

Adol 6 Mid Year Exam

Name: _____

1. Listen and choose the correct answer.

- 1 Becky says that The Corner Restaurant is
 - a quite large.
 - b very busy.
 - c not well-known.
- 2 Becky says that Dougal
 - a doesn't work in the kitchen often.
 - b owns The Corner Restaurant.
 - c is a good boss to work for.
- 3 Becky has noticed that
 - a the kitchen is closed today.
 - b they're cooking lunch.
 - c they're making cakes.
- 4 Dougal describes a key part of his job, and says that
 - a it's always been demanding.
 - b it's easier than it looks.
 - c hard work is very important.

2. Read the text and say if the sentences are true (T) or false (F)

The greatest advertising campaigns in American history

If you've ever watched the hit American TV series *Mad Men*, you'll know how important and influential advertising campaigns were back in the 1950s and 1960s. At that time, in the agencies of Madison Avenue in New York, highly-paid, smartly-dressed executives created remarkable advertisements for newspapers, billboards and glossy magazines which persuaded (or tricked!) millions of Americans into buying a wide range of cars, soft drinks, perfumes, clothes, and, well, just about everything else. In fact, the brand image of many of today's most successful products was developed back in those days, and the marketing techniques that were used then are still used today.

In order to put together this article, two leading experts on the history of advertising have been asked to name the ad campaigns that have had the greatest impact in the US. Amazingly, they agreed on a top two.

In second place they came up with the advertising campaign for a hair colour product from the American company Clairol. It was called Miss Clairol. When it was launched in 1956, the idea of colouring your hair wasn't very popular with American women. However, the famous advertising executive Shirley Polykoff changed all that by producing advertisements with the slogan, *Does she ... or doesn't she?* It was an intriguing question and one which implied that if you used Miss Clairol, nobody would know whether your hair had been dyed or not. Suddenly, colouring your hair became a craze in America. Millions of bottles of Miss Clairol were sold and revenues went from \$25 million annually to over \$200 million. Even today, Clairol continues to be the world's biggest manufacturer of hair colour products.

In first place is an advertising campaign from sixty years ago which had a slogan which is still remembered and used today. At that time, De Beers, the world's largest diamond-producing company, wanted people to buy more diamond rings. New deposits of diamonds had been discovered in South Africa, so lots of diamond rings, necklaces and bracelets were being made, but very few people were buying them. The story goes that one night a young executive who was working late in the office found a picture in a magazine of a couple who were in love. Suddenly, she had an idea – a moment of inspiration. On the picture she wrote *A diamond is forever* – and that became the slogan for the campaign. Sales of diamonds rocketed, and today diamonds remain the most popular gemstone for engagement rings.

- 1 Advertising campaigns in the 1950s had little influence on people. ____
- 2 The way products are advertised today is completely different from advertising in the 1950s. ____
- 3 The advertising history experts had different views about which ad campaign was the best. ____
- 4 Shirley Polykoff's slogan was successful because it made women think that if they used Miss Clairol, it wouldn't look like their hair had been coloured. ____
- 5 In 1956, hair colour products were already very popular in the US. ____
- 6 Clairol is no longer a manufacturer of hair colour products. ____
- 7 Sixty years ago, De Beers were finding it difficult to discover new diamonds. ____
- 8 Sixty years ago, people didn't buy as many diamond rings as they do now. ____
- 9 A young executive found the phrase *A diamond is forever* in a magazine and decided to use it as a slogan. ____
- 10 People suddenly started buying lots of diamonds after they used the slogan *A diamond is forever*. ____

3. Choose the correct verb to complete the sentences.

- 1 Last month, Ford _____ a new model of car. They introduced it for the first time with a huge advertising campaign.
a launched **b** displayed **c** influenced
- 2 We want to _____ our new perfume with TV and online advertising. It's important to make sure that everybody knows about the product.
a target **b** persuade **c** promote
- 3 There is no doubt that celebrities _____ the fashion choices that we make. If our favourite pop star wears something, we want to have it!
a research **b** influence **c** trick
- 4 Department stores _____ their most popular products in their windows for people to see.
a display **b** persuade **c** target
- 5 In their advertising, soft drinks companies _____ young teens because they are their main customers.
a promote **b** target **c** launch
- 6 Don't allow clever marketing to _____ you into buying something you don't need.
a research **b** display **c** trick
- 7 It's important to _____ the market before introducing a new product. You must find out what the competition is.
a research **b** influence **c** promote

