

DIAGNOSTIC TEST

1. Complete the sentences with a verb from the list in the right form (present simple, past simple, or past participle).

become	import	market	set up	expand	launch	merge	take over	export	produce
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1. Although GAP stands for Genuine American Product, most of its clothes are manufactured in Asia.



2. In 1989 Pepsi-Cola _____ a new **product** called Pepsi A.M. which was aimed at the 'breakfast cola drinker'. It was an immediate flop.



3. The Spanish airline Iberia _____ with British Airways in 2011.



4. Apple is considered one of the best companies in the world for the way they _____ their products.

5. Prosciutto is a kind of Italian ham. Two of the best known kinds are San Daniele and Parma, which are _____ in the Friuli and Emilia regions of Italy, and are _____ all over the world.



6. The Royal Bank of Scotland _____ NatWest Bank in 2000, even though it was in fact a smaller rival.

7. The supermarket chain Tesco _____ **the market leader** in 1995, and is still the UK's biggest-selling chain.



8. Zara shops were opened in Spain in 1975, but the company soon _____ internationally.

9. Nowadays it is quite a risk to _____ **a new business**. In the UK, 203 of businesses fail in their first year."

10. The cost of living in Iceland is so high because so many food products have to be _____.

