

## GRAMMAR

1 Underline the correct word(s).

Example: Although / In spite of the exam was hard, I still passed.

- 1 You should book early in order **to** / **for** get tickets at the lowest prices.
- 2 **In spite of** / **Although** the cost, I'm really glad we flew first class.
- 3 I called the hotel **so as** / **so that** they would know we'd be arriving late.
- 4 We enjoy playing tennis **even though** / **despite** we're not very good at it.
- 5 You should take the exam, **though** / **in spite of** you'll need to study hard for it.
- 6 I ignored her mistake **so as not to** / **to not** embarrass her.

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2 Underline the correct word(s).

Example: The scenery in Switzerland is / are fantastic.

- 1 Politics **is** / **are** a stressful occupation.
- 2 The Shard is a famous London building made mostly of **the glass** / **glass**.
- 3 Bring two **pants** / **pairs of pants** in case you need to change.
- 4 Would you like **a piece of** / **a** toast with that coffee?
- 5 Do you have any **advices** / **advice** about traveling in Mexico?
- 6 I live **on the outskirts** / **on an outskirts** of Los Angeles.
- 7 Do you have **a pair of** / **a** shorts I could borrow if it's hot tomorrow?
- 8 All the staff in the travel agency **was** / **were** very helpful.

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## 3 Complete the sentences with the correct words.

~~whenever~~ whatever whichever whenever  
however wherever whoever

Example: Whenever I see roses, I always think of you.

- 1 Order \_\_\_\_\_ you want to eat – I'm paying!
- 2 \_\_\_\_\_ we travel, by train, bus, or car, it's not going to be cheap.
- 3 \_\_\_\_\_ I ask, they all say the same thing – we're going in the wrong direction.
- 4 I'm a freelance journalist, so I can work for \_\_\_\_\_ newspaper I want to.
- 5 You'll find friendly people \_\_\_\_\_ you go in the world.
- 6 I don't have children in school now, so I can go on vacation \_\_\_\_\_ I want to.

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Grammar total	20
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## VOCABULARY

## 4 Complete the words in the sentences.

Example: A chain is a group of stores owned by the same company.

- 1 It's a huge chain with over a thousand **b** \_\_\_\_\_ across the country.
- 2 We've kept the business small, but it's time now to **e** \_\_\_\_\_ into bigger markets.
- 3 The annual board meeting is held in the **h** \_\_\_\_\_ in New York.
- 4 I had to close the store because it wasn't making a **p** \_\_\_\_\_.
- 5 What's the name of that actor? He's in that TV **c** \_\_\_\_\_ for coffee.
- 6 We do **b** \_\_\_\_\_ with companies all over the world.
- 7 If we don't act soon, we'll be taken **o** \_\_\_\_\_ by a multinational company.
- 8 If a sportsperson **e** \_\_\_\_\_ a product, it can go wrong if they start to perform badly.
- 9 Don't believe those ads. They're totally **m** \_\_\_\_\_.
- 10 We should **m** \_\_\_\_\_ the two companies. It will cost less to run one big company.

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## 9 Grammar, Vocabulary, and Pronunciation

A

5 Write the words in parentheses with the correct prefix or suffix.

Example: someone who can speak two languages  
(lingual) = *bilingual*

- 1 a main character in a book or movie who isn't heroic (hero) = \_\_\_\_\_
- 2 the area around where you live (neighbor) = \_\_\_\_\_
- 3 not getting a high enough salary (paid) = \_\_\_\_\_
- 4 somebody that doesn't smoke anymore (smoker) = \_\_\_\_\_
- 5 to sleep longer than you intended to (sleep) = \_\_\_\_\_
- 6 something that's paid for before you use it (paid) = \_\_\_\_\_
- 7 to say a word wrongly (pronounce) = \_\_\_\_\_
- 8 food that is still a bit raw (cook) = \_\_\_\_\_
- 9 the economic system run for private profit (capital) = \_\_\_\_\_
- 10 the result of making something better (improve) = \_\_\_\_\_

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Vocabulary total 20

## PRONUNCIATION

6 Match the words with the same sound.

digital business company  
~~slogan~~ false draw

Example: promote *slogan*

- 1 decision \_\_\_\_\_
- 2 launch \_\_\_\_\_
- 3 profit \_\_\_\_\_
- 4 multinational \_\_\_\_\_
- 5 merge \_\_\_\_\_

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7 Underline the stressed syllable in the words in bold.

Example: We **ex**|port nearly half of what we produce.

- 1 This area has some wonderful local **pro**|duce – you must try the cheese.
- 2 The airline company agreed to **re**|fund my booking fee.
- 3 There has been a huge **in**|crease in the number of takeovers this year.
- 4 We're **im**|port|ing too much of our energy at the moment.
- 5 This is a very **mul**|ti|cul|tu|ral area of the city.

