

QUIZ 3

1 VOCABULARY

A Choose a word from each box to complete these sentences.

solar carbon tidal fuel-cell energy renewable

panels power technology emissions energy consumption

- 1 Since the factory is located on the coast, we are looking at harnessing _____
_____ to provide our energy.
- 2 We think it's vital to use as much _____ as possible.
- 3 Hydrogen-powered vehicles are good examples of the use of _____.
- 4 Air travellers should make donations when they fly to offset their _____.
- 5 Governments are now encouraging people to monitor their _____ so
they can reduce it.
- 6 You would need quite large _____ to power a car.

B Choose the correct options to complete these sentences.

- 7 If we don't (curb/wean) _____ our energy use, then the world will have major
problems.
- 8 Governments want people to (deny / move away from) _____ using fossil
fuels.
- 9 Companies need to (come up with / wean off) _____ profitable solutions to the
problem.
- 10 Experts believe that if governments support certain technologies, they will
(highlight/stifle) _____ innovation and slow down new developments.

2. Complete the sentences with the words in the box.

referrals intrusive mailshots launched glass cold-calling viral
privacy loyalty intelligence

- 1 A lot of people become irritated by _____. They don't want companies
contacting them without an appointment.

- 2 Sometimes the post we receive is full of _____. Why do companies have to send out leaflets to everybody in the street?
- 3 Women tend to be very receptive to word-of-mouth _____. They love hearing information about good products.
- 4 There is strong resistance to _____ marketing these days. You know what I mean, those unsolicited emails that fill your inbox, for example.
- 5 Customer _____ schemes have been around for a long time and are becoming even more important as the competition to keep customers grows.
- 6 These days we are all perceived as _____ consumers because more and more companies have the means to know how we behave and think.
- 7 The amount of information that retailers can gather about us makes some people worry about their _____.
- 8 The company _____ a range of products specifically tailored to women.
- 9 Companies use this market _____ to figure out the best time to call customers.
- 10 Using pre-existing social networks to produce increased brand awareness is known as _____ marketing.