SO_ Upper _ Unit 5.2. **Surname Name Group**

Task 1. Choose the correct word to fill in the gaps in the sentences.

1 We're _____ our new product next month at the trade exhibition.

2 We _____ the market with a new product.

3 Let's _____ the price so more people can afford our goods.

4 Apple _____ the smartphone market.

5 The technology company _____ _ into the fashion market with smart clothes.

6 We've just decided on the price. We _____it so that it's similar to the competition.

7 We sponsor a lot of sporting events to _____ our brand name.

8 The price of bread has _____ by twenty-five percent recently.

9 When a celebrity says a product is good, they _____ the product.

10 Sofex _____ the price of their new colourful tablet - they are so popular people will pay more for them.

11 The new brand will be _____ on TV, the internet and radio.

12 Our researchers can see ____ in the market.

Task 2. Underline the correct alternatives to complete the conversation.

A: Apparently a new car manufacturer's going to 1 **enter / set** the market.

B: Yes, I heard it's going to 2 **launch / break** into a new sports car.

A: Well, I hope they do well. It's a tough market to 3 **raise / break into.**

B: They'll have to think carefully about what price to 4 **set / enter.**

A: Yes, a few companies really 5 **break into / dominate** the market.

B: I guess they saw 6 **a gap / an increase in** the market though.

A: If they 7 **promote / set** their product well, they might be OK.

B: Well, if they give me one of their products, I'll 8 **endorse / increase** it for free!

Task 3. Underline the correct alternative in the sentences.

1 I'll tell you **provided / supposing** you promise to keep it a secret.

2 We won't go **imagine / unless** they pay our expenses.

LIVEWORKSHEETS

3 **Supposing** / **Provided** that you lost your job tomorrow, what would you do then?

4 **If** / **Providing** that we have enough time, I intend to visit all of my relatives.

5 I'm going to leave **unless** / **if** you stop being aggressive with me.

6 **Unless** / **Imagine** we met them in the street; how might you react?

Task 4. Use the prompts to make sentences.

1. IMAGINE/your birthday/today, what/you/ want/do?

_____

2 I/pass/both exams PROVIDED I/ work/ hard/enough.

_____

3 SUPPOSE she/not go/school, she/never/read/anything.

_____

4 I/not often/do/dishes UNLESS they/be/ all/dirty.

_____

5 SUPPOSING you/be/right, what/should/we/do?

_____

Task 5. Complete the second sentence so it has a similar meaning to the first. Use conditionals.

1. People who drive too fast cause the majority of accidents on motorways.

If people _____so fast, they _____fewer accidents on motorways.

2. You're always tired because you go to bed too late.

If you _____to bed so late, you_____ so tired.

3. I'm absolutely sure she'll get the job.

I _____very surprised if she _____the job.

4. They didn't have a proper breakfast so they're very hungry now.

If they _____a proper breakfast, they _____hungry now.

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