

# PROGRESS TEST 1

Exam focus: past simple tense in all forms, making questions, used to, business-related vocabulary.

In this progress test, we are going to work with a documentary that explores the history of Nike, from its origins as *Blue Ribbon Sports* to becoming one of the world's most iconic brands.

Nike's journey began with founder Phil Knight's bold idea: importing Japanese running shoes to challenge the dominance of German brands like Adidas and Puma. Inspired by the success of Japanese camera companies overtaking German competitors, Knight believed the same could happen in the sports shoe industry.

Like any big company, Nike's rise wasn't without controversy. This business documentary dives into the inspiring success story of Phil Knight's empire, offering lessons in entrepreneurship, marketing, and perseverance, while also addressing the challenges and controversies that shaped Nike's legacy.

## BEFORE WATCHING

1. Complete the fragment using the verbs in the box in the past tense.

create	-	start	-	meet	-	travel	-	name	-	help
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"Phil Knight ..... this journey by selling shoes from his car. He ..... across the country and ..... with track coaches. In 1964, Bill Bowerman ..... him, and they ..... a new company. They ..... it 'Nike' in 1971."

## AFTER WATCHING

2. Read the summaries below. Then, watch the video (on top of the page).

Choose the best summary of the video.

- A. It described how Nike became global by focusing on advertising and athlete endorsements, ignoring product manufacturing.
- B. It showed how Phil Knight and Bill Bowerman started, created, and named Nike, now a billion-dollar brand through innovation and entrepreneurship.



LIVEWORKSHEETS

C. It explored Nike's competition with Adidas and Puma, emphasizing legal battles and trademark issues.

3. **Based on the video, mark each statement with T or F.**

- Phil Knight started selling shoes from his garage.
- He traveled to Japan to find shoe manufacturers.
- Bill Bowerman invested money and became co-founder.
- They named the company 'Nike' after the Greek goddess of victory.
- The video said Nike ignored product quality to reduce costs.

4. **Read the answers below. Make a question for each of them.**

- He traveled to Japan in the early 1960s.
- They named the company Nike in 1971.
- Phil Knight sold shoes out of his car.

**DISCUSSION**

5. **Read the questions and record your answers. Send them to your teacher.**

- A. What did Phil Knight do before he started Nike?
- B. How did Bill Bowerman help Knight's business?
- C. Thinking of yourself as an entrepreneur, what risks did Knight face that you would worry about?
- D. Do you think innovation or passion was more important in Nike's beginning? Why?

6. **In your notebook, write three sentences using used to based on what you learned in the video. Think about Phil Knight's life and work before Nike became a global company. Share your answers with your teacher. Here are two examples for guidance (not to copy):**

- Phil Knight **used to sell** shoes from the trunk of his car.
- Nike **used to be** a small company with limited resources.

