Vocabulary and Grammar Test Unit 6 Test B

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Vocabulary

1. Choose the correct verb (a–c) to complete the sentences.
2. Luxury watch makers \_\_\_\_\_\_\_\_\_\_\_\_ older men with their advertising because they tend to buy expensive watches.  
   **a** promote **b** launch **c** target
3. Shops \_\_\_\_\_\_\_\_\_\_\_\_ their goods in shop windows for people to see.  
   **a** target **b** display **c** persuade
4. Clever marketing has \_\_\_\_\_\_\_\_\_\_\_\_ some people into buying insurance that they don’t really need.  
   **a** researched **b** displayed **c** tricked
5. 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
6. Film stars often \_\_\_\_\_\_\_\_\_\_\_\_ our choices. We buy things just because they wear them or use them in films.  
   **a** research **b** influence **c** trick
7. 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
8. 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

1. Match words in A to words in B to make collocations. Then use them to complete the sentences.
2. luxury glossy marketing free special brand insider
3. offer goods knowledge agency image magazines samples
4. CDs are on \_\_\_\_\_\_\_\_\_\_\_\_ . They cost €5.00 less than they usually do.
5. My sister reads \_\_\_\_\_\_\_\_\_\_\_\_ like *Cosmopolitan*. She likes the beautiful pictures.
6. Harriet has a job at a \_\_\_\_\_\_\_\_\_\_\_\_ in London. It plans advertising campaigns.
7. Jeff had \_\_\_\_\_\_\_\_\_\_\_\_ about the company. His wife worked there and told him secrets about how much profit it made.
8. \_\_\_\_\_\_\_\_\_\_\_\_ such as perfume, fur coats and jewellery are expensive and appeal to wealthy consumers.
9. Car companies like BMW and Audi have a strong \_\_\_\_\_\_\_\_\_\_\_\_ . People all over the world recognize them easily.
10. The department store handed out \_\_\_\_\_\_\_\_\_\_\_\_ of the shampoo to customers. Nobody had to pay for them!

Mark: \_\_\_ / 14

1. 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

1. 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 arein **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

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

Mark: \_\_\_ / 6

1. Rewrite the sentences in the correct passive form.
2. Our company has placed lots of advertisements in magazines.  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. The shop is selling new products.  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. In the near future, new technology will influence what we buy.  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. The postal service was delivering mail around the world.  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Tom Finn sold the drinks company to an American multinational company.  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mark: \_\_\_ / 10

1. Put the words in order to make sentences.
2. yesterday / Joe / cleaned / his / had / coat  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. are / they / bedrooms / get / going / the / repainted / to  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. every year / we / the / machines / cleaned / have  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. made / clothes / had / the / overseas / Simpson’s  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mark: \_\_\_ / 8

TOTAL MARKS: \_\_\_ / 60