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Pronunciation total 10

Grammar, Vocabulary, and Pronunciation total 50

9 Reading and Writing **A****READING**

Read the article about television advertising. Five sentences have been removed. Which sentence (A–F) fits each gap (1–5)? There is one extra sentence you do not need to use.

## A Brief History of Television Advertising

Every day the average person sees 20 minutes of commercials on television or on their computer. But how did this come about? Commercial broadcasting was originally developed as a means for companies to sell radios, where radio-manufacturing companies also owned the radio stations. But once they realized that many households were listening to their radios a significant amount of time every day, other organizations started to explore this medium as a way to get their message across to the public. If one has to choose a single event that began the era of radio broadcasting, it would probably be the radio program broadcast by station WEAJ in New York City on August 28, 1922. (— 1 —) By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late '20s radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. They also handled the creative aspects of the commercials and programs. (— 2 —) These efforts paved the way for the birth of television advertising that took place in later decades.

Television advertising didn't really take hold until the late 1940s. Television was totally new – offering both sound and moving pictures – and the advertising industry moved into this area cautiously because they were not sure what methods would work best to promote their clients' products on television. (— 3 —) Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as *Kraft Television Theater* and *Colgate Comedy Hour*. As with radio, these television programs were produced by advertising agencies for their clients, rather than the studios as is normal practice today.

This practice worked very well for the clients for a while. But as television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business. This pressure, connected with the cost of delivering a production through television, forced a massive change in the relationship of all the parties involved. (— 4 —)

NBC executive Sylvester L. "Pat" Weaver came up with a solution that would work and would also be very favorable to the networks. He introduced the "magazine concept" of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. This idea would allow a variety of sponsors – up to four was the number imagined – for a show. Like a magazine, the networks would now control the content as no one advertiser would "own" a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. Being able to reach a broader segment of the population proved to be very effective for the sponsors.

More than 30 years later, online advertising came onto the scene. (— 5 —) Another benefit is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements on websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television program, for example. But perhaps we should appreciate the long way they have come since the 1920s.

- A One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time.
- B A solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.
- C This idea was originally resisted, but after a bit of experimentation, they found that this method would work well for packaged goods.
- D This was a ten-minute advertisement for suburban apartment housing.
- E Should it still be treated as radio advertising but with pictures thrown in?
- F In fact, they even created entire series that were designed to sell one product or another.

Reading total	10
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**9 Reading and Writing** **A****WRITING**

Write a report on the following topic:

“The role of television in modern life.”

Write 140–180 words. Include the following information:

- say what you think the role of television in modern life is
- discuss how you think the role of television has changed in recent years
- explain what you think the advantages of television are

Writing total  10

Reading and Writing total  20

9 Listening and Speaking **A**

## LISTENING

- 1 Listen to five people talking about their favorite ads. Which does each person say about the ad?
- A Some people know this feeling.  
 B It's a situation all girls have been in to a lesser extent.  
 C It may encourage people to get involved in something.  
 D The ad is actually a warning.  
 E It's effective because it just focuses on what the product does.  
 F It's memorable because it's so silly.

Speaker 1:   
 Speaker 2:   
 Speaker 3:   
 Speaker 4:   
 Speaker 5:

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- 2 Listen to a marketing expert talking about advertising and underline the correct answer.

- 1 Advertising a product is important for a company because it **helps tell them what the public thinks / helps them to make more money / helps increase interest in the company's other products.**
- 2 According to Ryan, advertising a banking service is **completely different from / a little similar to / exactly the same as** advertising a car.
- 3 Ryan says that advertising may be described as art because **it is mainly done by artists / it is seen by the public / it requires imaginative thinking and ideas.**
- 4 The most successful ads are **simple / original / humorous.**
- 5 "Targeting" in advertising means **communicating with a certain type of person / reaching a certain level of creativity / achieving a certain number of sales.**

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Listening total		10
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## SPEAKING

- 1 Make questions and ask your partner.
- 1 If / choose / any job / what / ideal job / be? Why?  
 2 Is / being happy / job / more important / earning / lots of money? Why / Why not?  
 3 Should / women / go out / work / stay at home / look after / family? Why?  
 4 Do / think / too many / multinational / companies / your country? Why / Why not?  
 5 What / the best ad on TV at the moment? Why?

Now answer your partner's questions.

- 2 Listen to your partner talking about work. Do you agree with him / her?
- 3 Talk about the statement below, saying if you agree or disagree. Give reasons.

"People should work to live not live to work. They should work to earn enough money to survive and not spend too much time on their careers."

Speaking total		20
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Listening and Speaking total		30
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