



CADERNO DE QUESTÕES

NÚCLEO DE LÍNGUAS CAMPUS ITAPERI | SELEÇÃO 2026.2 TESTE DE NÍVEL



NOME COMPLETO

NÚCLEO DE LÍNGUAS CAMPUS ITAPERI

seleção 2026.2 teste de nível

EDITAL Nº 11/2026
PROVA DE LÍNGUA INGLESA SEMESTRE V

DURAÇÃO DA PROVA: 03 HORAS
INÍCIO: 09 HORAS | TÉRMINO: 12 HORAS

LEIA ATENTAMENTE AS INSTRUÇÕES:

1. Este CADERNO DE QUESTÕES contém 20 questões numeradas de 01 a 20.
2. Confira se a quantidade e a ordem das questões do seu CADERNO DE QUESTÕES estão de acordo com a instrução anterior. Caso o caderno esteja incompleto ou tenha algum defeito de impressão comunique ao aplicador da sala para que ele tome as providências cabíveis.
3. Utilize apenas caneta esferográfica de tinta azul ou preta. Será considerada nula a FOLHA DE GABARITO que estiver marcada a lápis ou caneta com cor diferente à especificada anteriormente.
4. Para cada uma das questões do CADERNO DE QUESTÕES são apresentadas 4 opções de resposta. Apenas uma delas responde corretamente à questão.
5. O tempo disponível para esta prova é de 3 (três) horas, tendo início às 09h e encerrando às 12h. Será permitido deixar o local de prova somente após decorrida 1 (uma) hora do início da aplicação, sob risco de eliminação.
6. Será eliminado desta seleção quem utilizar-se de relógios ou aparelhos eletrônicos (notebook, agenda eletrônica, telefone celular, smartphone, calculadora, tablet, pen drive, mp3 player, fones de ouvido, etc.).
7. Reserve os 30 minutos finais para marcar sua FOLHA DE GABARITO.
8. Após a entrega da folha de gabarito, retire-se do local/sala de prova com este CADERNO DE QUESTÕES.
9. Este CADERNO DE QUESTÕES, juntamente com o GABARITO PRELIMINAR, estará disponível, dia **29 de junho de 2026**, no site (www.uece.br/nucleodelinguasitaperi/selecao/teste-de-nivel/).
10. O resultado final da Seleção 2026.2 Teste de Nível estará disponível, dia **03 de julho de 2026**, no site (www.uece.br/nucleodelinguasitaperi/selecao/teste-de-nivel/).

PROVA DE LÍNGUA INGLESA**WHAT ADVERTISERS WANT FROM YOU**

01 Have you ever wondered why you choose one
02 brand of coffee over another, even if they taste
03 similar? The answer often lies in the clever
04 psychology used by advertisers. Their main goal isn't
05 just to sell you a single product; it is to build a
06 long-term relationship with you, the consumer. To do
07 this, they need to persuade you to feel a certain way
08 about their brand, and they have several powerful
09 tools to achieve this.

10 The first thing advertisers want is your trust. If
11 you trust a brand, you are more likely to buy from
12 them repeatedly. This is why so many technology
13 companies, like Apple and Samsung, use clean,
14 simple designs and minimalist advertising. The colour
15 blue is also frequently used by banks and financial
16 companies because our subconscious mind
17 associates it with security and reliability. They want
18 you to feel that your money is safe with them.

19 Next, advertisers want you to feel an emotional
20 connection. Think about adverts that feature happy
21 families, cute animals, or inspiring stories. These are
22 designed to make you associate the brand with
23 positive feelings like happiness, comfort, and love.
23 Coca-Cola, for example, has built its entire brand
24 identity around the ideas of happiness and sharing.
25 When you see their adverts, they don't just want you
26 to think about a drink; they want you to think about
27 good times with friends and family. If they can make
28 you feel good, they hope you will buy their product to
29 recapture that feeling.

30 Finally, advertisers want to create a sense of
31 urgency or exclusivity. Have you ever seen an advert
32 that says "Limited time only!" or "Only 100 items
33 available"? This technique makes you feel that if you
34 don't act now, you will miss a special opportunity.

