

Unit 8 Quiz

Name: _____

Date: _____ Score: _____ / 50 points

A Listen to a conversation between two friends. Then check (✓) true or false.

[10 POINTS]

	True	False
1. The new supermarket is more expensive.	<input type="checkbox"/>	<input type="checkbox"/>
2. Tami thinks produce from local farmers is better than produce from supermarkets.	<input type="checkbox"/>	<input type="checkbox"/>
3. Tami doesn't eat food that's sprayed with chemicals.	<input type="checkbox"/>	<input type="checkbox"/>
4. Tami believes that fruit from the supermarket may have been picked weeks before.	<input type="checkbox"/>	<input type="checkbox"/>
5. Tami decides not to try the new supermarket.	<input type="checkbox"/>	<input type="checkbox"/>

B Complete the sentences using the words in parentheses. Use to if necessary.

Sometimes more than one answer is possible. [12 POINTS]

Example: I'd like to offer you some advice (you / some advice).

I'd like to offer some advice to you.

- I prefer to give _____ (my money / small local businesses).
- Chain stores often run ads to announce _____ (special sales / customers).
- Shop owners recommend _____ (products / me), so I trust them.
- Local businesses usually return _____ (their profits / the community).
- Chains offer _____ (customers / cheaper prices), but profits go to corporate headquarters.
- It might cost _____ (me / more money), but I prefer supporting small businesses.

C Circle the expression that best completes each sentence. [6 POINTS]

- I love to *go window-shopping* / *go over my credit limit* to see the new clothing trends.
- My sister usually pays full price for clothing, but I *am a compulsive shopper* / *am a bargain hunter*.
- I often leave my money at home so I don't *go window-shopping* / *make an impulse buy*.
- I *went on a shopping spree* / *bid on an item* online last night. I hope I get it!
- I took the gold suit back to the store because I *had buyer's remorse* / *was a bargain hunter*.
- To celebrate my birthday, my sister and I *had buyer's remorse* / *went on a shopping spree*.

D Complete the second sentences using the subjunctive so they have the same meaning as the first sentences. [6 POINTS]

- I should take a multivitamin daily.
My doctor recommended _____.
- All billboards must be removed from the highway.
It is imperative _____.
- My son should pay his own credit card bills.
I insist _____.

E Circle the term that best completes each sentence. [6 POINTS]

1. I tried many *celebrity endorsements* / *free samples* before I chose the perfume.
2. There were so many *product placements* / *loyalty programs* in the sitcom that it seemed like an ad.
3. Using *search-engine marketing* / *coupon codes* is a great way to save money when shopping online.
4. I love *loyalty programs* / *comparative marketing* because I get free products when I make purchases.
5. *Free samples* / *Celebrity endorsements* are silly. Who cares what kind of shampoo movie stars use?
6. *Search-engine marketing* / *Word-of-mouth marketing* is another annoying way for companies to advertise while you are looking for information online.

F Read the company memo. Are the statements true (T), false (F), or is the information not given (NG)? [10 POINTS]

To: All ModernU employees
From: Sophie Merlin, Marketing Manager
Re: Marketing strategy for new product lines

The big industry conference is coming up in June, and all of our new products need to be ready for marketing. Each new product line has its own marketing strategy. Here's what we have planned for the coming months. Please send suggestions to me by the end of this month.

- TV advertising campaign for our Exclusive Line, airing early mornings and late at night.

Target audience: young professionals, retirees

- Four celebrity endorsements for our Superior Line, showing on prime-time TV, in magazines, and online.

Target audience: students, young professionals

- Product placement from our Youthful Line in four movies released over the summer.

Target audience: teenagers, families with children

- Free samples from our Everyday Line in shopping malls and department stores.

Target audience: women with families, working women

- Offer coupon codes for our Special Line.

Target audience: women with families, people on a budget

- _____ 1. ModernU needs its new products ready for a conference.
- _____ 2. The company will implement employee suggestions next month.
- _____ 3. Only the Exclusive Line will involve advertising on television.
- _____ 4. The Superior Line is appropriate for young children.
- _____ 5. The Everyday Line is mainly intended for female consumers.