Name: _____ Date: _____

VOICES INTERMEDIATE PLUS

UNIT 6 Assessment

VOCABULARY

1 Choose the correct option to complete the sentences.

1 Flavia got *smashed / burnt* when she grabbed the hot pan.

2 The TV screen *smashed / got seriously injured* when my dad dropped it.

3 Four people *got seriously injured / ruined* in the car accident.

4 That cat isn't very friendly. I got *burnt / a few scratches* when I tried to hold it.

5 Ernesto was *in pretty bad shape / clumsy* after he fell off his horse. He had several broken bones.

SCORE: _____ /5

2 Complete the text with these words and phrases. Not all of the items are needed.

burnt clumsy a few scratches
in pretty bad shape smashed spilt
tripped

Today was a terrible day! I woke up late and had to rush to get ready. Because I was still tired, I think I was a bit [1]_____. When I was carrying my coffee into the living room, I [2]_____ over a pair of shoes and [3]_____ coffee all over my leg. Because the coffee was so hot, I got [4]_____. Then when I left my house, I found that my car had a flat tyre. I called my supervisor to tell her everything was going wrong and said I was [5]_____. Fortunately, she said I could take the day off!

SCORE: _____ /5

GRAMMAR

3 Complete the report of the conversation.

A: Hi Rosa! I thought you moved to Mexico City!

B: Hey Michael! I did, but I'm back in Barcelona now.

A: That's great news! Are you studying at the university here?

B: No, I finished last year. I'm working at a bank now.

A: Good to hear. Sorry, but I'm late for a meeting. Can you meet up for a coffee tomorrow?

B: Sure. I'll be free until eight o'clock.

I saw Rosa last week. I thought she [1]_____ to Mexico City. She had, but she [2]_____ back in Barcelona now. I asked her if she [3]_____ at the university here. Rosa said no, but that she [4]_____ at a bank. I asked if she [5]_____ for a coffee the next day.

SCORE: _____ /5

4 Complete the sentences using the word(s) in brackets and the correct form of these verbs. Not all of the verbs are needed.

be go laugh meet sleep travel wake up

1 I _____ at the same time every morning. (always)

2 We _____ on Friday morning for a coffee. (will, often)

3 She _____ to the cinema on Fridays. (sometimes)

4 Injuries from motorcycle accidents _____ pretty serious. (tend to)

5 I always know that my best friend _____ at my jokes. (will)

SCORE: _____ /5

© Cengage Learning, Inc.
LIVEWORKSHEETS

READING

Creating a 'happy accident' for your customer

Looking for a new way to attract and keep customers? Are you tired of trying the same strategies with limited success? Maybe it's time to think about the tool of the 'happy accident'.

What is a happy accident?
Have you ever been driving down the road after a really bad day at work when a favourite song came on the radio? Maybe you found yourself singing along and before you knew it, your terrible mood was gone, replaced by a fond memory. Because you didn't choose the song and it just appeared by accident, it gave you a happy feeling.

How do consumers feel about happy accidents?
That happy feeling can be produced in the marketplace too. Research has found that customers who receive fun surprises are more satisfied than those who make choices themselves. For example, some consumers pay for a box of clothing to be delivered each month through a subscription service. According to studies, they enjoy the clothing more when it seems like a random or unplanned selection than when they choose the items themselves. The same thing is true for movie or music services.

How can marketing experts create happier accidents?
Businesses can increase consumer satisfaction through happy accidents in several ways. First, make the number of options larger. Consumers enjoy a product or service more if it is randomly selected from one hundred versus ten options. Second, don't suggest that the business is somehow making the selection for them – it needs to feel random. And finally, don't try to make the customer an expert. When businesses give customers a lot of information, they think they need to make better choices. That takes all the fun out of the happy surprise!

5 Read the marketing blog post. Match the label (A–E) with the sentence (1–5). Write the letter.

A	100 vs 10
B	A favourite song on the radio
C	Making the consumer an expert
D	A box of clothes randomly selected for you
E	A happy accident

1 This is what we call something that happens without a plan and gives you a good feeling. _____

2 This is an example of a happy accident from everyday life. _____

3 This is an example of a fun surprise for the consumer. _____

4 Consumers enjoy a product more if there are more options. _____

5 This makes consumers feel they must make good choices. _____

SCORE: _____ /5

© Cengage Learning, Inc.
LIVEWORKSHEETS

6 Read the blog post again. Complete the sentences with no more than three words from the post.

1 To attract customers, businesses should think about creating _____.

2 A _____ coming on the radio can make a terrible mood go away.

3 Consumers enjoy movies on subscription services more when they seem like a _____.

4 Consumers enjoy a product more when it comes from a larger _____.

5 Customers think they need to make better decisions when companies give them a _____.

SCORE: _____ /5

LISTENING

7 6.1 Listen to a presentation about accidental medical discoveries. Put the topics in the order they are mentioned. Write the letter (A–E) next to each number.

A The man drank from a puddle of water.	**1** _____
B The man was very thirsty.	**2** _____
C The man got lost in the Andes mountains.	**3** _____
D The man got better.	**4** _____
E The man had malaria and a fever.	**5** _____

SCORE: _____ /5

8 6.1 Listen again. Complete the sentences with two words from the presentation.

1 The medicine quinine comes from _____.

2 Dr Greatbatch wanted to build a device to record _____.

3 Today _____ million people have pacemakers.

4 Alexander Fleming studied bacteria that _____ ill.

5 Penicillin _____ from a blue mould.

SCORE: _____ /5

© Cengage Learning, Inc.
LIVEWORKSHEETS