recording twice.**

16. Fernandez states that biotechnology has witnessed outstanding developments \_\_\_\_\_ this year.
- A. in the use of living organisms to create a medical device
  - B. not only in medicines but also in medical gadgets
  - C. largely in terms of sophisticated technologies, including robotic limbs
  - D. that make doctors redundant in the treatment of patients
17. According to Fernandez, many remarkable developments in medicine mainly \_\_\_\_\_.
- A. raise life span of people beyond 72
  - B. enable doctors to treat patients online
  - C. don't affect people's life standards on average
  - D. influence the way general health care develops
18. It can be said that wearable small smart devices will more probably \_\_\_\_\_.
- A. guess such conditions as heart disease
  - B. change how people consume food and drinks
  - C. stay permanently at certain parts of the body
  - D. have nothing to do with what people consume
19. Adapting some medicines to a certain ill person is particularly helpful for the treatment of \_\_\_\_\_.
20. Bethany Fernandez says \_\_\_\_\_.
- A. scientists are trying to produce a tiny heart out of human tissue in Israel
  - B. fully functioning organs can be reproduced now for transplant patients
  - C. demand for the use of robots is not very high all over the world
  - D. almost all surgeries will be carried out by robots in the not-too-distant future

1<sup>st</sup> Grader: \_\_\_\_\_ / 12.5 pts.

2<sup>nd</sup> Grader: \_\_\_\_\_ / 12.5 pts

**THIS IS THE END OF THE EXAM.**

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## ANSWER KEY

### Reading

Part 1 1. G 2. B 3. F 4. C 5. D

Part 2 6. atmospheric 7. smell 8. B 9. C 10. D

### Listening

Part 3 11. C 12. B 13. A 14. D 15. (Video) games / playing (video) games / gamification

Part 4 16. B 17. D 18. A 19. Infection(s) 20. C

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