

Vocabulary and Grammar Test Unit 6 Test A

Name: _____

Vocabulary

1 Choose the correct verb (a–c) to complete the sentences.

- 1 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 out what the competition is.
a research **b** influence **c** promote

Mark: ____ / 7

2 Match words in A to words in B to make collocations. Then use them to complete the sentences.

A free special brand luxury glossy marketing insider

B offer image goods knowledge agency magazines sample

- 1 Soft drinks companies like Coca Cola and Pepsi have a strong _____. People all over the world recognize them easily.
- 2 It's illegal to buy a company if you have _____ of its business. If you know company secrets, you should reveal them before you make an offer.
- 3 Companies spend a lot of money on advertising _____ such as perfume, fur coats and jewellery.
- 4 I got a _____ of the new chocolate bar at the supermarket. It tastes great and it didn't cost me any money!
- 5 The washing powder is on _____. It's €3.00 cheaper than it usually is.
- 6 There are lots of advertising and pictures in _____ such as *Vogue* and *Cosmopolitan*.
- 7 I work for a _____ in London which plans campaigns for how to advertise products.

Mark: ____ / 14

3 Read the text. Choose the correct answers (a–c) to replace the words in bold.

In my class, ¹**about 60%** of students have weekend jobs, and ²**38%** of students get pocket money for doing jobs about the house. Only ³**2–3%** of my classmates do no work at all at the weekend. Most students earn ⁴**only a small number of euros** in their jobs, but one student, Paula, makes ⁵**an incredibly large** €400.00 every weekend! My classmates spend ⁶**most** of the money they earn on going out, and spend ⁷**only a small amount** on books.

- 1 **a** a large proportion **b** a vast majority **c** a modest number
- 2 **a** an overwhelming amount **b** a significant number **c** a tiny amount
- 3 **a** a whopping number **b** a significant proportion **c** a tiny minority
- 4 **a** a modest amount of money **b** a massive amount of money **c** a vast amount of money
- 5 **a** a whopping **b** a tiny **c** a significant
- 6 **a** a great part **b** a massive amount **c** a modest proportion
- 7 **a** a tiny minority **b** a significant amount **c** a modest proportion

Mark: ____ / 7

4 Match the words below to their definitions in bold in the sentences.

design manufactured trend industry profit consumers retailer commercial

- 1 We made money this year and our costs have been low, so the company's finances are in a **good state**. _____
- 2 **The people who buy and use our products** are important to us. _____
- 3 I want to know how things are **assembled or constructed** in the factory. _____
- 4 We're following the latest **fashion** in clothes production. _____
- 5 We have a 20% market share in the **business sector**. _____
- 6 We are a major **shop that sells things** on the high street. _____
- 7 You must not use this work for **money-making** purposes. _____
- 8 This department is **the one that has ideas and creates images of how a product will look**.

Mark: ____ / 8

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.

Mark: ____ / 6

6 Rewrite the sentences in the correct passive form.

Designers have uploaded lots of images to the internet.

The marketing agency is employing new managers.

The charity was sending aid to developing countries.

The government criticized multinational companies.

In the near future, new inventions will change the face of the IT industry.

Mark: ____ / 10

7 Put the words in order to make sentences.

yesterday / Jack / cut / his / had / hair

are / We / house / get / going / the / redecorated / to

marketing campaign / Andy / has / the / already / got / organized

manufactured / product / had / the / overseas / Ridley's

Mark: ____ / 8

TOTAL MARKS: ____ / 60