4. Match the words with their definitions in bold.

design manufactured trend industry profit consumers retailer commercial

- 1 We made money this year and our costs have been low, so the company's finances are in a **good state**. _____
- 2 **The people who buy and use our products** are important to us. _____
- 3 I want to know how things are **assembled or constructed** in the factory. _____
- 4 We're following the latest **fashion** in clothes production. _____
- 5 We have a 20% market share in the **business sector**. _____
- 6 We are a major **shop that sells things** on the high street. _____
- 7 You must not use this work for **money-making** purposes. _____
- 8 This department is **the one that has ideas and creates images of how a product will look**.

5. Complete the text with the correct form of the verbs.

snore whisper peer snuffle blink stare

Once, on holiday, my brother and his friend slept in a tent on a beach. When they woke up, they heard an animal outside. It was asleep and it ¹ _____ really noisily. The two friends discussed what to do. They ² _____ very quietly, of course, because they didn't want to wake the animal. Then my brother decided ³ _____ carefully and secretly out of the tent. He saw a seal. At that moment, it ⁴ _____ its eyes, opening and closing them rapidly as it woke up. They closed the tent up and waited. A little later, they heard the animal ⁵ _____. It was smelling the tent and making funny noises. When they opened the tent up again, the seal was looking at them. In fact, it ⁶ _____ at them. My brother was really scared!

6. Complete the sentences with the modals verbs below. Use each modal once.

must mustn't have to can don't have to doesn't have to

- 1 Tom's finished everything, so he _____ stay at work any longer! He can go home!
- 2 You _____ play loud music or make any noise after 11 p.m. It's the law.
- 3 You _____ put on this dress if you don't want to. You look great in everything.
- 4 I _____ stay out until midnight at weekends.
- 5 I _____ call my mum when I come back. If I don't, she'll worry!
- 6 You _____ wear uniform at school. It's obligatory.

7. Rewrite the sentences in the passive voice.

Designers have uploaded lots of images to the internet.

The marketing agency is employing new managers.

The charity was sending aid to developing countries.

The government criticized multinational companies.

In the near future, new inventions will change the face of the IT industry.

8. Put the words in order to make sentences with *have something done* structure.

yesterday / Jack / cut / his / had / hair

are / We / house / get / going / the / redecorated / to

marketing campaign / Andy / has / the / already / got / organized

manufactured / product / had / the / overseas / Ridley's

9. Complete the sentences in reported speech.

1 'I have a good sense of smell,' said Peter.

Peter told me that _____.

2 'I'm going to get my eyes tested,' said Samantha.

Samantha said that _____.

3 'We haven't been able to do the taste experiments,' said Isaac and his team.

Isaac and his team admitted that _____.

4 'I can't work out what's wrong with your hearing,' said Maria.

Maria explained to me that _____.

5 'It doesn't taste very nice,' said Felicity.

Felicity agreed that _____.

10. Choose ONLY ONE of these options.

- a. Read the newspaper story. Then write a letter to the newspaper expressing your views on the proposed scheme.

HOODIE BAN

The local shopping centre plans to introduce a ban on wearing hoodies and baseball caps. Young people wearing these clothes won't be able to go inside the centre. The shopping centre manager has made this decision because CCTV cameras can't see people's faces when they're wearing hoodies or baseball caps.

You ordered an expensive emerald necklace from an online shop last week. When you received it, there were problems with the product. Read the problems and then write a letter of complaint.

- b.
- The emerald is smaller than shown in the photo.
 - It is difficult to fasten the necklace.
 - There's a mark on the necklace.
 - The box that the necklace was in is damaged.

