

Name: _____

Date: _____

Solemne III

Beginner

1.- Select the correct opción in the following sentences: (1pt e/o)

1.- Kent is _____ than Alice

- a.- weak b.- weaker c.- weakest

2.- My watch is _____ than yours

- a.- expensive b.- expensiver c.- more expensive

3.- My father's health is _____ now

- a.- good b.- better c.- best

4.- Things are going from bad to _____ .

- a.- worse b.- worser c.- worst

5.- Our new servant is _____ than the one we had last year

- a.- dependable b.- more dependable c.- most dependable

2.- Complete the following sentences with the coorrect form of adjective in parenthesis (1pt e/o)

1. My sister thinks she's _____ (intelligent) than me, but I don't agree!
2. *Avatar* is probably _____ (bad) film I've seen!
3. What is _____ (wet) month of the year in England?
4. Do you think *Harry Potter* films are _____ (good) than the books?
5. Who is _____ (powerful) person in your country?
6. I think *Men in Black 1* was _____ (funny) than *Men in Black 3*.
7. Is Angelina Jolie _____ (old) than Sandra Bullock?
8. John is _____ (nice) person that I know.

3.- Look at the charts comparing three laptop computers. Then complete the sentences with the comparative form of the adjectives and adverbs in parentheses. (1pt e/o)

Product Details	T400	XJ7	A-50
Screen size	15 inches	17 inches	14 inches
Weight	5.5 pounds	6 pounds	6.5 pounds
Amount of time on the market	18 months	3 months	9 months
Cost	\$565	\$650	\$499

Customer Ratings	T400	XJ7	A-50
Starts quickly	★ ★ ★	★ ★	★ ★ ★ ★
Runs reliably	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★ ★
Operates quietly	★ ★ ★ ★	★ ★ ★	★ ★ ★ ★ ★
Displays pictures well	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★

1. (large / small) The screen of the T400 is larger than the A-50's, but it is smaller than the XJ7's.
2. (light / heavy) The XJ7 is _____ the A-50, but it is _____ the T400.
3. (new / old) The A-50 is _____ the T400, but it is _____ the XJ7.
4. (cheap / expensive) The T400 is _____ the XJ7, but it is _____ the A-50.
5. (quickly / slowly) The T400 starts _____ the XJ7, but _____ the A-50.
6. (reliably) The T400 runs _____ the XJ7 or the A-50.
7. (quietly) The A-50 operates _____ the T400 or the XJ7.
8. (well) The XJ7 displays pictures _____ the T400 or the A-50.

4.- Read the discussion between a professor of a business class and a guest speaker. Then answer the questions below. (2pt e/o)

Online reviews ★ or ★ ★ ★ ★?

Professor: So, Dennis, what changes have you seen in marketing recently?

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just as important as traditional advertising. Maybe even more important. TV advertising is as useful as it was before, of course. On the other hand, newspaper ads are much less effective than they used to be.

Professor: Hmm. That's interesting. . . . I've spoken to some marketing people who aren't as positive as you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are less likely to write reviews than people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are not as harmful as they used to be. Also, the positive reviews can be as valuable as ads. If a customer loves a product, he or she will endorse it just as enthusiastically as a TV ad does!

Read each statement. Circle T for true or F for false.

- | | | |
|---------------------------------------------------------------------------|---|---|
| 1. Dennis thinks that online reviews are not very important in marketing. | T | F |
| 2. Newspaper ads used to be more effective. | T | F |
| 3. Some marketing people have a negative opinion of online reviews. | T | F |
| 4. Online shoppers won't buy a product if they see a negative review. | T | F |
| 5. Positive online reviews aren't very valuable. | T | F |