

MINI TEST 13**GRAMMAR**

- A. OPEN CLOZE** Read the text below and think of the word which best fits each gap. Use only one word in each gap.

Nicholas Flamel

There can be (1) under-twelves who have not read one of the *Harry Potter* books, seen one of the films or played the video game. The characters and places created (2) J.K. Rowling, from Hogwarts School for Wizards (3) Dumbledore, the wizard headmaster, are now household names. But not many people realise that the author used real historical figures and places (4) source material for her stories.

The key figure (5) the end of the first book (*Harry Potter and the Philosopher's Stone*), Nicholas Flamel, is based on a rich and famous alchemist of the (6) name, who lived in Paris in the Middle Ages. In Rowling's book, written in 1995, the philosopher is 665 years old. (7) real life, Flamel, a successful scribe and bookseller, was born in 1330. He was (8) student of alchemy and, according to (9) diary, he succeeded in transforming base metals into gold in 1382. The philosopher's stone kept at Hogwarts can not only create gold, but it has the power to make men immortal, (10) explains Flamel's age.

The real Flamel was (11) a well-known philanthropist (12) created housing for (13) poor, founded free hospitals and endowed churches. (14) of the hostels Flamel and his wife opened for the poor people of Paris (15) stands today and operates as a restaurant.

VOCABULARY

- A. MULTIPLE CHOICE CLOZE** Read the text below and decide which answer best fits each space.

Big Brother Is Watching You Shop

In the past, if retailers wanted to know shoppers' opinions of store displays and layout, they would conduct (1) research and ask people their opinions. Now, they are (2) the most of new technology to learn about consumer behaviour. Electronic sensors can count the number of shoppers in a particular part of a store, thus enabling managers to send staff immediately to that area. Information like this is also useful for planning floor space and (3) the effectiveness of displays. Scanning (4) record customers' eye movements when looking at shelves, providing concrete evidence about what we are attracted to as we (5) around a store. In some more upmarket clothes stores, the merchandise itself is being used to (6) shopper behaviour. In the New York (7) of *Prada*, for example, each garment carries a tiny electronic chip, which not only (8) data such as its price, it also (9) its place of origin and transmits information about its movements. When a customer takes something into the dressing room, a signal from the garment causes details to appear on a computer screen with information about the item of clothing. Retailers are (10) to find this technology invaluable in their quest to (11) sales. Consumers, however, may be (12) by stores that watch their every move.

- | | | | |
|-------------------------|-----------------------|-----------------------|---------------------|
| 1. A market | B direct | C retail | D credit |
| 2. A taking | B getting | C buying | D making |
| 3. A interesting | B specialising | C figuring | D evaluating |
| 4. A debits | B devices | C laboratories | D novices |
| 5. A watch | B gaze | C browse | D observe |
| 6. A involve | B focus | C monitor | D absorb |
| 7. A share | B branch | C brand | D fund |
| 8. A acquires | B houses | C retains | D contains |
| 9. A identifies | B simplifies | C authorises | D publicises |
| 10. A bound | B conceivable | C owing | D doubtless |
| 11. A boost | B seize | C expand | D strengthen |
| 12. A ripped off | B put off | C bought off | D taken off |

B. WORD FORMATION Use the word given in capitals at the end of some lines to form a word that fits in the gap in the same line.

WHAT'S IN A NAME?

Big companies spend a lot of money creating an original (1) for their product. Many factors play a part in (2) a product – the brand name, the overall look, and the slogan used in any (3) to name a few. Look-alike products, often produced by unknown companies, mimic a well-known brand name and shoppers, often (4), go for the (5) instead of the real thing. According to research, 40% of (6) don't expect there to be any difference in quality between the two. Marketing is now so (7) that large corporations are (8) their efforts to prevent others from copying their ideas. Copycats may find themselves in court being sued for (9) another company's logo or product. Copycat products are also often sold by street (10) who make a living selling things like handbags and perfumes illegally. Consumers should realise that it is against the law to purchase these items too.

IDENTIFY
POPULAR
ADVERTISE

INTENTION
IMITATE
CONSUME
COMPETE
INTENSE
FALSE

VEND

C. Match the words in column A with their definitions/ synonyms in column B.

I	Write the letter only	II
1. clamp down on		A. affluent
2. has a dislike of		B. are paid according to the amount you sell
3. each and every		C. cheat sb by making them paying too much
4. redeem		D. exorbitant
5. astronomical		E. compensate
6. prosperous		F. to take strict action in order to prevent something, especially crime
7. come off		G. praise sb because sb tried
8. rip off		H. every single one

9. splash out		I. not appeal to sb
10. give sb credit		J. confused
11. mystified		K. be successful
12. work on commission		L. extravagant

D. Think of one word which can be used in THREE sentences:

1. _____

1. Full of beans? Why don't you your energy into some sport or hobby?
2. By popular request, the company added a sports to its offer in order to attract more TV viewers.
3. The that connects the lake with the sea lost its importance once the forests had been logged.

2. _____

1. He's always wanted to, but his father keeps telling him he's too young to join the theatre company.
2. The police operation proved successful. The security guard was caught in the of stealing classified information.
3. Trying to raise your kids, satisfying your partner and pursuing a professional career seem to be a difficult juggling for many burnt-out mothers.

3. _____

1. The volunteers were expecting to raise about 20,000 dollars for
2. Focus on your family first. As the old adage goes: begins at home.
3. The rocker came up with the idea of putting on a concert to help the poor in Africa and it met with an enthusiastic response from the music community.

4. _____

1. Yes, he did complain about occasional aches and pains shortly after the operation, but now he's as right as
2. The plane whizzed overhead spilling a of leaflets urging the rebels to surrender.
3. Heavy winds and torrential have wreaked havoc in the north of the country.

5. _____

1. In an attempt to design an improved version of the stealth airplane, scientists were closely examining the bird's smooth movements in
2. Once inside the room, he spotted another of stairs that he suspected might lead to the professor's secret laboratory.
3. When the ball bounced off the wall and smashed Mr Wilson's window, all the boys took