

## Part I: Multiple Choice Questions

1. a	11. a
2. c	12. c
3. b	13. b
4. e	14. e
5. b	15. a
6. c	16. d
7. d	17. e
8. b	18. d
9. d	19. a
10. e	20. e

## Part II: Reading Comprehension

### A.

- |        |        |
|--------|--------|
| 1. (C) | 5. (F) |
| 2. (D) | 6. (E) |
| 3. (B) | 7. (G) |
| 4. (A) |        |

### B.

1. **Right** – In fact, 92% of social media users are more likely to trust content produced by other users than traditional advertising.

2. **No Information**

3. **Wrong** – Beneath the natural, spontaneous spirit of this kind of dynamics there is a whole complex structure based on presenting a message in a simple, friendly way, often in the form of a story told in the first person.

4. **Right** – For users, a digital influencer is like headlights that shed light on the vast expanse of information on the internet.

### C.

1. Infocication is intoxication by information overload. With the digital revolution, everything is just a few clicks away and culture is more accessible than ever. Too much information may cause infocication.

2. Nowadays, regular people, not only celebrities from the worlds of sports and show business, are being used in marketing and can become influencers. Organizations detect when a social media user is influential and may hire him/her to work for them.

**D.**

1. sift
2. catalyst
3. sterile

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**Part III: Language Use****A.**

1. A house may become derelict because of bad tenants, squatters and/or owners who are not diligent, who do not care for the property, who are not dedicated and hard-working towards the maintenance of the property.
2. If you are a lodger, you rent a room in another person's house, you are not a tenant who rents the entire house.

**B.**

- |                  |                                     |
|------------------|-------------------------------------|
| 1. running costs | 4. landlord                         |
| 2. liaison       | 5. refurbishing/doing-up/renovating |
| 3. deposit       |                                     |

**C.**

- |                 |              |
|-----------------|--------------|
| 1. ground rules | 5. cold call |
| 2. dodgy        | 6. launch    |
| 3. retailers    | 7. cynical   |
| 4. hassle       | 8. trawl     |

**D.**

- |               |              |
|---------------|--------------|
| 1. savvy      | 3. hold sway |
| 2. pokey/poky | 4. mingle    |

**E.**

- |                         |                            |
|-------------------------|----------------------------|
| 1. had her heart broken | 3. have just been repaired |
| 2. got his hair shaved  | 4. was offered to visitors |

**F.**

- |                    |                        |
|--------------------|------------------------|
| 1. has, ironed     | 4. have, redesign      |
| 2. has, manicured  | 5. is having, restyled |
| 3. had, redecorate | 6. will have, washed   |

**G.**

1. is (being) employed
2. has been used
3. to be kept
4. being attracted
5. are (being) shown
6. are playing
7. were clicked on
8. is changed
9. will continue/are going to continue
10. to educate