

MINITEST

Full name: _____ Class: _____ Date: _____

EX1: Read the text below and choose the most appropriate word/phrase from the box to fill in each of the 5 numbered gaps. You will only need 5.

tactics	virtually	discretionary	perishable	counter culture
abundance sell	shrewd	depleted	wimpy	soft sell

The Fine-Dining Dilemma

Running a Michelin-starred restaurant requires more than just culinary skills; it demands a (1) _____ business mind. During an economic downturn, when consumers drastically cut back on their (2) _____ spending, high-end restaurants must adapt quickly. Rather than relying on an (3) _____ strategy - pushing massive volumes of food onto plates to justify high prices - managers now focus on quality and exclusivity. Furthermore, managing inventory is a matter of life and death; leaving (4) _____ goods out of the chill cabinet for even a short time can lead to massive financial losses. If the stocks of fresh ingredients are suddenly (5) _____ on a busy Friday night, the kitchen must quickly find alternative top-notch ingredients to save the service.

EX2: Use the word given in capitals at the end of each sentence to form a word that fits in the gap.

- Despite the harsh criticism from environmentalists, the fast-food giant remained _____, pushing forward with their controversial plastic packaging. **(DETER)**
- Supermarket aisles are strategically designed with a specific _____ to force shoppers to slow down and notice promotional displays. **(WIDE)**
- The board of directors decided to _____ the pilot scheme across all branches to ensure that food quality remains consistent worldwide. **(STANDARD)**
- Rather than using an aggressive sales pitch, the advertisement was highly _____ due to its clever use of emotional appeal. **(PERSUADE)**
- Setting unrealistic _____ for a newly launched product often leads to bitter disappointment among shareholders. **(EXPECT)**

EX1: Read the 5 groups of sentences below. For EACH group, choose ONE word from the box that fits perfectly into ALL THREE blanks. There are 10 words in the box, but you will only use 5.

premium	rough	scheme	dot	rough
portion	feature	relish	subtle	coup

1. Word: _____

Organic grocers usually charge a _____ for locally sourced, pesticide-free produce.

In modern marketing, companies put a _____ on highly personalized customer service.

Users can upgrade to a _____ subscription to remove all advertisements.

2. Word: _____

You are expected to arrive at the shareholders' meeting at 9 o'clock on the _____.

Small, independent coffee shops _____ the landscape of this charming European city.

She wore a vintage polka _____ dress to the retro food festival.

3. Word: _____

The Sunday magazine will _____ an exclusive interview with the renowned psychiatrist.

Her most striking facial _____ is her piercing blue eyes.

The latest chill cabinet model comes with a built-in auto-defrost _____.

4. Word: _____

The business went through a _____ patch before their new tactics finally paid off.

The chef complained that the texture of the bread was too _____ and dry, lacking a chewy feel.

Can you give me a _____ estimate of our gross profit margin for this quarter?

5. Word: _____

The supermarket chain plans to _____ a new round-the-clock delivery service next month.

The _____ of the aircraft calmly reassured the passengers during the severe turbulence.

If the _____ light on the commercial gas stove goes out, you must relight it carefully.

EX4: Choose the correct answer (A, B, C, or D) to complete each sentence.

1. Instead of a thin slice, the traditional recipe requires a thick _____ of cheese melted over the chicken kiev.

- A. block B. ration C. slab D. portion

2. Supermarket layouts are meticulously designed so that shoppers don't just walk straight, but _____ between opposite shelves to maximize impulse buys.

- A. roam around B. pace briskly C. wander clockwise D. bounce back and forth

3. In the cutthroat world of international retail, executives must often make _____ decisions to shut down unprofitable branches, regardless of employee sentiment.

- A. shrewd B. ruthless C. plain D. persuasive

4. Founded in 1850, the culinary academy has become a revered _____ that dictates the standards of fine dining nationwide.

- A. counter culture B. scheme C. institution D. coup

5. Despite its early popularity, the processed food brand was eventually _____ by health experts for using dangerous artificial preservatives.

- A. reviled B. disguised C. rectified D. alienated