

## Reading

Read the article about the growth of the market for mineral water. For questions 1–5, decide if the sentences refer to Perrier (P) or Evian (E). Write the correct letter, P or E, next to the sentences.

### THE GROWTH OF BOTTLED WATER

Forty years ago, bottled water was not something many people were interested in buying. But in the past 50 years, it has become one of the biggest marketing success stories.

The story began with one famous brand: Perrier. This water appeared at a time when Frenchness was seen as something 'chic'. The company used French slogans and marketed their product as 'the champagne of table waters'. If you drank Perrier, it showed that you were someone with good taste who understood how society worked. The success of this campaign led to the company expanding by bringing out different sized bottles and then by selling the water in cans so that it competed directly with other fizzy drinks. The Perrier logo became so well known that the company were able to put them on other related products such as iceboxes.

Following this success, other manufacturers entered the market. Another French brand, Evian, noticed a growing interest in products for health and fitness and so made this part of their brand identity. Their early advertisements showed people exercising in the gym. The link between Evian and fitness was so strong that the company organised a special campaign just after New Year for people who wanted to get fit again after the Christmas festivities. Like Perrier's strong branding, this association was a very successful strategy.

Nowadays, bottled water is a mature market, but its future is uncertain. As people become more concerned about the environment they are less likely to buy water in plastic bottles. Perhaps taps are best after all.

**Example:** The company used French slogans in their advertising.     P    

- 1 The logo was used to promote other products in addition to water. ....
- 2 It was marketed as an accompaniment to a healthy lifestyle. ....
- 3 It attracted people who wanted to appear elegant and trendy. ....
- 4 It ran a campaign associated with a particular time of year. ....
- 5 It used different types of containers. ....

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## Grammar

For questions 1–5, change these active sentences into passive sentences.

**Example:** They manufacture most of the parts in China.

    Most of the parts are manufactured in China.    

- 1 They transport the goods to the factory by rail.  
.....
- 2 We keep all the contracts in a locked cabinet.  
.....
- 3 They sell the detergent in 500 ml bottles.  
.....
- 4 At the end of the day, they take the finished products to the storeroom.  
.....
- 5 We give a welcome pack to each new customer.  
.....

10
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Read the extracts below (6–10). Choose the sentence (A, B or C) which correctly explains the meaning.

**Example:** ALL MAJOR CREDIT CARDS ACCEPTED

- A You have to pay by credit card.
- B You can pay by credit card.
- C You can't pay by credit card.

6 CONSTRUCTION SITE KEEP OUT

- A You don't have to enter here.
- B You can't enter here.
- C You should enter here.

7 This letter is for information only. No action from you is required.

- A You have to answer this letter.
- B You don't have to answer this letter.
- C You mustn't answer this letter.

8 Please keep these documents in a safe place.

- A You mustn't lose these documents.
- B You don't have to keep these documents.
- C You can't lose these documents.

9 It is best to see these shares as a long-term investment.

- A You shouldn't expect to make a quick profit.
- B You must expect to make a quick profit.
- C You can expect to make a quick profit.

10 Lunch is not provided but free tea and coffee are always available.

- A You mustn't pay for drinks.
- B You can't pay for drinks.
- C You don't have to pay for drinks.

5
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## Vocabulary

For questions 1–12, choose the correct answer, (A, B, C or D) to complete each sentence.

**Example:** We need to ..... up with a good solution to this problem.

- A take B put C come D make

1 We aim to provide you with a financial package which will ..... your needs.

- A reach B meet C provide D give

2 The ..... of a plasma TV is usually around 30,000 hours of use.

- A lifetime B lifesize C lifespan D lifestyle

3 All the parts are made overseas, so in our factory here we just ..... the product.

- A accumulate B gather C assemble D collect

4 My mobile phone is dead. I must remember to ..... it up this evening.

- A load B fill C power D charge

5 Please could you help me with the printer? The paper has run .....

- A off B down C away D out

6 The company are considering setting up a new production ..... in Eastern Europe.

- A place B plant C part D point

7 The prices of the tyres will rise because of the increase in the cost of ..... materials such as natural rubber.

- A raw B base C first D prime

- 8 You need to apply for a ..... to stop other inventors from copying your idea.  
A licence B patent C copyright D coupon
- 9 I am afraid we are unable to ..... your order because your credit card number is not recognised.  
A progress B process C proceed D promote
- 10 Please could you ..... me through to the accounts department.  
A move B change C put D place
- 11 Just hold ..... a moment please, while I see if Mr Bates is in the office.  
A on B off C up D out
- 12 I tried to phone the company this morning but I couldn't get ..... The line was engaged every time.  
A across B over C around D through

12
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For questions 13–18, use the words in the box to form compound nouns for the following definitions. You can use a word more than once.

market	brand	share	word	leader	public	management
	relations	mouth	research	target		

**Example:** Activities to explain to people what a company does so they will have a good opinion of it.  
*public relations*

- 13 The percentage of sales that a company has for its product compared with its competitors.  
.....
- 14 The process by which people hear about a product from friends or colleagues.  
..... of .....
- 15 Activities which try to get information about who buys or might buy a particular product.  
.....
- 16 A company or product which has more sales than all its competitors.  
.....
- 17 The way in which a company tries to control how people think about their products and their name.  
.....
- 18 The group of people who you want to buy or use your product.  
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## Writing

You are organising a three-day trade fair and you need to rent some equipment. You see the advertisement below.

### MILLER COMPUTER SOURCE

Miller Computer Source offers a range of computer equipment to rent. Desktop and laptop computers and projection equipment all available for daily or weekly rental.

If you are organising a trade fair or corporate event, we can supply your needs.

Contact: info@millercomputersource.com

Write an email to Miller Computer Source. In your email:

- give the dates and location of the trade fair
- say what equipment you need
- ask how much it will cost
- ask if the company provides technical support.

Write 60–80 words in the box below.

10 Total  60