

Skills Test Unit 6 Test A

Name: _____

Everyday English

1 Complete the sentences with the words below.

although however but whereas on the other hand

- 1 The job looks boring, _____ perhaps it's well-paid.
- 2 _____ it's a good idea to work at weekends, I don't think teenagers should have to work if they don't want to.
- 3 The young people in the photo look like they're doing a weekend job, _____ the people in the other photo don't look like they have a job.
- 4 The teenagers look like they're enjoying their job. _____, they're also working hard.
- 5 On the one hand, many teenagers enjoy working part-time. _____, some parents think they should spend their free time studying.

Mark: ____ / 5

Listening

- 2 🎧 Listen to an interview with Danny Wilcocks on a radio programme about jobs in advertising. Circle the correct options to complete the description of Danny's job.

Danny Wilcocks has worked in the ¹creative / business / accounts department of a major advertising agency since he left university with a qualification in ²business / art / advertising. He sometimes finds his job ³repetitive / difficult / boring. He says that he ⁴doesn't enjoy / quite enjoys / really enjoys it.

- 3 🎧 Listen again. Circle the correct answer (a–d).

- 1 What is Danny's job?
 - a He's head of a department.
 - b He's an art director.
 - c He's an account manager.
 - d He's a copywriter.
- 2 Danny decided to work in advertising
 - a when he was at primary school.
 - b after leaving college.
 - c when he left secondary school.
 - d when he was at university.
- 3 Why was Danny so pleased about the advertising campaign for the bike company?
 - a It was the best job he'd ever done.
 - b It was as good as his last campaign.
 - c The campaign helped save the company.
 - d The public thought that the campaign was fun.

Mark: ____ / 10

Reading

The greatest advertising campaigns in American history

If you've ever watched the hit American TV series *Mad Men*, you'll know how important and influential advertising campaigns were back in the 1950s and 1960s. At that time, in the agencies of Madison Avenue in New York, highly-paid, smartly-dressed executives created remarkable advertisements for newspapers, billboards and glossy magazines which persuaded (or tricked!) millions of Americans into buying a wide range of cars, soft drinks, perfumes, clothes, and, well, just about everything else. In fact, the brand image of many of today's most successful products was developed back in those days, and the marketing techniques that were used then are still used today.

In order to put together this article, two leading experts on the history of advertising have been asked to name the ad campaigns that have had the greatest impact in the US. Amazingly, they agreed on a top two.

In second place they came up with the advertising campaign for a hair colour product from the American company Clairol. It was called Miss Clairol. When it was launched in 1956, the idea of colouring your hair wasn't very popular with American women. However, the famous advertising executive Shirley Polykoff changed all that by producing advertisements with the slogan, *Does she ... or doesn't she?* It was an intriguing question and one which implied that if you used Miss Clairol, nobody would know whether your hair had been dyed or not. Suddenly, colouring your hair became a craze in America. Millions of bottles of Miss Clairol were sold and revenues went from \$25 million annually to over \$200 million. Even today, Clairol continues to be the world's biggest manufacturer of hair colour products.

In first place is an advertising campaign from sixty years ago which had a slogan which is still remembered and used today. At that time, De Beers, the world's largest diamond-producing company, wanted people to buy more diamond rings. New deposits of diamonds had been discovered in South Africa, so lots of diamond rings, necklaces and bracelets were being made, but very few people were buying them. The story goes that one night a young executive who was working late in the office found a picture in a magazine of a couple who were in love. Suddenly, she had an idea – a moment of inspiration. On the picture she wrote *A diamond is forever* – and that became the slogan for the campaign. Sales of diamonds rocketed, and today diamonds remain the most popular gemstone for engagement rings.

4 Read the text. Are the sentences true (T) or false (F)?

- 1 Advertising campaigns in the 1950s had little influence on people. ____
- 2 The way products are advertised today is completely different from advertising in the 1950s. ____
- 3 The advertising history experts had different views about which ad campaign was the best. ____
- 4 Shirley Polykoff's slogan was successful because it made women think that if they used Miss Clairol, it wouldn't look like their hair had been coloured. ____
- 5 In 1956, hair colour products were already very popular in the US. ____
- 6 Clairol is no longer a manufacturer of hair colour products. ____
- 7 Sixty years ago, De Beers were finding it difficult to discover new diamonds. ____
- 8 Sixty years ago, people didn't buy as many diamond rings as they do now. ____
- 9 A young executive found the phrase *A diamond is forever* in a magazine and decided to use it as a slogan. ____
- 10 People suddenly started buying lots of diamonds after they used the slogan *A diamond is forever*. ____

Mark: ____ / 10

Writing

5 You ordered an expensive emerald necklace from an online shop last week. When you received it, there were problems with the product. Read the problems and then write a letter of complaint.

- The emerald is smaller than shown in the photo.
- It is difficult to fasten the necklace.
- There's a mark on the necklace.
- The box that the necklace was in is damaged.

Write your letter. Use the plan to help you.

Paragraph 1: Explain why you are writing to them.

Paragraph 2: Give detailed reasons for your complaint.

Paragraph 3: State clearly what you expect the online shop to do about it.

Mark: ____ / 15

TOTAL MARKS: ____ / 40

Challenge!

6 Complete the text with the correct words (a–c).

The end of high street shopping?

Shoppers are changing the way they buy things, and in the future this ¹ _____ a big impact on the high street. In a survey, a group of people under thirty were asked whether any of their recent purchases ² _____ in a high street shop. ³ _____ of them said yes. ⁴ _____, a whopping 96% said no. Experts have put this ⁵ _____ to the rise of online shopping. Nowadays, young people prefer to check prices of products on the high street first, knowing that they ⁶ _____ pay high street prices because they can go home and buy what they ⁷ _____ at lower prices online. This trend is known as 'showrooming'. Ten years from now, if you ⁸ _____ into a high street shop, it won't sell anything – it'll just show you what you can buy on the internet!

1 a will have b is having c has

2 a had made b had been made c had been making

3 a A significant proportion b A tiny minority c An overwhelming number

4 a Although b Whereas c However

5 a up b down c after

6 a mustn't b don't have to c can't

7 a used to see b seen c have seen

8 a go b went c will go