

Subject : LA

Name :

Grade : 8

Day/ Date :

I. Listening

Listen and describe the people.

1. James

2. Billy

3. Jessica

4. Catherine

5. Melissa

II. Reading**a. Arrange these words below into meaningful sentences.**

1. the / Burj Khalifa / is / in / world / the / tallest / building

2. Mercury / planet / is / smallest / the / in / solar / our / system

3. know / I / person / My / the / grandmother / is / oldest

4. is / car / A / slower / a / plane / than

5. The / is / as / the / cake / pie / cheap / as

b. Complete the sentences with these words.

quiet brave kind cheerful funny

1. Michael is a such _____ person. He is always telling a joke.
2. Margareth is so _____. She doesn't usually say much.
3. My cousin is always happy and smiling. He is such a _____ person.
4. Firefighters have to be _____ and can't be afraid of anything if they want to save people's live.
5. Our teacher William is so _____. He is always ready to help.

c. Read and answer.

Online Reviews: ★ or ★★★★★?

Professor: So, Dennis, what changes have you seen in marketing recently?

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just **as important as** traditional advertising. Maybe even more important. TV advertising is **as useful as** it was before, of course. On the other hand, newspaper ads¹ are much **less effective than** they used to be.

Professor: Hmm. That's interesting I've spoken to some marketing people who aren't **as positive as** you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are **less likely to** write reviews **than** people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are **not as harmful as** they used to be. Also, the positive reviews can be **as valuable as** ads. If a customer loves a product, he or she will endorse² it just **as enthusiastically** ³ as a TV ad does!

Read each statement. Circle T for *true* or F for *false*.

- | | | |
|---|---|---|
| 1. Dennis thinks that online reviews are not very important in marketing. | T | F |
| 2. Newspaper ads used to be more effective. | T | F |
| 3. Some marketing people have a negative opinion of online reviews. | T | F |
| 4. Customers with problems are more likely to write online reviews. | T | F |
| 5. Online shoppers won't buy a product if they see a negative review. | T | F |

Writing

Write a paragraph (15 sentences) about a friend. Describe that person. Remember to include information such as height, hair (color; long or short; straight, curly or wavy), age, and facial characteristics. As well, describe that person's personality and why you like him or her.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Acknowledge by,	
Subject Teacher	Parent

