

Student: _____

Date: _____

TEST UNITS 11 & 12



1 Listen to the phrases and choose the modal verb that you hear.

- 1 He must / should be more careful.
- 2 You could / should try to be more positive.
- 3 I have / had to visit my friend in hospital.
- 4 Roger shouldn't / couldn't go to see the film.
- 5 She might / must apologize.
- 6 We may / might take the train.
- 7 Boris couldn't / shouldn't tell anyone what happened.
- 8 You may / might start the test now.
- 9 They had / have to leave immediately.
- 10 Pat can / can't take the test on Tuesday.

2 Complete the sentences with words from the box. Use each word twice.

bank change fine key wave

- 1 Sometimes Abdul enjoys just sitting on the _____ of the river watching the boats going by.
- 2 A huge _____ is thought to have been responsible for washing the man out to sea.
- 3 **A** Do you have any _____ for the drinks machine?
B I've only got notes, I'm afraid.
- 4 Please be aware that there is a _____ for any books returned later than the date shown.
- 5 Would you say that the _____ to happiness is good health or having lots of friends?
- 6 If the _____ had refused to lend us the money, we couldn't have opened our new shop.
- 7 According to the forecast, tomorrow will be a _____ day, but there'll be rain for the rest of the week.
- 8 It made such a nice _____ to go to the mountains on holiday this year, rather than the beach again.
- 9 Yohanne gave his family a final _____ goodbye as he got on the plane.
- 10 There must be a different _____ for this door. The one you've given me won't unlock it!

3 Read and complete the sentences using SHOULD HAVE/SHOULDN'T HAVE and the correct form of the verb in brackets.

Raul missed his train yesterday. The problem was he went to bed at midnight and didn't remember to set his alarm, so he didn't get up until 10 a.m. He hadn't packed the night before, so he had to get his bags ready in the morning. When he got the bus to the train station, the traffic was terrible and it would have been quicker to walk. He didn't get to the station until nearly eleven o'clock. He ordered a coffee from the station café and was waiting to pay for it when his train suddenly arrived on the platform. He tried to run for it, but was too late. He had booked his ticket three weeks in advance, so he couldn't use it on another train. What a waste of time and money!

- 1 He _____ to set his alarm. (forget)
- 2 He _____ his packing until the morning. (leave)
- 3 He _____ to the station. (walk)
- 4 He _____ a coffee. (buy)
- 5 He _____ to get his ticket. (wait)

4 Choose the correct option a–c to complete the sentences.

- 1 I suppose that if he had more money ...
 - a he would steal that woman's purse.
 - b he hadn't stolen that woman's purse.
 - c he wouldn't have stolen that woman's purse.
- 2 Masa might not have been arrested ...
 - a if he hit the other man.
 - b if he wouldn't have hit the other man.
 - c if he hadn't hit the other man.
- 3 If the police hadn't caught the thieves in time ...
 - a they probably took everything.
 - b they would probably have taken everything.
 - c they would probably take everything.
- 4 Daniel couldn't have burgled anyone's house ...
 - a if he was already in prison.
 - b if he wasn't in prison.
 - c if he would have been in prison.
- 5 If they hadn't left their bags in the restaurant ...
 - a they would be stolen.
 - b they would have been stolen.
 - c they wouldn't have been stolen.

5 Complete the sentences with words/phrases from the box. There are two words/phrases that you don't need.

face to face feel passionate a real difference speak up stand up upset a victim

- I hope that the money I give to charity makes _____ to the people that need it most.
- Nowadays you can have a job interview over the phone, rather than meeting an employer _____.
- If you feel strongly about something, but don't _____ about it, you may regret it later.
- Amnesty International is an organization which aims to _____ for the human rights of people all around the world.
- The comments he made online were very hurtful and bound to _____ many readers.

6 Read the direct questions. Then put the words in the right order to form INDIRECT QUESTIONS.

- 'Do you like the new product?'
He asked **liked / if / she / the / new** _____ product.
- 'Have you finished studying for your exams?'
She asked **he / finished / whether / studying / had** _____ for his exams.
- 'Did you see the news yesterday evening?'
They asked **if seen / the / we / had / news** _____ the evening before.
- 'What do you think about these documentaries?'
He asked **thought / what/ she / those / about** _____ documentaries.
- 'What are you going to do in your next job?'
She asked what **was / I / to / do / going** _____ in my next job.

