Test

Task 1 Match the words with their definitions

1. evolve	a. introducing a new idea or a way of doing something
2. obligation	b. the ability to move quickly and easily
3. assumption	c. the belief that something is true or will occur, but with no proof
4. innovative	d. the need to do something because it is the law or your duty
5. agility	e. the person who will act or speak on your behalf
6. collaborative	f. the state of having the same rights and status as others
7. equality	g. to develop from one form into a more complicated form over a period of time
8. representation	h. two or more people working together to create something

Task 2 Complete the gaps with the correct prepositions: to, of, in, about or for

a) Kyle takes his work seriously and is sensitive …… criticism.
b) We need a system to keep track …… all our expenses.
c) They are extremely fortunate to have such a professional as Richard …… charge.
d) Pay attention …… what she's saying because she won't explain it a second time.
e) The first few months he was running the company, Randy didn't really feel …… control.
f) Remind me …… this conference because I'm likely to forget about it.
g) She wanted her money to be used …… the benefit of poor children.

Task 3 Complete the table below

Verb	Noun	Adjective
attract	attraction	attractive
improve	1.	improvable
innovate	innovation	2.
compete	competition	3.
dominate	4.	dominating
produce	5.	productive

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Task 5 Read the article below. Underline the correct alternative below.



The novelty factor

We've all been there ... You're standing in the supermarket looking at shelves of food and a product with 'new' written on it pops out at you. You read the label and, before you know it, it's sitting in your shopping trolley. You have just been seduced by the 'novelty factor' – the need to try something new at least once.

This well-known marketing strategy works on the premise that if it's new, it must be better. But how does this really work and how come we fall for it every time? One of the reasons, of course, is that new things are often cheaper. Next to the 'new' sign there may be a sticker saying 'introductory offer' or something similar. And then we are naturally curious to try out something different as we are bored by the same old purchases.

There's new and then there's 'almost new', or 'the old reinvented', which I see as dressing up a familiar brand in a new 'costume'. So, if you are a fan of Oreo biscuits, you will also be persuaded to try Oreo ice cream and Oreo milkshakes, as well as all the limited-edition cookie flavours released on a monthly basis. New hybrids are everywhere in the food industry. Think about the recently invented 'cronut' – it's half-croissant, half-donut! And you can find that same idea with pets – notice the success of the new 'Labradoodle' dog breed – so cute because it's half-Labrador, half-Poodle!

We can clearly see how the novelty factor works in these contexts, but it may be more imperceptible in other industries. What about your mobile phone, for example? Many consumers have criticised manufacturers for making their products deliberately difficult to repair. This forces consumers to upgrade to the new version more quickly than they would like to. Here, 'planned obsolescence' – designing a product with a short life so it becomes no longer functional – would appear to be the norm.

The novelty factor is all around us, yet it's sometimes difficult to spot. Every year, your football team has a new design of shirt for you to buy, and your favourite car manufacturer brings out a new model that makes your car look pathetic. The pressure to consume is high!

If you're hooked on novelty, just remember: if it's new, it's not always going to be better. It may be hard to admit it, but you can always stick with what you know!

1 The author says that people in shops *are usually aware/can be unaware* that they have bought a new product.
2 We often buy new things because they seem more *interesting/modern*.
3 According to the author, 'almost new' products are about *creating a new brand from an old one/ giving an old brand a new look*.
4 The author *is critical of/gives no strong opinion about* hybrid products such as the 'cronut'.
5 The text says that it is *easier/more difficult* to see how companies deceive us in the technology sector.
6 Designing products to last a short time is something that manufacturers do *consciously/ unconsciously*.
7 The 'novelty factor' marketing strategy is well known *but not always/and usually* easy to identify.
8 The author's final piece of advice is *be careful when buying new products/buy what you know and don't experiment*.

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