Vocabulary and Grammar Test Unit 6 Test A

Na	ıme	o:
V	oc	cabulary
1	C l	hoose the correct verb (a–c) to complete the sentences. Last month, Ford a new model of car. They introduced it for the first time with a huge advertising campaign. a launched b displayed c influenced
	2	We want to our new perfume with TV and online advertising. It's important to make sure that everybody knows about the product. a target b persuade c promote
	3	There is no doubt that celebrities the fashion choices that we make. If our favourite pop star wears something, we want to have it! a research b influence c trick
	4	Department stores their most popular products in their windows for people to see. a display b persuade c target
	5	In their advertising, soft drinks companies young teens because they are their main customers. a promote b target c launch
	6	Don't allow clever marketing to you into buying something you don't need. a research b display c trick
	7	It's important to the market before introducing a new product. You must find our

Mark: ___ / 7

what the competition is.

a research b influence c promote

2	Match words in A to words in B to make collocations. Then use them to complete the sentences.										
	Α	free	special	brand	luxury	glossy	mark	eting	inside	er	
	В	offer	image	goods	knowle	dge a	gency	maga	zines	sample	
	1	Soft d	rinks com	panies lik	e Coca (Cola and	Pepsi h	nave a	strong .		People all over
		the wo	orld recog	nize them	easily.						
	2	It's ille	gal to buy	a compa	iny if you	have _			of its bu	isiness. If	you know company
		secret	s, you sho	ould revea	al them b	efore yo	u make	an offe	er.		
	3	Compa	•	nd a lot o	f money	on adve	rtising _			such as	perfume, fur coats and
	4		ne any mo		the new	chocola	te bar at	the su	ıpermaı	rket. It tas	stes great and it didn't
	5	The w	ashing po	wder is o	n		. It's €3	3.00 ch	eaper t	han it usu	ually is.
	6	There	are lots o	f advertis	ing and p	oictures	in		suc	h as <i>Vog</i>	ue and Cosmopolitan.
	7	I work	for a		in Lon	don whi	ch nlane	camn	aiane fa	or how to	advertise products.
							on plans	camp	aigi is it	of flow to	advortioo producto.
		ark: _	_ / 14				on plans	camp	aigris it	or now to	autorilos producto.
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1	We	made money this	s year and	d our costs	have be	en low, so the	company	s finances are in a
	goo	d state						
2	The	people who bu	y and us	e our prod	l ucts are	important to	JS	
3	I wa	nt to know how t	hings are	assemble	d or cor	nstructed in th	ne factory.	
4	We'	re following the I	atest fas l	ion in clot	hes prod	uction		
5	We	have a 20% mar	ket share	in the bus	iness se	ector		
6	We	are a major sho	p that sel	Is things	on the hi	gh street		_
7	You	must not use thi	s work fo	money-m	aking p	urposes		
8	This	department is t	he one th	at has ide	as and d	reates image	s of how	a product will look.

Grammar

5	Complete the sentences with the correct passive form of the verbs in brackets. 1 A new advertising campaign (launch) last month.							
	2	An overwhelming number of these bags (sell) since the start of the year.						
	3	New factories (open) every day.						
	4	As we speak, the products (deliver) to depots across the country.						
	5	Next spring, a new range of clothing (will / introduce) at the show in Milan.						
	6	Twelve years ago, our IT company (started) by two friends in a garage.						
	Ma	ark: / 6						
6		ewrite the sentences in the correct passive form. signers have uploaded lots of images to the internet.						
	Th	e marketing agency is employing new managers.						
	Th	e charity was sending aid to developing countries.						
	Th	e government criticized multinational companies.						
	In t	the near future, new inventions will change the face of the IT industry.						
	Ma	ark: / 10						
7		ut the words in order to make sentences. sterday / Jack / cut / his / had / hair						
	are	e / We / house / get / going / the / redecorated / to						
	ma	arketing campaign / Andy / has / the / already / got / organized						
	ma	inufactured / product / had / the / overseas / Ridley's						
	Ma	ark: / 8						
	TC	OTAL MARKS: / 60						