35 This can be a very effective way to persuade
36 people to make a quick purchasing decision. These
37 are just a few of the psychological tools used in
38 advertising. By influencing our perception of their
39 brand, advertisers aim to build brand loyalty. They
40 want to be the first name you think of when you need
41 a new phone, a car, or even just a soft drink. They are
42 not just selling a product; they are selling an idea, a
43 feeling, and a promise. The next time you watch an
44 advert, look beyond the product being sold. Ask
45 yourself: what feeling are they trying to sell me?

From: <https://www.esllounge.com/student/reading/3r18-intermediate-reading-what-advertiser-want-from-you.php>

QUESTÃO 01

According to the text, what is the main long-term goal of an advertiser?

- a) To prove their product is better than all others.
- b) To create the most artistic and beautiful adverts.
- c) To keep customers coming back.
- d) To make their brand appear more innovative than competitors.

QUESTÃO 02

What is the primary advertising goal behind using simple designs and the colour blue?

- a) To appeal mainly to younger customers
- b) To reduce advertising costs through simpler production.
- c) To make the brand seem more luxurious and expensive.
- d) To make consumers feel the brand is reliable and can be trusted.

QUESTÃO 03

What is the main purpose of using happy families and cute animals in adverts?

- a) To create warm emotions about the company.
- b) To demonstrate how the product can be used.
- c) To make the advert more interesting for children.
- d) To demonstrate the product's wide appeal across demographics.

QUESTÃO 04

What does the text mean by 'brand loyalty'?

- a) The company is loyal to its customers.
- b) The customer always thinks of one brand first for a certain product.
- c) The customer buys many different brands to compare them.
- d) The company promises to keep its prices low.

QUESTÃO 05

What is the main argument of the article about advertising?

- a) That companies are really selling emotions, not things.
- b) That only the biggest companies can afford to use psychology in their adverts.
- c) That modern advertising is less effective than it used to be.
- d) That advertising uses psychology to influence consumer behaviour.

QUESTÃO 06

Choose the alternative that competes the dialogue:

A: _____ your new job?

B: It's great. I don't have to work nine to five. I can choose my own hours.

A: That's great, so _____ you work?

B: I usually start work at noon. Why? When do you start?

A: I start really _____ in the morning. Sometimes before six!

- a) What's / how does / late.
- b) When do / what do / after.
- c) How do / how / early.
- d) How's / when do / early.

QUESTÃO 07

Choose the sentences that is grammatically correct.

- a) Did your parents have a good time in China?
- b) There were a great view from the top of the mountain.
- c) My stomach is maked noises because I'm hungry.
- d) Do you could get me a bag of rice at the store.

QUESTÃO 08

Choose the correct alternative.

"FRASER DOHERTY is an extraordinary young man. He has his own company, SuperJam, which he _____ when he was just 16. "I earn more money than my parents," he says. His company _____ jam 500,000 jars every year - using a secret recipe from _____ grandmother."

- a) Opens / was making / your.
- b) Started / makes / his
- c) Didn't start / made / her.
- d) Starts / make / his.

QUESTÃO 09

Choose the alternative that completes the paragraph.

"We asked three people who live in Amsterdam: "We have three hours _____ your city. What are the best things to do?"

It depends _____ the weather. Check the forecast when you arrive _____ the airport. If the weather is bad, visit one of our famous cafés. Try some bitterballen (it's a kind of Dutch meat snack) or have some pancakes with Dutch cheese. I'm sure you're going to love Dutch food. If it's a sunny day, spend some time _____ the flower market."

- a) In / of / in / on.
- b) In / on / at / at.
- c) At / of / in / at.
- d) In / to / on / on.

QUESTÃO 10

Complete the sentence with the correct pronouns:

"Few days ago, when my wife was shopping a man stopped _____ and asked _____ the way to the chemist's. _____ showed _____ the way and _____ thanked _____."

- a) Him / her / she / her / he / her.
- b) Her / her / she / him / he / her.
- c) She / her / she / him / he / her.
- d) Her / his / she / hers / him / her.

QUESTÃO 11

Which sentence is **NOT** correct?

