

EXAM FOCUS **Multiple choice**

5 Read the text again. For questions 1–6, choose the correct answer, A, B, C or D.

- 1 Red is used for warning signs because it is the most
 - A dangerous.
 - B exciting.
 - C visible.
 - D impulsive.
- 2 What is people's attitude to the colour blue?
 - A It makes them do things more carefully.
 - B It makes them feel safe.
 - C It makes them report crimes.
 - D It makes them decide to buy things quickly.
- 3 Which colour is not associated with positive feelings?
 - A light blue
 - B dark green
 - C purple
 - D bright yellow
- 4 What do yellow, pink and orange have in common?
 - A They appeal to younger people.
 - B They have to be used carefully.
 - C They are rarely used in advertising.
 - D They are associated with happiness and fun.
- 5 An advert with red and yellow
 - A makes you think of fast food.
 - B can cause confusion.
 - C is better than black and white.
 - D helps customers understand your product.
- 6 This article is
 - A a report on which colours consumers prefer.
 - B one person's subjective opinion.
 - C a summary of how colours can influence the consumer.
 - D a guide for shops on how to improve their sales.