

PAPER 1 Reading and Use of English

PAPER 2 Writing

PAPER 3 Listening

PAPER 4 Speaking

Part 1

Part 2

Part 3

Part 4

Part 5

Part 6

Part 7

Part 8

For questions 17–24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

Write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

Example: 0 POPULARITY

Essential tips

Question 17: The gapped word comes before an adjective. What part of speech do you need?

Question 19: The gapped word is an adjective. Does it have a positive or negative meaning?

Question 21: The gapped word follows an article, so it must be a noun. How do you make a noun from grow?

Product placement

The rise in the (0) of product placement has been one of the most interesting trends in advertising in the last couple of decades. Branded products are promoted indirectly by using them in films, and the success of this is making it (17) desirable. Demand for product placement stemmed, at least (18), from regulations banning the advertising of certain products deemed (19) for TV commercials. Films are not subject to the same sort of (20) as television.

Other factors have contributed to the (21) of product placement. One is these is the (22) of consumers, exposed to an advertisement over a period of time, to become more (23) in their response to it. They become tired of 'the same old thing' and advertisers are being forced to recognise a (24) in their customers which did not exist in the past. People these days are more likely to be influenced by watching film star role models using a product. This is true of consumers in general, but it is particularly applicable to younger people.

POPULAR

INCREASE

ORIGIN

SUIT

CENSOR

GROW

TEND

CRITIC

SOPHISTICATED