GRAMMAR QUIZ

I. Complete the text with the causative use of **have** and the correct form of these verbs.

iron • manicure • redecorate • redesign .restyle

My friend Valerie is a computer technician. She earns a lot of money but she doesn't have much time to do things for herself. She sends her clothes to be washed and even (1) ..... her clothes ..... . On Monday she (2) ..... her nails ..... . Last year she (3) ..... someone ..... her house completely. Next year she is going to (4) ..... someone ..... her garden. At the moment, she (5) ..... her hair ..... However, she does this so that she has more time to spend with her family!

II. Choose the correct alternatives to complete the blog entry.

It was so exciting going to the premiere of the latest Men in

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Black movie. I wanted to wear some cool sunglasses but (1) all/every/some pair I tried on looked a bit silly. Naturally, when we arrived (2) most of/most/every fans were wearing sunglasses. The two stars arrived together, (3) none/each/every one of them dressed in black with super cool sunglasses, of course! More lesser-known celebrities arrived but sadly, (4) none/most/each of them gave their autograph to the thousands of fans waiting outside the cinema. We were hoping to get (5) some/some of/all freebies but when we arrived they had all been given out. Guess what they were? Cool glasses.

III. Complete the text with the correct passive or active form of the verbs given. Peer-to-peer marketing (1) ..... (employ) at present by companies to enable them to advertise for free. Viral marketing is now one of the most popular forms of peer-to-peer marketing. Viral advertising (2) ..... (use) for many years, but companies using this method are now targeting children as young as four years old.

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Parents want their children (3) ..... (keep) entertained, and also educated, and so often let them spend a lot of time watching TV. Young children can't help (4) ..... (attract) to the colourful images and catchy tunes. When playing games on the computer, both online and offline, older children (5) ..... (show) a series of advertisements. The purpose of these adverts is for children to subconsciously associate them with the game they (6) ..... (play). According to statistics, last month an estimated 2,500 adverts (7) ..... (click on) by children ranging from seven to 13 years old. Parents are naturally concerned about this but unless the law (8) ..... (change) by governments, these techniques (9) ..... (continue) without doubt. The best thing we can do is (10) ..... (educate) our children and give them strategies for dealing with these unwanted adverts.

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IV. Complete the news report with these words.

There are three extra words.

adverts • banners • billboards • brand

campaign • label • publicity • word-of-mouth

This week, pop superstar Maxine has appeared in a number of (1) ..... displayed on giant (2) ..... situated on roads leading into all major cities. It's part of a marketing (3) ..... for a new perfume called 'Simply...Be'. This particular (4) ..... name has come in for criticism for being too similar to other rival products. Coincidentally, Maxine has also just released her seventh studio album so the (5) ..... will do her no harm at all.

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V. Complete the magazine article with the correct form of the words given.

John Jones collects Lego. He has been collecting it for 25 years. Here he explains his passion.

'I know what you are thinking, some people think my hobby is (1) ..... (**child**) and I'll admit I started collecting when I was five. Now, however, Lego pieces are extremely (2) ..... (**value**) and I have over one million of them. Now I see it as an investment in the future. (3) ..... (**fortune**), since the release of The Lego Movie, Lego has become even more (4) ..... (**collect**). What has changed is that now Lego is more sophisticated than before and the sets are more (5) ..... (**innovate**). I don't really want to be seen as making any form of

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(6) ..... (**critic**) but I feel the complete sets take away the creativity from the child. They don't have to use their (7) ..... (**imagine**) so much.

I guess I am more (8) ..... (**tradition**) in that respect and prefer the simplicity of the individual pieces. This piece here, for example, was made in 1967 and was owned by the Queen's son, Charles. Some people don't believe it's (9) ..... (**author**) but I can assure you it is. My collection is probably worth £300,000 so it's not as (10) ..... (**point**) as some people think.'

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