Unit 7 Test
STANDARD LEVEL

NAME _____

CLASS _____

B2+

Grammar

1 Complete the text with the causative use of *have* and the correct form of these verbs.

iron • manicure • redecorate • redesign restyle

My friend Valerie is a computer technician. She earns a lot of money but she doesn't have much time to do things for herself. She sends her clothes to be washed and even (1) ..... her clothes ..... . On Monday she (2) ..... her nails ..... . Last year she (3) ..... someone ..... her house completely. Next year she is going to (4) ..... someone ..... her garden. Where is she now? At the moment, she (5) ..... her hair ..... . However, she does this so that she has more time to spend with her family!

/ 5

2 Choose the correct alternatives to complete the blog entry.

It was so exciting going to the premiere of the latest *Men in Black* movie. I wanted to wear some cool sunglasses but (1) *all/every* pair I tried on looked a bit silly. Naturally, when we arrived (2) *most of/most* fans were wearing sunglasses. The two stars arrived together, (3) *each/every one* of them dressed in black with supercool sunglasses, of course! More lesser-known celebrities arrived but sadly, (4) *none/most* of them gave their autograph to the thousands of fans waiting outside the cinema. We were hoping to get (5) *some/some of* freebies, but when we arrived they had all been given out. Guess what they were? Cool glasses.

/ 5

3 Complete the text with the correct passive form of the verbs given.

Peer-to-peer marketing (1) ..... (employ) at present by companies to enable them to advertise for free. Viral marketing is now one of the most popular forms of peer-to-peer marketing. Viral advertising (2) ..... (use) for many years, but companies using this method are now targeting children as young as four years old.

Parents want their children (3) ..... (keep) entertained, and also educated, and so often let them spend a lot of time watching TV. Young children can't help (4) ..... (attract) to the colourful images and catchy tunes.

When playing games on the computer, both online and offline, older children are shown a series of advertisements. The purpose of these adverts is for children to subconsciously associate them with the game they are playing. According to statistics, last month an estimated 2,500 adverts (5) ..... (click on) by children ranging from seven to 13 years old.

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Vocabulary

4 Complete the news report with these words. There are three extra words.

adverts • banners • billboards • brand campaign • label • publicity • word-of-mouth

This week, pop superstar Maxine has appeared in a number of (1) ..... displayed on giant (2) ..... situated on roads leading into all major cities. It's part of a marketing (3) ..... for a new perfume called 'Simply…Be'. This particular (4) ..... name has come in for criticism for being too similar to other rival products. Coincidentally, Maxine has also just released her seventh studio album so the (5) ..... will do her no harm at all.

/ 5

5 Complete the text with the correct answer, A, B, C or D.

At work, there isn't any official dress code. Therefore, people wear what they consider appropriate. On the whole, there are two distinctive groups of people. In the first group, there are men who wear (1) ..... two-piece suits with a matching (2) ..... and women who wear trouser suits. These people look professional. Then there are the others who come into work with things I wouldn't be seen (3) ..... in, like (4) ..... trousers, sweatshirts, sports clothes and other very (5) ..... clothes. I think these people look quite unprofessional, although they do their work just as well as everyone else.

1	**A** check	**B** flowery
	C tight	**D** smart
2	**A** trousers	**B** glove
	C tie	**D** shoes
3	**A** alive	**B** dead
	C walking	**D** embarrassed
4	**A** check	**B** stripe
	C baggy	**D** jeans
5	**A** sophisticated	**B** tight
	C matching	**D** casual

/ 5

6 Complete the magazine article with these words. There are two extra words.

authentic • childish • collectable • critical fortunately • innovative • pointless

John Jones collects Lego. He has been collecting it for 25 years. Here he explains his passion.

'I know what you are thinking, some people think my hobby is (1) ..... and I'll admit I started collecting when I was five. Now, however, Lego pieces are extremely valuable and I have over one million of them. Now I see it as an investment in the future. (2) ....., since the release of *The Lego Movie*, Lego has become even more (3) ..... This piece here, for example, was made in 1967 and was owned by the Queen's son, Charles. Some people don't believe it's (4) ..... but I can assure you it is. My collection is probably worth £300,000 so it's not as (5) ..... as some people think.'

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Reading

7 **Read the leaflet about the BestAdvertising company. Are the statements True (T), False (F) or is the information Not Mentioned (NM)?**

Different ways to advertise your business with BestAdvertising

With customers' demands and technology constantly changing, we thought it important to keep you informed about the different ways you can advertise your company's products with BestAdvertising. When choosing the most appropriate method, you should consider your business's needs, reputation and budget. Typically, a successful company will use several forms of media to ensure maximum exposure. Listed below, you will find the different advertising options we have available.

