

## End of Semester Review

### Practice Test

#### Section B - Reading and Grammar

-> **Choose** the correct vocabulary below to complete the sentence:

1. Many companies use *trolley / digital marketing* to reach customers online.
2. A famous singer was chosen for the new *celebrity campaign / essential* to promote the product.
3. Parents often find it hard to *squash / resist* the advertisements aimed at their children.
4. The supermarket *aisle / slogan* was full of bright packaging to attract shoppers.
5. The charity received an important *checkout / endorsement* from a well-known actor.
6. Some websites show annoying *pop-ups / hoardings* every time you click something.
7. A strong *target audience / digital audience* helps companies decide who their product is for.
8. People with strong *marketing / brand loyalty* will buy the same company's products every time.
9. The huge *hoarding / endorsement* next to the highway advertised a new cola drink.
10. The girl felt she *tempted / deserved* a treat after studying all evening.

11. The store has a special *checkout / trolley* for customers buying only a few items.
  12. Newspapers and magazines are examples of *digital audience / print media*.
  13. The brightly coloured poster was designed to *tempt / resist* teenagers.
  14. The aisles in the supermarket were so busy that everyone was *hoarding / squashed* together while shopping.
  15. Online shops often study their *endorsement / digital audience* to improve their adverts.
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-> **There is one mistake in each sentence. Rewrite them correctly:**

16. My backpack was found next on a chair.

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17. The rules are explain to students before the test.

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18. I didn't realise you were talking to myself.

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19. All the laptops were fixing by the technicians yesterday.

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20. The posters were put in the wall without permission.

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21. I couldn't resist to buy that new snack.

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-> Use the correct reflexive pronoun to complete the sentences:

22. Be careful with that knife—you might cut \_\_\_\_\_.

23. The students organised the whole event \_\_\_\_\_.

24. My brother taught \_\_\_\_\_ how to play the guitar.

25. The cat curled up on the sofa and cleaned \_\_\_\_\_.

26. She looked at himself in the mirror before the show.

\_\_\_\_\_

27. They blamed ourselves for losing the match.

\_\_\_\_\_

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-> Use the correct compound adjective to fill in the gaps:

<i>second-hand</i>	<i>real-life</i>	<i>brightly-coloured</i>	<i>fun-filled</i>	<i>long-lasting</i>
<i>well-known</i>	<i>home-made</i>	<i>environmentally-friendly</i>	<i>high-quality</i>	<i>student-led</i>

Last weekend, our school held a market to raise money for charity. Many students brought in \_\_\_\_\_ items such as books, clothes, and toys that were still in good condition. One stall sold \_\_\_\_\_ snacks made by the cooking club. Another had \_\_\_\_\_ posters featuring popular characters that everyone recognised. My group ran a station where we demonstrated \_\_\_\_\_ science experiments to younger students, which grabbed a lot of attention. The most popular stall sold \_\_\_\_\_ products, including metal straws and reusable bags. Even the teachers were impressed with how many \_\_\_\_\_ ideas the students came up with for advertising. It was a fun and successful event.



-> **Rewrite** the sentences in the Past Simple Passive and Present Simple Passive. Use the time markers in the boxes to help you.:

Past Simple Passive	Present Simple Passive
28. The test was given to us on Monday	(today)
29. (last year)	English is taught in every class in our grade.
30. (yesterday morning)	Fresh bread is baked at the local bakery each morning.
31. The posters for the performance were designed by the art club last semester.	(this semester)
32. (last week)	Homework is checked at the start of the lesson on Monday.

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-> **Read** the text, then choose one answer for each question below.

When people think about advertising, they often imagine TV commercials or online videos. However, one of the most powerful forms of marketing is something we see every day: product packaging. The box, bottle, or wrapper of a product can strongly influence whether someone chooses it or ignores it.

Companies carefully design packaging to attract the right audience. Bright colours are often used for products aimed at children, while simple black, white, or gold designs are common for expensive, luxury items. Even the shape of a bottle or box can affect buying decisions — a slim bottle might look healthier, while a colourful box might appear more fun.

Packaging also provides important information. Labels tell customers what the product contains, how to use it, and sometimes whether it is environmentally friendly. Many brands now use eco-friendly packaging to show they care about

sustainability, which can make customers feel more positive about buying their products.

However, packaging can also be misleading. Some companies use oversized boxes to make a product seem larger, or add words like “natural” even when the product is not very different from others. Because of this, many governments have created rules to stop companies from confusing customers.

Even with these problems, packaging remains a key part of marketing. Most shoppers make quick decisions in busy supermarkets, so eye-catching packaging often gives a product a huge advantage.

**33. What is the main idea of the text?**

- A. Packaging helps companies compete for customers.
- B. Packaging is becoming more colourful every year.
- C. Packaging has replaced all forms of advertising.

**34. Why are bright colours often used for children’s products?**

- A. They make the product look cheaper.
- B. They attract attention quickly.
- C. They show the product is healthy.

**35. Why do luxury items often use simple colours?**

- A. To make the product seem more expensive.
- B. To show that the product is handmade.
- C. To match the style of children’s products.

**36. What effect can the shape of packaging have?**

- A. It changes the taste of the product.
- B. It can influence how customers feel about it.
- C. It decides where the product is displayed.

37. Why do some brands use eco-friendly packaging?
- A. To make customers think the product is stronger.
  - B. To show support for local businesses.
  - C. To appear more environmentally responsible.
38. How can packaging sometimes be misleading?
- A. It uses pictures instead of text.
  - B. It hides information to protect customers.
  - C. It suggests things that may not be true.
39. Why might a company use a larger box than necessary?
- A. To save money on materials.
  - B. To make the product look bigger.
  - C. To protect the product from sunlight.
40. Why have some governments created packaging rules?
- A. To limit how much packaging can cost.
  - B. To stop companies from confusing customers.
  - C. To make all packaging the same size.
41. Why is eye-catching packaging helpful in supermarkets?
- A. Shoppers often make decisions very quickly.
  - B. Supermarkets require all packaging to be bright.
  - C. It guarantees a customer will buy the product.
42. What does the text suggest about packaging overall?
- A. It is less important than most people think
  - B. It only matters when buying luxury goods.
  - C. It is both useful and sometimes misleading.