Imagen que contiene Interfaz de usuario gráfica

Descripción generada automáticamente**Icono

Descripción generada automáticamenteUNIVERSIDAD AUTÓNOMA DE COAHUILA**

**CENTRO DE IDIOMAS**

**PROGRAMA DE KIDS & TEENS**

**TEENS LEVEL 9 –LINK IT 5 3rd PARTIAL Units 5-6**

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SCORE: W\_\_\_\_\_\_O\_\_\_\_\_\_**

**100 %**

**TEACHER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE:\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PART I. VOCABULARY**

1 Complete the texts about two ad campaigns with the correct form of the words in the box. There are two extra words.

brand advertisement slogan logo product label billboard influence commercial publicity sponsor launch

**A bold, new campaign**

Orange was a European cell phone provider. They were growing in size, but they wanted the 1\_\_\_\_\_\_\_\_\_\_ to become well known in Asia. Starting in Thailand, they put huge posters up on 2\_\_\_\_\_\_\_\_\_\_ all over Bangkok. The posters were black and white with just a touch of orange. Next to the pictures was the phrase “The future’s bright, the future’s orange.” They didn’t say what the 3\_\_\_\_\_\_\_\_\_\_ were for, so people were left wondering. A few weeks later, they replaced the posters with ads for the Orange cell network, and that was the 4\_\_\_\_\_\_\_\_\_\_ of their product in Asia. They became a huge company and 5\_\_\_\_\_\_\_\_\_\_ everything from sporting events to movie awards.

**What’s in it?**

Everyone knows the 6\_\_\_\_\_\_\_\_\_\_ of what is probably the most famous fast food restaurant in the world. When you see the big golden “M,” you immediately know there’s a McDonald’s nearby. However, the food 7\_\_\_\_\_\_\_\_\_\_ they are famous for had developed a terrible reputation. There were rumors going around about their food and what was in it! So, they made some TV 8\_\_\_\_\_\_\_\_\_\_ where consumers were invited to ask any question they wanted about McDonald’s food with the promise of a detailed and rapid response. The 9\_\_\_\_\_\_\_\_\_\_ was “Our food, your questions.” It led to a huge amount of 10\_\_\_\_\_\_\_\_\_\_ and managed to get back people’s confidence in the McDonald’s brand.

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2 Complete the words in the sentences.

**1** I’ve never eaten sushi. I can’t understand how people can eat r\_\_\_\_\_\_\_\_ fish!

**2** Excuse me, is the burger s\_\_\_\_\_\_\_\_ with fries?

**3** You should wait for the water to b\_\_\_\_\_\_\_\_ before you put the pasta in!

**4** Is it OK if I give my meat to the dog? It’s very t\_\_\_\_\_\_\_\_, and I can’t chew it!

**5** That cake needs to b\_\_\_\_\_\_\_\_ for 25 minutes. Can you check it at 3 p.m.?

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**PART II. GRAMMAR**

3 Choose the correct alternatives.

**1** Elsa **told** / **said** that she had some milk.

**2** My aunt asked me where I **bought** / **’d bought** my bag.

**3** I told Anna **if she could** / **to** sit down.

**4** I asked them what **were they** / **they were** watching.

**5** A journalist asked why **the information was** / **was the information** secret.

**6** We asked Mom if we **could** / **can** go out.

**7** Milo told us he never **had eaten** / **ate** fish because he didn’t like it.

**8** Jess told **us** / **that** she didn’t use her phone much.

**9** Claudia said she **wouldn’t** / **won’t** be at   
swim club.

**10** Sophie asked **whether** / **that** we ate meat.

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4 Check (✓) the correct sentences. Then rewrite the sentences with mistakes correctly.

**1** My grandma managed to speak four languages when she was only 12 years old.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2** Grandpa didn’t manage to dance well when he was young, but Grandma didn’t mind.

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**3** I think you’ll be able to go to school tomorrow. You look much better.

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**4** You aren’t able to go out because you haven’t finished your homework.

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**5** Jenny can play tennis very well.

