7 Zakupy i usługi

Uzupełnianie luk w tekście

1 **Przeczytaj tekst. Z podanych odpowiedzi wybierz właściwą, tak aby otrzymać logiczny i gramatycznie poprawny tekst. Zakreśl literę A, B albo C.**

The Rise of SADvertising

We all know that the aim of advertising is to persuade people to buy a particular product. Therefore, you would probably expect advertisements to emphasise the quality or value of a product, but this is not always the **1)** ..... . These days, advertising agencies recognise that, to really sell a product, it's not a customer's head that is worth capturing, but their heart. Scientific research shows that, **2)** ..... it comes to adverts, people respond more to emotion than they do to factual information. As a result, advertisements today tend to be far more emotional than they are informative. For example, it's common to see advertisements that tell an emotional story, in which the **3)** ..... product being advertised plays a very small part. Also, interestingly, the overriding emotion of these stories is not always happiness. It might **4)** ..... strange, but one of the truths of modern advertising is that 'sadness sells'. It seems that people are very responsive to sad stories for which they can feel sympathy and compassion. This shows that we all share the desire **5)** ..... deep human connections, but it's perhaps worth remembering that, with SADvertising, there's always somebody cashing in on your heartbreak.

1	A cause	B case	C fact
2	A what	B where	C when
3	A real	B actual	C true
4	A sound	B look	C feel
5	A about	B of	C for

Uzupełnianie luk w dwóch zdaniach

2 **W zadaniach 1–5 wybierz wyraz, który poprawnie uzupełnia luki w obydwu zdaniach. Zakreśl literę A, B albo C.**

1 Would you like to pay ..... cash?
I'd like to speak ..... the waiter about something.
A to B by C with

2 If you want to make a complaint, please ..... the manager.
You can ..... me via the store's email address.
A contact B telephone C reach

3 We're looking for a(n) ..... shop supervisor to work on weekends.
Alice has a degree in marketing so she's ..... for a job in that profession.
A qualified B educated C experienced

4 Is that dress in the shop window ..... sale?
Is there a florist's ..... this street?
A in B for C on

5 We have a separate budget for household ..... .
I picked up some ..... at the art store earlier.
A supplies B bargains C necessities

Wybór tłumaczenia

3 **W zadaniach 1–5 spośród podanych opcji (A–C) wybierz tę, która jest tłumaczeniem fragmentu podanego w nawiasie, poprawnie uzupełniającym lukę. Zakreśl literę A, B albo C.**

1 Yesterday, (**Wendy godzinami spacerowała po**) the shops.
A Wendy spent hours wandering around
B it took Wendy a long time to reach
C Wendy spent lots of money in

2 My best friend (**pomogła mi wybrać sukienkę**) for the party.
A told me to get dressed
B helped me choose a dress
C chose a better dress than mine

3 The sign said that (wyprzedaż potrwa) for one week.
   A they would sell the item
   B this would be their last sale
   C the sale would last

4 I'll definitely go back to that hairdresser's. (Było tak przyjemnie!)
   A It was so pleasant!
   B It was such a pleasure!
   C How pleasant it was!

5 Being able to get cheaper prices (to powód, dla którego ja) shop online.
   A is why I decided to
   B is a good reason to
   C is the reason why I

Wybór parafrazy

4 **W zadaniach 1–5 spośród podanych opcji (A–C) wybierz tę, która może najlepiej zastąpić zaznaczony fragment. Zakreśl literę A, B albo C.**

1 I'll go shoe shopping **as soon as** I get paid!
   A the moment that
   B not long before
   C by the time

2 Lucy has bought lots of beautiful dresses **some of which were** cheap.
   A but they looked a little
   B that were all somewhat
   C and a number of them were

3 The doctor told me **to cut down on** dairy products.
   A eat less
   B buy more
   C produce my own

4 The dress you bought was **a bargain**.
   A good value for money
   B not good quality
   C a waste of money

5 I can't talk right now. **I'm about to go shopping**.
   A I'm shopping at the moment
   B I'm going to go shopping very soon
   C I've just returned from shopping

Uzupełnianie minidialogów

5 **Uzupełnij poniższe minidialogi (1–5), wybierając brakującą wypowiedź jednej z osób. Zakreśl literę A, B albo C.**

1 X: I'd like to get a refund for these shoes.
   Y: .....
   A OK, here's your change.
   B What's wrong with them?
   C Which pair are you thinking of?

2 X: How much is this book?
   Y: .....
   A That one's just £8.
   B That'll be £15 in total.
   C It's about 200 pages long.

3 X: Can I help you with anything?
   Y: .....
   X: OK, let me know if you need anything.
   A I'm not in the mood.
   B No, I'm just browsing.
   C Yes, I'm looking for a jumper.

4 X: Do you think these jeans suit me?
   Y: .....
   A It fits you perfectly.
   B I'd need to try them on.
   C You look great in them.

5 X: Where is the nearest music shop?
   Y: .....
   A You can't miss it.
   B That one's near my flat.
   C There's one around the corner.