

Exercises

9.1 Match the adjectives 1–15 with the words a–o with a similar meaning.

1 functional	a weighing very little
2 ultra-light	b integral/fitted
3 expandable	c high-tech/the newest
4 state-of-the-art	d useful/practical
5 built-in	e able to include other things in the future
6 innovative	f available to buy without being ordered specially
7 off-the-shelf	g strong/long-lasting
8 tailor-made	h new/original
9 integrated	i customized/personalized
10 hard-wearing	j already combined in order to be more effective
11 labour-saving	k water cannot pass through
12 water-proof	l advanced in design
13 affordable	m parts can be bought separately and then joined together later
14 sophisticated	n reasonably priced
15 modular	o makes it easier to do the job

9.2 Match the adjectives 1–5 with the products a–e they are most likely to describe.

1 attractive, practical, stylish	<input checked="" type="checkbox"/>
2 labour-saving, reliable, economical to run	<input type="checkbox"/>
3 secure, low-risk, convenient	<input type="checkbox"/>
4 revolutionary, state-of-the-art, ultra-light	<input type="checkbox"/>
5 low-cost, functional, expandable	<input type="checkbox"/>

- a financial product where you pay in money every month and get a guaranteed return after five years
- b simple wine rack for storing nine wine bottles, with clips at the side to attach other units
- c washing machine
- d plate to hold sushi with a place to put chopsticks, designed by a top Japanese designer
- e amazing new compact camera

9.3 Find three adjectives from the Features list opposite for each product below. Do not choose adjectives already given in Exercise 9.2.

- 1 a product aimed at 'green' consumers who want to save energy; protect the environment; and who hate the throw-away society.
- 2 a product aimed at parents with young children whose children make a mess with food and paint; who want to carry the product when they visit friends and relations; and who want a high quality of construction so that it doesn't break.
- 3 a product aimed at teenage boys who want something that works by itself without them doing anything; is very fast and powerful; and is produced in small numbers so that none of their friends have it.

9.4 Underline the correct word in italics.

- 1 The features/characteristics of a product are the important and interesting things that help to sell it.
- 2 Dimensions of a product include/don't include weight.
- 3 What form/shape is it?
- 4 What dimension/size is it?
- 5 How length/long is it?
- 6 What is its length/long?
- 7 How much does it weigh/weight?
- 8 What is the weigh/weight?

9.5 Complete the sentences by writing one word in each space.

- 1 How long is it?
→ It's 120 centimetres long.
→ It's 120 centimetres in length.
- 2 How wide is it?
→ It's 15 centimetres wide.
→ It's 15 centimetres in width.
- 3 How height is it?
→ It's just 25 millimetres high.
→ It's just 25 millimetres in height.
- 4 How deep is the hotel swimming pool?
→ It's around 2 metres in depth.
→ It ranges depth from 1 metre at one end to 2 metres at the other.
- 5 How much does it weigh?
→ It weighs a little over 2 kilos.
→ It's a little over 2 kilos in weight.
- 6 What area of ground does it need?
→ Well, it measures 10 metres width 10 metres when it's constructed, so it will need 100 area metres of ground.
- 7 What is the volume of the tank?
→ Let me see. It's 1.5 metres long by 1.5 metres wide by 4 metres deep. So that's 9 volume metres.
- 8 What's it made from?
→ Well, like most modern bicycles it's made of a material – plastic reinforced with carbon fibre.

9.6 Write the name of the material next to the object it is most likely to be made from.

reinforced concrete	copper	leather
moulded plastic	nanomaterials	steel

- 1 washing machine, bridge steel
- 2 fizzy drink bottle, cheap toy
- 3 pipe to carry water, wire, coin
- 4 seat of a luxury car, shoe
- 5 computer memory, high-tech clothing
- 6 walls and floors of a tall building

See page 146 for some discussion topics.