quality

1 Verb collocations

Use the correct form of these verbs:

vary *affect* *test*
deteriorate *improve* *suffer*

1. My father's quality of life has ..... dramatically since his operation. He can now see things he couldn't see before.
2. The increase in class sizes will adversely ..... the quality of education in our schools.
3. The restaurants on the seafront ..... a lot in terms of price and quality.
4. We ..... the quality of the sea water every week during the summer to make sure it is safe for bathing.
5. We may be better off nowadays, but there is no question that our quality of life has ..... .
6. The company is cutting costs, so the quality of its products will definitely ..... as a result.

2 Noun + preposition + quality

Use one of these prepositions in the sentences:

in *for* *on*

1. The company has a worldwide reputation .... the quality and reliability of its products.
2. We can no longer have confidence .... the quality of the food we eat. It contains so many added chemicals these days.
3. The main emphasis should always be .... quality rather than quantity.
4. John's work has shown a marked improvement .... quality this year.

3 Different qualities

Match up these ideas with the ideas below:

a. *air quality*
b. *personal qualities*
c. *leadership qualities*
d. *negative qualities*
e. *water quality*
f. *managerial qualities*
g. *medicinal qualities*
h. *artistic qualities*

1. Army officers must have good .....
2. Famous painters have excellent .....
3. A lot of disease is caused by poor .....
4. The boss of a big firm needs good .....
5. An interviewer is looking for your .....
6. The water at the spa has excellent .....
7. Too much traffic causes poor .....
8. Nobody is proud of their .....

4 Common adjective collocations

Choose the more natural adjective below:

1. The acting was of very ..... quality. There were some great performances but Peter Daley was terrible. *(variable / different)*
2. The fact that something is cheap doesn't necessarily mean it's of ..... quality. *(poor / weak)*
3. I'm so impressed by the ..... sound quality of CDs that I've stopped buying audio cassettes. *(superior / better)*
4. A new seafood restaurant has just opened. The food and the service are of the ..... quality. *(best / highest)*
5. No smoker doubts the ..... quality of tobacco. *(habitual / addictive)*
6. The cheese from the region has a ..... quality and flavour not found anywhere else. *(unique / uniform)*

"We only use ingredients of the highest quality."

Notes

1. Note these 'quality of' expressions:
   These new drugs will improve the quality of life for cancer patients.
   He takes great pride in the quality of his work.
2. Quality or qualities can also refer to personal characteristics:
   The essential quality of a good teacher is patience.
   What quality do you most admire in others?
3. Note these quality + noun expressions:
   I've started working part-time so that I can spend more quality time with my children.
   I only read quality newspapers, like The Times or The Guardian.
   The market for quality cars like Volvos or BMWs remains strong.
   We only use top-quality ingredients in our cooking.

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