

**FINAL WRITTEN EXAM 2020**

Name.....

Course: **Adults Intermediate A**

Date:.....



**Part 1.**

**1)- Reading comprehension:**

**Read a blogpost about the impact of social media influencers in the business world.**



It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

**So what is an influencer and how do we become one?**

An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

### **1. Choose your niche**

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

### **2. Choose your medium and write an interesting bio**

Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

### **3. Post regularly and consistently**

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

### **4. Tell an interesting story**

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

### **5. Make sure people can easily find your content**

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

#### *Choose the best option:*

1)- A social media influencer is not someone who ...

- guides the decisions of their followers.
- is an expert in a particular area.
- pays their followers to buy products.
- has many followers who pay attention to their opinions.

2)- Companies want to use influencers to help ...

- sell their products to their followers.
- develop new products.
- write their blogposts.
- design their websites

**3)- If you want to be an influencer, your bio on your social media account shouldn't ...**

- say who you are.
- talk about your niche area.
- be interesting.
- be the same as other people's bios.

**4)- You should make sure that you post ...**

- once a month.
- every day for the first month and then once a month after that.
- about similar subjects.
- about all sorts of different things.

**5)- You can make sure that people find your post by ...**

- using hashtags.
- using funny or memorable titles.
- using different social media to link to your post.
- doing all of the above.

**6)- What should the title of this blogpost be?**

- Five ways to influence people
  - Five ways to use influencers in marketing
  - Five tips on becoming a social media influencer
  - Five tips on making money as an influencer
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**2)- Writing:**

Influencers are a great tendency around the world. In most of the cases they are good and have a positive impact on people, especially on teenagers, but some of them have a negative influence.

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- What is your opinion? Write an opinion essay. Express your idea in 3 paragraphs. (100-120 words)

## Part 2:

1)- Read the sentences and decide what conditional sentences you will use and complete them with a verb. Use type 1 or 2.

1. If I had time, I ..... shopping with you.
2. If you..... English, you will get along with them perfectly.
3. If she..... to see us, we will go to the zoo.
4. Would you mind if I..... the window?
5. My friend..... me at the station if he gets the afternoon off.
6. If I..... it, nobody would do it.
7. If my father..... me up, I'll take the bus home.
8. If I don't work at the weekend, I.....
9. If we don't finish this report on time, we ..... the contract
10. If I were you,.....

2)-Read the sentences and complete with the right form of comparatives and superlatives.

1. My sister thinks she's.....(**intelligent**) than me, but I don't agree!
2. *Avatar* is probably.....(**bad**) film I've seen!
3. What is.....(**wet**) month of the year in England?
4. Do you think the *Harry Potter* films are.....(**good**) than the books?
5. Who is.....(**powerful**) person in your country?
6. I think *Men in Black 1* was.....(**funny**) than *Men in Black 3*.
7. Is Angelina Jolie .....(**old**) than Sandra Bullock?
8. John is .....(**nice**) person that I know.

3)- Past obligation and permission. Read the sentences and choose the best option to complete them.

a)- I'd love to come to the cinema but I \_\_\_\_ hand in this assignment tomorrow.

- must
- have to
- can

b)- You \_\_\_\_ hit your sister again! Do you understand?

- mustn't
- can
- don't have to

c)- \_\_\_\_ I borrow your black dress tonight, please?

- Can
- Must
- Mustn't

d)- You \_\_\_\_ memorise the whole thing. Just try to remember the key points.

- have to
- mustn't
- don't have to

e)- The hostel is totally vegetarian. You \_\_\_\_ cook or eat meat there.

- can't
- must
- don't have to

f)- I did this yesterday – I can help you! You \_\_\_\_ fill in the form and attach an up-to-date passport photo.

- must
- have to
- can

g)- (Airport notice) Liquids \_\_\_\_ be in 100ml containers and in a closed plastic bag.

- have to
- must
- can

4)- Rewrite the following sentences using infinitives of purpose. The meaning of the original sentence/sentences and your sentence must be exactly the



same. Use the example we looked at earlier to help you. (Notice the infinitive of purpose in that last sentence!)

1)- I went to the coffee shop because I wanted to meet my best friend.  
I went to the coffee shop..... my best friend.

2)- I often travel by public transport. I want to save money.  
I often travel by public transport..... money.

3)-I'm studying at university. I want to be a pharmacist.  
I'm studying at university..... a pharmacist.

4)- I called my uncle because I needed to find out what time he would arrive.  
I called my uncle..... what time he would arrive.

5)- I stayed late at the office. I had to finish the project  
I stayed.....

5)- **Vocabulary:** Write the letters in the correct order to make the opposites of the words in bold in the sentences below.

**darh dewcord drulfowen gribth**  
**palnuropu serdtses sertinegnit**  
**malgrusoo**

- 1 The room was **dark** and sunny. \_\_\_\_\_
- 2 There were so many people – the hall was **empty**.  
\_\_\_\_\_
- 3 I was so **relaxed** at the job interview – I couldn't answer the questions. \_\_\_\_\_
- 4 No one liked that TV show – it was very **popular**.  
\_\_\_\_\_
- 5 The stars in that soap were very **ordinary**. \_\_\_\_\_
- 6 The new detective series on TV is so **boring**. \_\_\_\_\_
- 7 The ending was absolutely **terrible**. \_\_\_\_\_
- 8 It's **easy** to follow the story if you miss an episode.  
\_\_\_\_\_