

Vocabulary and Grammar Test Unit 6 Test B

Name: _____

Vocabulary

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

- 1 Luxury watch makers _____ older men with their advertising because they tend to buy expensive watches.
a promote **b** launch **c** target
- 2 Shops _____ their goods in shop windows for people to see.
a target **b** display **c** persuade
- 3 Clever marketing has _____ some people into buying insurance that they don't really need.
a researched **b** displayed **c** tricked
- 4 Last February, Pepsi _____ a new soft drink. They introduced it for the first time with a huge advertising campaign.
a influenced **b** launched **c** displayed
- 5 Film stars often _____ our choices. We buy things just because they wear them or use them in films.
a research **b** influence **c** trick
- 6 We're going to _____ the market before we open a new restaurant. We want to make sure that we will be successful.
a research **b** influence **c** promote
- 7 Our company has decided to _____ our clothes range with online advertising. It's important to tell everybody about the products.
a persuade **b** target **c** promote

Mark: ____ / 7

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

A luxury glossy marketing free special brand insider

B offer goods knowledge agency image magazines samples

- 1 CDs are on _____. They cost €5.00 less than they usually do.
- 2 My sister reads _____ like *Cosmopolitan*. She likes the beautiful pictures.
- 3 Harriet has a job at a _____ in London. It plans advertising campaigns.
- 4 Jeff had _____ about the company. His wife worked there and told him secrets about how much profit it made.
- 5 _____ such as perfume, fur coats and jewellery are expensive and appeal to wealthy consumers.
- 6 Car companies like BMW and Audi have a strong _____. People all over the world recognize them easily.
- 7 The department store handed out _____ of the shampoo to customers. Nobody had to pay for them!

Mark: ____ / 14

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

Last summer, ¹ **38%** of the students in my class got a summer job. However, ² **60%** of my classmates didn't work. Most students earned ³ **only a small number of euros** from doing part-time work, but Carla and Dan made ⁴ **an incredibly large** €800.00 a week because they got jobs in an advertising agency. Actually, only ⁵ **2%** of my classmates were well-paid. They spent ⁶ **most** of the money they earned on a summer holiday, and only saved ⁷ **a small amount** of their earnings.

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

Mark: ____ / 7

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

profit consumers retailer commercial design manufactured trend industry

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

- 8 We are a major **shop that sells things** on the high street. _____

Mark: ____ / 8

Grammar

5 Complete the sentences with the correct passive form of the verbs in brackets.

- 1 A brand new product _____ (will / launch) next month.
- 2 A significant number of suits _____ (buy) last month.
- 3 A new range of clothing _____ (sell) in our shops since March.
- 4 New high street shops _____ (open) every day.
- 5 As we speak our goods _____ (display) in shops across the country.
- 6 So far this year a huge profit _____ (already / make).

Mark: ____ / 6

6 Rewrite the sentences in the correct passive form.

- 1 Our company has placed lots of advertisements in magazines.

- 2 The shop is selling new products.

- 3 In the near future, new technology will influence what we buy.

- 4 The postal service was delivering mail around the world.

- 5 Tom Finn sold the drinks company to an American multinational company.

Mark: ____ / 10

7 Put the words in order to make sentences.

- 1 yesterday / Joe / cleaned / his / had / coat

- 2 are / they / bedrooms / get / going / the / repainted / to

- 3 every year / we / the / machines / cleaned / have

- 4 made / clothes / had / the / overseas / Simpson's

Mark: ____ / 8

TOTAL MARKS: ____ / 60