

**MODULE 8**

**FINAL TEST**

**NAME:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**SECTION 1**

**READING**

**WHAT ADVERTISERS WANT FROM YOU**

Have you ever wondered why you choose one brand of coffee over another, even if they taste similar? The answer often lies in the clever psychology used by advertisers. Their main goal isn't just to sell you a single product; it is to build a long-term relationship with you, the consumer. To do this, they need to persuade you to feel a certain way about their brand, and they have several powerful tools to achieve this.

The first thing advertisers want is your trust. If you trust a brand, you are more likely to buy from them repeatedly. This is why so many technology companies, like Apple and Samsung, use clean, simple designs and minimalist advertising. The color blue is also frequently used by banks and financial companies because our subconscious mind associates it with security and reliability. They want you to feel that your money is safe with them.

Next, advertisers want you to feel an emotional connection. Think about adverts that feature happy families, cute animals, or inspiring stories. These are designed to make you associate the brand with positive feelings like happiness, comfort, and love. Coca-Cola, for example, has built its entire brand identity around the ideas of happiness and sharing. When you see their adverts, they don't just want you to think about a drink; they want you to think about good times with friends and family. If they can make you feel good, they hope you will buy their product to recapture that feeling.

Finally, advertisers want to create a sense of urgency or exclusivity. Have you ever seen an advert that says "Limited time only!" or "Only 100 items available"? This technique makes you feel that if you don't act now, you will miss a special opportunity.

This can be a very effective way to persuade people to make a quick purchasing decision. These are just a few of the psychological tools used in advertising. By influencing our perception of their brand, advertisers aim to build brand loyalty. They want to be the first name you think of when you need a new phone, a car, or even just a soft drink. They are not just selling a product; they are selling an idea, a feeling, and a promise. The next time you watch an advert, look beyond the product being sold. Ask yourself: what feeling are they trying to sell me?

**1. According to the text, what is the main long-term goal of an advertiser?**

- A) To prove their product is better than all others.
- B) To create the most artistic and beautiful adverts.
- C) To keep customers coming back.
- D) To make their brand appear more innovative than competitors.

**2. What is the primary advertising goal behind using simple designs and the color blue?**

- A) To appeal mainly to younger customers.
- B) To reduce advertising costs through simpler production.
- C) To make the brand seem more luxurious and expensive.
- D) To make consumers feel the brand is reliable and can be trusted.

**3. What is the main purpose of using happy families and cute animals in adverts?**

- A) To create warm emotions about the company.
- B) To demonstrate how the product can be used.
- C) To make the advert more interesting for children.
- D) To demonstrate the product's wide appeal across demographics.

**4. What is the intended effect of a 'Limited time only!' offer?**

- A) To inform customers that the shop will close soon.
- B) To stop customers thinking too much before they buy.
- C) To test if the product is popular with consumers.
- D) To show that the company does not have many products.

**5. What does the text mean by 'brand loyalty'?**

- A) The company is loyal to its customers.
- B) The customer always thinks of one brand first for a certain product.
- C) The customer buys many different brands to compare them.
- D) The company promises to keep its prices low.

**6. What is the main argument of the article about advertising?**

- A) That companies are really selling emotions, not things.
- B) That only the biggest companies can afford to use psychology in their adverts.
- C) That modern advertising is less effective than it used to be.
- D) That advertising uses psychology to influence consumer behavior.

**SECTION 2**

**LISTENING**

**Listen and answer T for true/F for false for each sentence.**

**Carolina talks about the great love story in her life.**

1. They first met four or five years ago.

True                                  False

2. They met for the second time about five years ago.

True                                  False

3. Enrico was sitting at a table chatting to some friends.

True                                  False

4. Enrico spoke first in the bar.

True                                  False

5. Carolina was surprised that Enrico recognized her after so many years.

True                                  False

6. They went for a pizza the following week.

True                                  False

7. Their daughter Sabelle is 6 months old.

True                                  False

8. Enrico chose their daughter's name.

True                                  False

### SECTION 3

#### GRAMMAR AND VOCABULARY

Choose the correct answer.

- 1.- "I get up every morning at seven o'clock", Peter said.
  - a) Peter said he got up every morning at seven o'clock.
  - b) Peter said I got up every morning at seven o'clock.
  - c) Peter said he had got up every morning at seven o'clock.
  - d) None of these.
  
- 2 Tom said, "I want to visit my friends this weekend".
  - a) Tom said he wants to visit his friends that weekend.
  - b) Tom said he wanted to visit his friends that weekend.
  - c) Tom said he wanted to visit his friends this weekend.
  - d) None of these.
  
- 3 She asked me, "When are we going to leave"?
  - a) She asked me when she was going to leave.
  - b) She asked me when we were going to leave.
  - c) She asked me when we are going to leave.
  - d) None of these.
  
- 4 They said, "We've lived here for a long time".
  - a) They said they have lived there for a long time.
  - b) They said they lived here for a long time.
  - c) They said they had lived there for a long time.
  - d) None of these.
  
- 5 Peter said, "I may bring someone with me to the party".
  - a) Peter said he might bring someone with him to the party.
  - b) Peter said he bring someone with him to the party.
  - c) Peter said he might bring someone with her to the party.
  - d) None of these.
  
- 6 Jack said, "He must be guilty!"
  - a) Jack said he must guilty.
  - b) Jack said he must have be guilty.
  - c) jack said he must have been guilty.
  - d) None of these.
  
- 7 He asked me, "Have you finished reading the newspaper"?
  - a) He asked me if had I finished reading the newspaper.
  - b) He asked me if I had finished reading the newspaper.
  - c) He asked me if I finished reading the newspaper.
  - d) None of these.

8 You said, "I will help you"!

- a) You said you would help me!
- b) You said I would help you!
- c) You said you would help her!
- d) None of these.

9 Jerry said, "I'm studying English a lot at the moment"!

- a) Jerry said he was studying English a lot at that moment.
- b) Jerry said he was studying English a lot at the moment.
- c) Jerry said I was studying English a lot at that moment.
- d) None of these.

10 She asked her, "How long have you lived here"?

- a) Cheryl asked her how long she has lived there.
- b) Cheryl asked her how long she lived there.
- c) Cheryl asked her how long she had lived there.
- d) None of these.

11 Susan reassured me, "I can come tonight".

- a) Susan told me I could come that night.
- b) Susan told me she could come that night.
- c) Susan told me she could come tomorrow evening.
- d) None of these.

12 She said, "I've worked here since I left my last job".

- a) She told me that she worked there since she had left her last job.
- b) She told me that she had worked there since she had left her last job.
- c) She told me that she had worked there since she left her last job.
- d) None of these.

13 Mark asked me, "Why do you want to study Russian"?

- a) Mark asked her why I wanted to study Russian.
- b) Mark asked me why did I want to study Russian.
- c) Mark asked me why I wanted to study Russian.
- d) None of these.

14 He said, "I must get going. Otherwise, I'm going to be late".

- a) He told me he had to get going. Otherwise, he was going to be late.
- b) He told me he had to get going. Otherwise, I was going to be late.
- c) He told me he has to get going. Otherwise, he was going to be late.
- d) None of these.

15 She said, "I really wish I had bought that new car".

- a) She told me she really wished she bought that new car.
- b) She told me she really had wished she had bought that new car.
- c) She told me she really wished she had bought that new car.
- d) None of these.

16 Tom said, "I travel to exotic places". This sentence into Reported Speech becomes: Tom said he ... to exotic places.

- a) travel
- b) traveled
- c) travels