Television and radio advertising

Television and radio adverts continue to be popular ways to advertise products to large audiences for companies on a moderately large budget. However, with the wide selection of television channels and radio stations in existence, it is important to investigate the age and social class of the viewers or listeners of the particular channel or station that your company is contemplating, and then choose the right channel or station based on your product's target market. That said, choosing the correct channel or station is only part of the process. You also need to consider the number of times you would like the advert to be played. These two important choices will then determine the cost of your campaign. These means of advertising, despite being costly, are extremely effective as they tend to persuade consumers to buy. Well, a good advert does anyway!

Print advertising

Placing an advert in a newspaper or magazine has a multitude of advantages. Firstly, you can select your audience on the basis of common interests, geographic location and age. Secondly, you can choose the size, colours and overall design and layout of your ad. Before placing an advert, it is essential that you have identified the section of the newspaper or magazine where you intend to put your advertisement and also the amount of time you want the campaign to run. Often, a discount will be given for a campaign that runs for a prolonged duration. In general, print advertising can be moderately affordable but the success rate is unpredictable.

Online advertising

Online advertising is our most popular form of marketing. The main reasons being that:
(1) it's comparatively cheap nowadays, and
(2) companies are able to locate and advertise to their target market both quickly and directly.
The development of location-based advertising technology now means that businesses can get their message to potential customers at any time of the day and at any given location.
At BestAdvertising, we have two forms of online advertising available: banners and mini-ads. A banner is characteristically an image placed on a web page which the user can click on and be taken directly to the advertising company's web page. A mini-ad is a small ad which is placed in the corner of a web page together with other similar ads that a client can click on and open if interested. Mini-ads are placed on a web page related in some way to the web page the client is viewing. For example, if a user opens a web page and looks at office furniture, mini-ads might appear in the corner of the web page offering alternative furniture companies.
With the development of tracking technology and more and more people accessing the Internet, not only from computers and laptops but also from smart phones, online advertising is definitely a more efficient option.

Perhaps in the future at BestAdvertising...

Facial recognition advertising

A new means of advertising is at present being tested in Japan. It is known as Facial Recognition Advertising and could be used on billboards or small digital screens in the underground, shops or even in bars and restaurants. If successful, the facial recognition system will identify the gender, ethnicity and approximate age of a passer-by and will then transmit bespoke advertisements based on the information given. This advertising method has been portrayed in many films, but it might now become a reality. Watch this space!

Whatever method you choose, BestAdvertising will support your campaign with equal dedication from concept to advert, as well as providing data to help you track the success of your campaign.

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1 A successful business employs a variety of media forms to guarantee the greatest coverage. T/F/NM
2 One of the greatest factors to take into consideration when selecting the type of advertising to use, is the money available for the campaign. T/F/NM
3 When advertising on the TV or radio, the fee for the campaign is related to the length of the advert and the channel or station you choose. T/F/NM
4 Television and radio advertising is better value than print advertising. T/F/NM
5 Location-based advertising only works if the potential customer is using a device which is connected to the Internet. T/F/NM
6 According to BestAdvertising, all of the advertising methods they offer are equally as popular. T/F/NM

/ 6

8 Read the leaflet again and choose the best answers, A, B or C.

1 What is the purpose of the leaflet?
- **A** to explain in great detail BestAdvertising's services
- **B** to convince you to use online advertising
- **C** to present an overview of BestAdvertising's services to raise interest

2 What do television and radio advertising and print advertising have in common?
- **A** Advertisers can choose where their advert appears.
- **B** Advertisers can focus on a specific geographic area.
- **C** They both guarantee impressive results.

3 Why might an advertiser not use print advertising?
- **A** They want success at any price.
- **B** They want control of the creative aspect of the advert.
- **C** They have an average sized budget.

4 In what ways are banner ads and mini-ads similar?
- **A** They both appear on web pages with similar content.
- **B** They are both relatively inexpensive.
- **C** If you click on them, you will get a chance to buy the product.

5 Online advertising is more efficient than other types of advertising because ...
- **A** customers can click to get more information.
- **B** it can target a larger number of the right kind of customers.
- **C** more people are talking to each other using smart phones.

6 How does Facial Recognition Advertising work?
- **A** Cameras take photos of people in the street and use them in publicity.
- **B** Computers produce personalised adverts for people based on their physical appearance.
- **C** Computers recognise people's faces then transmit the image to a bar or restaurant.

