

1. _____ do you like to visit during the summer holidays?

A) When

B) How

C) What

2. I have no idea _____ he went.

a) when

b) where

c) why

3. _____ you arrive at the airport, give me a call."

a) Where

b) When

c) How

4. I wonder _____ that milk costs."

a) how

b) how much

c) what

5. _____ books are on the shelf?"

a) Where

b) How many

c) Why

6. _____ did you eat for breakfast?"

a) What

b) Why

c) When

7. I don't understand _____ he did that."

a) when

b) why

c) where

8. Can you explain _____ to get to the nearest gas station?"

a) how

b) where

c) what

9. I _____ watch TV before going to bed.

a) always

b) never

c) usually

10. She _____ eats vegetables for dinner.

a) hardly ever

b) frequently

c) rarely

11. They _____ take a family vacation in the summer.

a) seldom

b) often

c) always

12. He _____ practices the piano in the evenings.

a) never

b) regularly

c) occasionally

13. I usually ____ (read) a book in the evening, but right now I ____ (watch) TV.

a) read / watch

b) read / am watching

c) am reading / watch

14. They ____ (play) soccer every weekend, but today they ____ (go) to the beach.

a) play / go

b) play / are going

c) are playing / go

15. She ____ (work) at the office from 9 to 5 every day, but today she ____ (work) from home.

a) works / works

b) works / is working

c) is working / works

16. My sister ____ (study) for her exams at the moment, but she usually ____ (work) as a teacher.

a) studies / works

b) is studying / works

c) is studying / is working

17. He ____ (travel) to different countries often, but right now he ____ (stay) at a hotel in Paris.

a) travels / stays

b) is traveling / stays

c) travels / is staying

18. Yesterday, I ____ to the store to buy some groceries.

a) goed

b) went

c) gone

19. She ____ a beautiful song at the concert last night.

a) sings

b) singing

c) sang

20. The glass _____ when I accidentally dropped it.

a) breaks

b) broke

c) broken

21. They ____ a lot of coffee during the long road trip.

a) drink

b) drank

c) drunk

22. My friend ____ a great job on his project and received praise from the teacher.

- a) does
- b) doing
- c) did

23. We ____ a delicious dinner at the new restaurant downtown.

- a) have
- b) having
- c) had

24. He ____ all the way to the top of the mountain to enjoy the stunning view.

- a) climb
- b) climbs
- c) climbed

25. If I ____ to the party, I would have met John.

- a) went
- b) would go
- c) go

26. She would pass the exam if she ____ more time studying.

- a) had
- b) has
- c) have

27. What will you do if it ____ tomorrow?

- a) will rain
- b) rained
- c) rains

28. If I _____ a millionaire, I would travel the world.

a) am

b) was

c) were

29. If you had told me, I _____ helped you.

a) will

b) would

c) shall

30. They will come to the picnic if it _____ raining.

a) not

b) won't

c) doesn't

31. If I _____ free time, I would learn a new language.

a) have

b) had

c) has

32. What would you do if you _____ a million dollars?

a) will win

b) won

c) wins

READING PART

What does it mean to be innovative in business?

In order for a business to survive in today's world, it is important that we regularly review what we are doing and how we are doing it. By considering new ideas and new ways of doing things, and trying to innovate, we can improve on our products/services, increase sales, reduce costs and make our processes more effective and efficient. Innovation is key to increasing profits.

There are several ways a company can be innovative with their products and services. Today we will look at four of them.

1. Using the latest technology to improve your product/service

When we think of innovation, we often think of new technologies. While they might be impressive, we should not use new technologies just because they are available. It is important to consider how the technology can improve our product/service and make a difference to our customer. Companies that produce cars, toiletries, household appliances, etc. often have a large R&D department to work on making their products better.

2. Responding to customer demands by changing what is on offer

By listening to customer feedback, we can get their opinions on how we are doing and find out about what it is that they want. We also need to be aware of changes in customer demands and keep up with the times. When fast-food restaurant McDonald's realised that the market wanted healthier choices, they introduced fruit and salads, while removing the 'super-size' option from their menus.

