

Exercises

9 DESCRIBING PRODUCTS

9.1 Match the adjectives 1–15 with the words a–o with a similar meaning.

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|--------------------|---|
| 1 functional | a weighing very little |
| 2 ultra-light | b integral/fitted |
| 3 expandable | c high-tech/the newest |
| 4 state-of-the-art | d useful/practical |
| 5 built-in | e able to include other things in the future |
| 6 innovative | f available to buy without being ordered specially |
| 7 off-the-shelf | g strong/long-lasting |
| 8 tailor-made | h new/original |
| 9 integrated | i customized/personalized |
| 10 hard-wearing | j already combined in order to be more effective |
| 11 labour-saving | k water cannot pass through |
| 12 water-proof | l advanced in design |
| 13 affordable | m parts can be bought separately and then joined together later |
| 14 sophisticated | n reasonably priced |
| 15 modular | o makes it easier to do the job |

9.2 Match the adjectives 1–5 with the products a–e they are most likely to describe.

- | | |
|---|---------------------------------------|
| 1 attractive, practical, stylish | ☒ d |
| 2 labour-saving, reliable, economical to run | ☐ |
| 3 secure, low-risk, convenient | ☐ |
| 4 revolutionary, state-of-the-art, ultra-light | ☐ |
| 5 low-cost, functional, expandable | ☐ |
| a financial product where you pay in money every month and get a guaranteed return after five years | |
| b simple wine rack for storing nine wine bottles, with clips at the side to attach other units | |
| c washing machine | |
| d plate to hold sushi with a place to put chopsticks, designed by a top Japanese designer | |
| e amazing new compact camera | |

9.3 Find three adjectives from the Features list opposite for each product below. Do not choose adjectives already given in Exercise 9.2.

- a product aimed at 'green' consumers who want to save energy; protect the environment; and who hate the throw-away society.
- a product aimed at parents with young children whose children make a mess with food and paint; who want to carry the product when they visit friends and relations; and who want a high quality of construction so that it doesn't break.
- a product aimed at teenage boys who want something that works by itself without them doing anything; is very fast and powerful; and is produced in small numbers so that none of their friends have it.

9.4 Underline the correct word in *italics*.

- The *features* / characteristics of a product are the important and interesting things that help to sell it.
- Dimensions of a product *include* / don't include weight.
- What *form* / shape is it?
- What *dimension* / size is it?
- How *length* / long is it?
- What is its *length* / long?
- How much does it *weigh* / weight?
- What is the *weigh* / weight?

9.5 Complete the sentences by writing one word in each space.

- How long is it?
→ It's 120 centimetres long.
→ It's 120 centimetres in length.
- How wide is it?
→ It's 15 centimetres wide.
→ It's 15 centimetres in _____.
- How _____ is it?
→ It's just 25 millimetres high.
→ It's just 25 millimetres in _____.
- How _____ is the hotel swimming pool?
→ It's around 2 metres in _____.
→ It ranges _____ depth from 1 metre at one end to 2 metres at the other.
- How much does it weigh?
→ It's _____ a little over 2 kilos.
→ It's a little over 2 kilos in _____.
- What area of ground does it need?
→ Well, it measures 10 metres _____ 10 metres when it's constructed, so it will need 100 _____ metres of ground.
- What is the _____ of the tank?
→ Let me see. It's 1.5 metres long by 1.5 metres wide by 4 metres deep. So that's 9 _____ metres.
- What's it made _____?
→ Well, like most modern bicycles it's made of a _____ material – plastic reinforced with carbon fibre.

9.6 Write the name of the material next to the object it is most likely to be made from.

reinforced concrete copper leather
moulded plastic nanomaterials steel

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|---------------------------------------|--------------|
| 1 washing machine, bridge | <u>steel</u> |
| 2 fizzy drink bottle, cheap toy | _____ |
| 3 pipe to carry water, wire, coin | _____ |
| 4 seat of a luxury car, shoe | _____ |
| 5 computer memory, high-tech clothing | _____ |
| 6 walls and floors of a tall building | _____ |

See page 146 for some discussion topics.