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Total / 12

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Unit 7 Test
STANDARD LEVEL

NAME _____

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Use of English

9 Complete the article with the correct form of the words given.

How to design the perfect advert

Before you even start thinking about designing the perfect advert you need to think about your customer and who they are. Having a well-defined target market is your first (1) _____ (object). For this you will need to do some (2) _____ (effect) market research. Once you know who you are aiming at, you can start to make (3) _____ (decide) about which media to use. Regardless of which media you decide on, your message must be honest. The public can see through empty promises, and negative word of mouth is ten times as (4) _____ (power) as positive word of mouth. So, what do you say? Well, attention spans are not what they used to be so you must maximise every second of your potential customer's valuable time. Here are some tips.

- Say something (5) _____ (origin). Nobody will give you any credit if they have heard your line before, so be unpredictable or extremely (6) _____ (fun).
- Ask an interesting question or make a statement that arouses curiosity, for example: 'When are you really going to get fit?' or 'This man learned six languages in eight months.'
- To make an (7) _____ (instant) impact, use a great image. They say 'a picture is worth a thousand words' so select the right image very carefully.
- Finally, always let the customer know how they can get your wonderful product. If you don't, it does not matter how (8) _____ (create) your advert is, it will all be a waste of time and money.

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Listening

10 Listen to a talk about how consumers can help the environment. Complete the summary with one or two words or numbers in each gap.

The man talks about a birthday party to suggest that people often forget to question the destination of all the (1) _____ of the birthday presents. He suggests that space in the UK's landfill sites where all the rubbish ends up will run out in the (2) _____. Another problem is that in the UK, only (3) _____ % of waste is recycled by citizens and companies. And of that, a small proportion is actually rejected because it is in the wrong container. One of the ways to educate consumers is by raising awareness, for example presenting them with a selection of (4) _____ of what happens if we don't recycle. Education would also help, for example not to (5) _____ clothes or toys but to pass them on to others. Finally, governments should force companies to be more eco-friendly.

/ 5

11 Listen again and choose the best answers, A, B or C.

1 What does the man say about people at birthday parties?
- **A** They don't control their children.
- **B** They talk about the importance of recycling.
- **C** Recycling is the last thing on their minds.

2 What does he say about landfill sites?
- **A** They are enormous piles of rubbish.
- **B** There may not be any new ones in the future.
- **C** We will be forced to recycle the rubbish in these places.

3 Why do recycling plants reject some rubbish?
- **A** because it has been placed in the wrong landfill
- **B** because someone put it in the incorrect container
- **C** because it cannot be recycled

4 What does the man suggest we should do with unwanted clothes, toys and mechanical goods?
- **A** sell them to make some money
- **B** put them in the right container for recycling
- **C** pass them to someone we know who can use them

5 What is the problem with companies?
- **A** Their packaging is not made of recyclable materials.
- **B** They make bad children's toys which are thrown away and create waste.
- **C** They produce an excessive number of toys.

/ 5

Total	/ 10

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Writing

12 **You have been asked to write a report for an international student magazine on the topic below. Write your report and give some examples of adverts from your country, saying how and why they are/were successful or unsuccessful.**

What makes an advertisement successful?

You should:
- give your report a title
- introduce the report by stating the aim
- divide your report into sections and give each section a heading
- end with a conclusion
- use a formal style with passive and impersonal structures where appropriate

Write 250–275 words.

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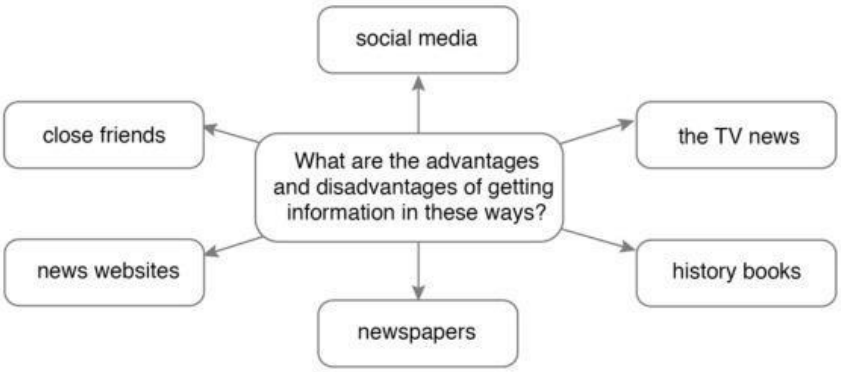
Speaking

13 Work with a partner to do the task below.

Here are some ways people get information about what is happening in the world. First, talk to each other about the advantages and disadvantages of getting information in these ways. Then decide which is the best way to get the most accurate information.



Use these ideas to help you:
- Introduce your opinion about one of the ideas.
- Use words like *however* or *whereas* to contrast advantages and disadvantages.
- Ask your partner for their opinion about one of the ideas.
- Agree, or disagree and explain why.
- Make a decision by negotiating together.

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