3. Offering a new product/service to reach new customers

Your business might be doing well, but there is no growth or development and there is a risk that your competitors might take away some of your customers. Innovation sometimes means developing a new product that targets a different market. Although video games were often played by boys, in 2006, video games giant Nintendo introduced the game console Nintendo Wii, successfully targeting girls and older customers with games like Cooking Mama and Brain Training.

4. Changing the way you provide a service

By looking at the changes to the customer's lifestyle and needs, we sometimes realise that there might be better ways to serve them. Customers who do not have a lot of time might prefer to have their food or their shopping delivered to their homes, or they might like to do their banking online rather than in an actual bank.

Not all innovation will bring success to our businesses, but it can give us the opportunity to grow and learn more about what we do and what our customers might want.

Task 1

Are the sentences true or false?

1. We innovate because we want to increase the amount of money our businesses make. **F**
2. Being innovative is all about using the newest technologies in your business. **F**
3. Customers often don't know what they want. **T**
4. McDonald's have not changed their menu since they started. **F**
5. If you always target the same customers, you might lose them to your competitors. **T**
6. Nintendo understood that only boys will play computer games. **F**

Task 2

1. What is one of the key reasons for businesses to innovate according to the text?
 - a) To reduce customer demands
 - b) To increase costs
 - c) To improve products/services and increase profits

2. What is an example of using the latest technology to improve a product or service mentioned in the text?
 - a) Introducing fruit and salads in a fast-food restaurant
 - b) Developing a game console like Nintendo Wii
 - c) Removing the 'super-size' option from menus
3. How can a business respond to customer demands effectively, as mentioned in the text?
 - a) Ignoring customer feedback
 - b) Listening to customer feedback and making necessary changes
 - c) Maintaining the status quo and not making any changes
4. What is one way to reach new customers through innovation, as described in the text?
 - a) Reducing the variety of products/services offered
 - b) Developing a new product targeting a different market
 - c) Focusing on the same customer base
5. According to the text, how might businesses change the way they provide a service to customers?
 - a) By making no changes and following the same methods
 - b) By delivering food or shopping to customers' homes
 - c) By increasing the time customers spend in physical banks

READING COMPREHENSION 2

Family Castle

Read the article about a family castle and answer the questions below.

My name is Will, and our family decided that we all wanted to live together, so we looked online. We eventually found a castle we could buy. There are 20 of us altogether, including my aunts, uncles and grandparents, and we all have a room each. The castle is huge - it takes about ten minutes to walk from one side to the other. It's really cold inside the castle, especially in winter. My gran wears a coat inside as it's so cold. We had no heating at first and only one toilet when we moved in either!

When I lived in Manchester, the shops and the school were very near. Here at the castle, the nearest village is 10 minutes away, and it takes 30 minutes to get to the nearest town to do our weekly shopping. At first, I took the bus to school, but it took too long. Now my mum takes me there as she has just got a job at the school.

The best thing about living in the castle is that there is a lot of space - I can ride my bicycle all day on our large ground. I don't play online games as much as I did. We now have

heating and bathrooms along with a modern kitchen, so things are much better than they were. I love living in a castle with my whole family, and I hope to stay here for a long time.

1. Where did Will's family find the castle?
 - A. on the internet
 - B. in a newspaper
 - C. in Manchester
2. What did the castle not have when they moved in?
 - A. a toilet
 - B. heating
 - C. a kitchen
3. Where does Will's family go shopping?
 - A. The nearest town
 - B. Manchester
 - C. The nearest village
4. How does Will get to school?
 - A. By car
 - B. By bus
 - C. On his bicycle
5. What does Will like most about living in the castle?
 - A. Not playing online so much now.
 - B. The new modern bathroom and kitchen.
 - C. Riding his bike around the castle.

LISTENING ANSWERS

- | | | | |
|-------|-------|-------|-------|
| 1. B | 2. A | 3. A | 4. B |
| 5. C | 6. C | 7. A | 8. B |
| 9. A | 10. C | 11. B | 12. B |
| 13. A | | | |