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| **Description: C:\Users\SLO\Desktop\Kadir_has.jpg** | **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.

**SAMPLE**

You have 10 minutes to plan your essay. Use the box below.

BRAINSTORMING & OUTLINING (**compulsory**)

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Write your essay here.

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**SAMPLE**

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