A **Read the text below and decide which answer A, B, C or D best fits each space.**

ADVERTISING

In this day and age, advertising is big business. It (1) _____ a lot of effort into effectively (2) _____ the public about a product or service. Advertisements are introduced through a (3) _____ of means. Companies can choose (4) _____ the print media, television, radio or even huge lit-up billboards that (5) _____ put up around our cities and which (6) _____ that we buy this type of ice-cream or that type of trainer. Advertising companies use a number of techniques to attract our attention, including stunning photography, eye-catching graphics, jingles or clever (7) _____ . (8) _____ , companies may employ famous people like film stars to (9) _____ their products.

However, many governments have introduced rules and regulations that advertisers must follow. These codes of conduct (10) _____ that advertisers don't make exaggerated claims or offend certain groups of people. In some countries, advertisements can be displayed only in specific areas. (11) _____ , some countries do not (12) _____ of the advertising of certain products, like tobacco, so they don't allow such advertising at all.

1	**A** sets	**B** puts	**C** lays	**D** does
2	**A** introducing	**B** explaining	**C** informing	**D** mentioning
3	**A** variety	**B** choice	**C** collection	**D** selection
4	**A** from	**B** between	**C** through	**D** throughout
5	**A** have been	**B** have	**C** had been	**D** had
6	**A** mean	**B** approve	**C** suggest	**D** consult
7	**A** descriptions	**B** comments	**C** reports	**D** announcements
8	**A** To be more specific	**B** Yet	**C** Not only	**D** What is more
9	**A** recommend	**B** suggest	**C** advise	**D** propose
10	**A** reassure	**B** insure	**C** ensure	**D** confirm
11	**A** Furthermore	**B** Nevertheless	**C** Otherwise	**D** Likewise
12	**A** accept	**B** admit	**C** agree	**D** approve

A **Read the text below and decide which answer A, B, C or D best fits each space.**



Arthur Miller was born in New York in 1915. He was the son of a coat manufacturer who (1) _____ control of his business through bankruptcy. This experience at an early age disturbed Miller and thereafter he was aware of society's inadequacies. He would (2) _____ them later in his plays by attacking the modern (3) _____ of life.

Miller's major achievement came in 1949, when he won the Pulitzer Prize for Drama for his play "Death of a Salesman", which is still regarded as one of the finest contemporary plays. It (4) _____ the tragic story of an average man destroyed by false values which get (5) _____ the way of developing an honest relationship with his sons, who (6) _____ of his beliefs and look down on him.

(7) _____ , Miller's plays (8) _____ social issues and deal with matters people are anxious (9) _____ . They include themes such as how human relationships fall (10) _____ , the responsibility of the individual and their purpose in life. One way or another, Miller's plays analyse (11) _____ the troubles people have in their life and (12) _____ society's values.

1	**A** failed	**B** lost	**C** missed	**D** wasted
2	**A** criticise	**B** disapprove	**C** complain	**D** protest
3	**A** way	**B** course	**C** approach	**D** manner
4	**A** debates	**B** says	**C** tells	**D** speaks
5	**A** under	**B** out of	**C** by	**D** in
6	**A** argue	**B** doubt	**C** object	**D** disapprove
7	**A** On average	**B** On demand	**C** By force	**D** At first sight
8	**A** apply	**B** wonder	**C** discuss	**D** talk
9	**A** of	**B** about	**C** with	**D** for
10	**A** in	**B** behind	**C** out	**D** apart
11	**A** in pairs	**B** in person	**C** in detail	**D** in half
12	**A** question	**B** inquire	**C** ask	**D** appeal