- a) Did you have washed the car yet? No, I haven't.
- b) Shhh. The movie has already started.
- c) Faisal is over there. He is standing next to the tall man in the black hat.
- d) It was raining when Rachael arrived at her new office.

QUESTÃO 12

Choose the option that contains the following sentence in reported speech.

"I'm checking my messages", said Bryan.

- a) Bryan say he is checking his messages.
- b) Bryan said I am checking my messages.
- c) I said that Bryan is checking my messages.
- d) Bryan said he was checking his messages.

QUESTÃO 13

Choose the correct option to complete the sentences:

I) Do you know _____ at this party?

II) I don't want to speak to you. I have _____ to say to you.

III) Did you write _____ oh her Facebook page?

- a) I) somebody II) something III) nothing.
- b) I) somebody II) anything III) anything.
- c) I) anyone II) nothing III) anything.
- d) I) anyone II) someone III) something.

QUESTÃO 14

Choose the correct alternative about the use of adjectives.

"The Revenant is a 2015 American western. It (1) _____ by Mexican film director Alejandro G. Iñárritu. The film (2) _____ the north-western part of the US. It (3) _____ a novel about the experiences of Hugh Glass, a man who lived in the area in the early 1800s. The Revenant (4) _____ on location in Canada, the US, and Argentina. Leonardo DiCaprio (5) _____ Hugh Glass and won an Academy Award for his performance."

- a) (2) Was based in (3) shoot (4) played all.
- b) (1) Was dubbed (3) was shut (4) played the part of.
- c) (1) Was directed (2) is set (5) was dubbed into.
- d) (1) Is directed (2) set (5) is based on.

QUESTÃO 15

Choose the sentence which is grammatically correct:

- a) I haven't seen Jane for almost two months. Is she working at IBM Company?
- b) I don't seen Jane for almost two months. Has she still work at IBM Company?
- c) I didn't see Jane for almost two months. Was she still working at IBM Company?
- d) I am not seeing Jane for almost two months. Does she still work at IBM Company?

QUESTÃO 16

Choose the correct sentences about the modal verbs.

I) Professor Watkins told me today that I have to give in that assignment by Friday at the latest.

II) My company said that if I want this promotion, I could go to the doctor's for a thorough medical check-up first.

III) I went to see "Alien 9" at the cinema last night. What a great film! You must go and see it!

- a) II and III.
- b) Just II.
- c) All the sentences.
- d) I and III.

QUESTÃO 17

Choose the alternative that completes the sentence.

"When the accident happened..."

- a) Another driver drove past very quickly
- b) I was driving too fast.
- c) I arrived home and I didn't asked her why.
- d) The builders are working on the house.

QUESTÃO 18

Choose the correct alternative to complete the paragraph.

"Dear Sir or Madam,

I _____ to you today to make a formal complaint regarding a serious and ongoing noise disturbance from the residents of Flat 12B, Willow Street. My name is John Carter, and I am the resident of the flat directly below, 12A.

For the past three months, my neighbours in 12B _____ excessively loud music late at night, typically between the hours of 11:00 PM and 3:00 AM."

- a) Am writing / have been playing.
- b) Wrote / have be played.
- c) Have being written / has been played.
- d) Am writing / did have playing.

QUESTÃO 19

Choose the best sentence to complete the dialogue.

A: *Have you ever been to Japan?*

B: *Yes. I've been to Japan many times.*

A: *Oh wow. Whereabouts in Japan have you been to?*

B: *I've been to Tokyo many times because there're direct flights from Melbourne. I've also been to Osaka, Kyoto, Hiroshima and Sapporo.*

A: *That sounds awesome! _____ and would like to go there again.*

- a) I've never already been there twice this year.
- b) I've only been to Tokyo once.
- c) I didn't not been there twice this year.
- d) I've just been to Tokyo last year.

QUESTÃO 20

Select the option in which the suffix **-ed** has the same pronunciation as in *"intended"*

- a) Looked / smiled / loved.
- b) Wanted / pretended / reported.
- c) Tested / cleaned / opened.
- d) Played / watched / parked.