



SCHOOL OF FOREIGN LANGUAGES
ENGLISH PREPARATORY PROGRAMME

PROFICIENCY
WRITING SAMPLE

Student Name and Surname:

Writing Score: 30 Points

Student Number:

Duration: 10 min. Planning
50 min. Writing

WRITING TASK: In your opinion, what are the most important factors that make a new product successful? Write an essay of at least 350 words. Give reasons and examples. You MAY use the following points and add your own ideas:

- features and functions
- promotion and marketing
- the price
- customer needs
- any other factors

Do not remove the staples on the right of the page until you are instructed to do so.
You have 10 minutes to plan your essay. Use the box below.

BRAINSTORMING & OUTLINING (**compulsory**)

SAMPLE

