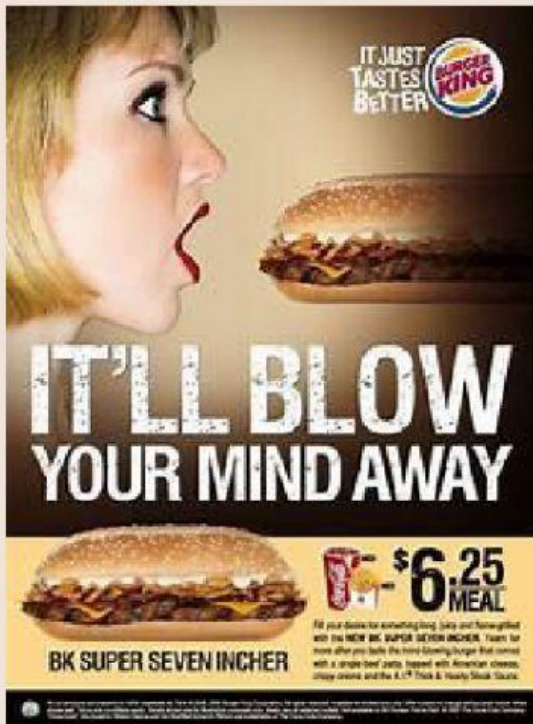


→ **READ TEXT A, B AND C TO ANSWER THE FOLLOWING QUESTIONS ACCORDINGLY**

• **TEXT A – 1 to 3**



1) What kind of text is it?

- () It is an advertisement
- () It is a graphic
- () It is an article

2) In the sentence, "It'll blow your mind away"...

a) the word It'll is the same as in the sentence:

- () It would make me happy.
- () It will surprise you.
- () It's all mine.

b) the word It'll implies that...

- () She got very surprised by the taste of the sandwich.
- () She will be very surprised by the taste of the sandwich.
- () She is very surprised by the taste of the sandwich.

3) How much will the product cost?

- () It will cost six dollars and twenty-five cents.
- () It will cost five dollars and twenty-six cents.
- () It will not cost six dollars and twenty-five cents.

• **TEXT B - 4 to 6**



4) What is the question about?

- () Planning strategies.
- () Opinion.
- () Prediction.

5) A negative answer to the question:

- () No, are we not.
- () No, we are.
- () No, we are not.

6) In the text, the word "work" means ...

- () Jobs and occupations.
- () Kids' homework.
- () Household work.

• **TEXT C – 7 to 8**



7) Who will get a bigger share of marketing budgets?

- () Youtube
- () Google
- () Twitter

8) What's a synonym to the word "marketing budget"?

- () digital cost
- () network cost
- () commerce cost

→ Match the pictures with the kind of advertisement



- () skywriting () classified ads () window display () junk mail () mobile advertisement
 () billboard () TV commercial () word of mouth () leaflet () bumper sticker

→ Match the description with the correct type of ad.

- (1) skywriting (3) classified ads (5) window display (7) junk mail (9) mobile advertisement
 (2) billboard (4) TV commercial (6) word of mouth (8) leaflet (10) bumper sticker

- () It is a sign that you stick on a car, often with a funny message on it.
 () broadcasting through the television to market a product.
 () It is in a newspaper or magazine, with offers of or requests for jobs, houses, apartments and used cars.
 () It is an arrangement of items in a shop window.
 () writing formed in the sky by smoke released from an airplane.
 () a very large board on which advertisements are shown at the side of a road.
 () a very large board on which advertisements are shown at the side of a vehicle.
 () done by people talking about something rather than it being printed in written form.
 () publicity materials people receive by email, which they have no//t asked for.
 () a piece of paper that gives you information or advertises something.