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**PART III. LISTENING**

5 T03 Listen and choose the correct answers.

**1** Recent surveys found that people

**a** always trust products that cost more.

**b** are less likely to buy a product they have never seen before.

**c** think that well-known products don’t need so much advertising.

**d** stop buying the same product because it   
gets boring.

**2** TV commercials are an effective way of advertising because

**a** so many people see them.

**b** people clearly remember advertisements they’ve seen and use the information when buying a product.

**c** they give people accurate information about a product.

**d** they’re cheaper than Internet advertising.

**3** When companies spend a lot of money on

advertising,

**a** they usually regret it later on.

**b** they usually make a lot of money from it.

**c** they have to wait a while before it leads to higher sales.

**d** they reach richer customers.

**4** The 2004 Chanel advertisement

**a** did not lead to higher sales figures.

**b** was cheaper than most advertisements.

**c** was successful but expensive.

**d** was famous, but not because people liked it.

**5** Chanel advertisements influence consumers because

**a** they haven’t changed since the 1970s.

**b** nobody knew about their product before.

**c** they have members of the public in them.

**d** they make consumers feel they can be like the celebrities in them.

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**PART IV. READING (points)COMPREHENSION**

**How to provide enough food for a growing population**

By 2050, population experts say that there will be nine billion people living on our planet. 1\_\_\_ And it isn’t just population growth that causes us to need more food. As countries around the world become richer, there is a higher demand for foods such as meat, eggs, and dairy products, especially in countries like China and India, where these foods were traditionally not part of the diet. In order to feed more chickens and cows, in addition to the crops\* that humans eat, it will be necessary to double the amount of food we grow by 2050.

2\_\_\_ Apart from the challenge of producing so much food, agriculture massively damages the environment. It uses huge amounts of water, and the chemicals put on crops often end up in rivers and oceans, killing birds and sea life. And by cutting down forests to create more room for farms, we destroy homes for many different types of wildlife and also contribute to global warming. So, our need for more food is also very dangerous for our planet.

So, what’s the solution? Firstly, new scientific techniques should be used to reduce the use of water and chemicals 3\_\_\_. Scientists all over the world are working on developing and improving methods for growing more food while cutting down fewer forests and also using less water and chemicals. Secondly, we also need to change what we eat. It would be much easier to feed nine billion people if more of the crops we grew ended up in human stomachs. Instead, only 55 percent of the crops we grow are used to feed people. 4\_\_\_ However, for every 100 calories of food we feed animals, we only get between 3 and 40 calories back in the form of milk, cheese, chicken, beef, etc. Put simply, eating meat and dairy products is a luxury, and we can’t keep doing it if we need to feed a growing population. However, some scientists have looked at the problem of producing enough food for more people and have wondered whether we really need to increase the amount of food we produce. They suggest that we may simply need to waste less. Roughly one-third of the food that is produced every year is wasted. In rich countries, it is wasted in homes, restaurants, or supermarkets 5\_\_\_. In poor countries, it is often lost between the farmer and the market because it is difficult to store at the right temperature or because transportation between different places takes too long. If we could reduce the amount of waste, there might be enough food for everyone in the future.

It won’t be easy to meet the challenge of feeding a growing population, and huge changes will be required. But we can play our part by thinking carefully about what we eat and not wasting what we have. Our choices will play a part in deciding the future.

\***crops** = plants that a farmer grows for food

6 Read the text. Five sentences have been removed. Choose the correct sentences (a–h) to complete the text. There are three extra sentences.

**a** There is a big question over how we will   
manage this.

**b** Around 36 percent of crops are fed to animals to produce meat and milk.

**c** We can’t be sure it will happen.

**d** and also to grow more food on less land

**e** It isn’t clear how much we need.

**f** That’s two billion more than we’re feeding now.

**g** where it isn’t eaten before it goes bad

**h** and farmers use fewer pesticides on crops

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**PART V. WRITING**

7 A food magazine has asked readers to write in and describe a memorable meal. Write a short article. Think about the questions below.

• Where were you? What was the occasion?

• What was the meal? Describe it.

• What made the meal so special?

• Have you ever had this meal again? If so, was   
it as good?

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