7 Complete the sentences so that the second sentence has the same meaning as the first. Use REPORTED SPEECH.

- | | |
|---|--|
| 1 George: 'I think it's a really exciting new product.'
George said _____. | 4 Maria: 'In my opinion most documentaries are boring.'
Maria said _____. |
| 2 Murat: 'I haven't seen the new <i>Avengers</i> film.'
Murat said _____. | 5 Timo: 'I'm going to work in advertising next year.'
Timo said _____. |
| 3 Bella: 'I bought a new phone yesterday.'
Bella said _____. | |

8 Match expressions 1–10 with functions a–e.

- | | | |
|----------------------------------|-------|----------------------------|
| 1 Absolutely! | _____ | |
| 2 I suppose so. | _____ | a Asking if someone agrees |
| 3 Don't you think ...? | _____ | b Agreeing strongly |
| 4 I'm not sure about that. | _____ | c Agreeing weakly |
| 5 I totally disagree. | _____ | d Disagreeing strongly |
| 6 My thoughts exactly. | _____ | e Disagreeing weakly |
| 7 I agree up to a point, but... | _____ | |
| 8 Would you agree? | _____ | |
| 9 You might be right. | _____ | |
| 10 I was just going to say that. | _____ | |

9 Choose the correct answer from the words in italics.

Customers are often asked to complete forms when making a purchase and their choices can depend ¹ **of / on / to** how these are presented to them. For example, when buying a product online, we may ² **have / are / be** asked to tick a box if we wish to receive more information from the seller in future. In many cases, we choose not to tick the box. However, if we are presented with a box to tick ³ **if / that / although** we do not wish to receive further information, many of us still don't tick it and can ⁴ **look / end / take** up being sent countless emails for products we really have no interest in.

For companies ⁵ **where / what / that** use these techniques successfully, they can bring great benefits, as they maximise the number of potential customers they can advertise to.

10 Complete the sentences with words from the box. There are some words that you don't need.

amusing billboards brand clever confusing logos memorable
persuasive posters products slogans unpleasant

- 1 I sometimes wonder if the giant _____ that appear along the sides of roads are dangerous – surely they stop drivers from concentrating properly?
- 2 One of the most famous advertising _____ must be the MacDonald's big yellow 'M'; it's recognizable all over the world.
- 3 The most successful TV adverts may be the ones that are _____. If people laugh at them, aren't they more likely to remember the product?
- 4 A lot of adverts aim to be more _____ by featuring a song or music that sticks in your head; I still remember many of these from my childhood.
- 5 While some small shops are quite specialized, department stores sell a whole range of _____.
- 6 The shop assistant must have shown us at least ten different types of coffee. In the end it was so _____ that we didn't buy any of them!
- 7 Advertising _____ that are just a few words long are not so easily forgotten – like Nike's 'Just do it', for example.
- 8 Have you ever found an advert so _____ that you've bought something you know you didn't really need?

11 Complete the text with the correct DEPENDENT PREPOSITIONS.

Juan was worried ¹ _____ whether his new design for a sports shoe would be successful. He had talked ² _____ lots of people and asked their advice as he was really interested ³ _____ their opinions. But he was also unsure if he would be any good ⁴ _____ selling his product. He knew that to succeed ⁵ _____ selling it, he would have to work ⁶ _____ his sales technique more. If he could persuade people to believe ⁷ _____ the product, he was sure they would buy it. He decided he needed to concentrate ⁸ _____ his people skills, so he went on a course. After he had listened ⁹ _____ what the trainer said, he realized that he didn't need to be afraid ¹⁰ _____ going out and selling his new design.

12 Read the article about marketing. Use one word from the text to complete sentences 1–5.

- 1 The persuasive methods used by marketing companies are based on _____ rather than business studies.
- 2 The majority of people like to believe that they have _____ over the decisions they take.
- 3 It can be particularly hard to _____ young people to do things they don't want to.
- 4 The 'decoy effect' involves displaying _____ with very different prices next to each other.
- 5 Something that appears to be a _____ may appeal to customers even if they don't really need it.

Choice in a world of persuasion

Whenever we are presented with choices, we are influenced by the context in which this takes place and the language that is used to present those choices. Marketing companies have of course been aware of this for many years and use it to good effect, but the idea originally comes not from business studies, but from psychology. Following on from the work of famous psychologists such as Daniel Kahneman in the second half of the twentieth century, there has been considerable interest in the psychology of customer behaviour and the techniques used by companies to persuade consumers to buy more.

Most of us like to feel that we are in control of the choices we make and we prefer to believe that we are not over-influenced by others. Parents may be particularly aware of this attitude; children and teenagers can be very determined as to what they want or don't want and are difficult to persuade otherwise. This is why parents find reward strategies useful: for example, to get their children to do their homework. One possible strategy could be to tell a child who is unwilling to study that once the homework is complete, they can choose between three different types of ice cream. This should mean that the child focuses on the choice of ice cream they will make, rather than the homework itself, and completing the homework therefore seems like their own choice.

Companies use similar techniques. When people are offered a choice, they feel powerful and in control, even if they go on to make a poor decision. One persuasive technique used by businesses to price products is called the 'decoy effect'. For example, a store will display some watches costing £1,500 each next to some jackets on sale for £100. The jackets will appear cheap to the customer because they are placed next to the expensive watches, which are the 'decoys'. So, people think they are getting a good deal when actually they are being influenced by the other products. In a situation like this, many customers will definitely not be in control of their choices and may end up buying something they don't really need, just because it seems to be a bargain!