

LESSON 4.1- LEVEL 5

Name: _____

Course: _____

Date: _____

Participations:

A. READING

Multiple-Choice Questions

1. What is the main idea of the reading?

- A. Soccer teams depend mostly on selling tickets
- B. Famous teams earn more because they win more games
- C. Sponsorships and merchandise are very important for team income
- D. Fans buy jerseys only to support their favorite players

2. Why does the text say that PSG's brand might be "more valuable than the team itself"?

- A. Because PSG sells more tickets than other teams
- B. Because sponsorship and merchandise bring in more than half of its money
- C. Because PSG has the most famous players in the world
- D. Because the team spends less money than others

3. What can we understand about sponsors in professional sports today?

- A. Sponsors are optional for big teams
- B. Only European teams use sponsors
- C. Teams without sponsors are seen as less serious
- D. Sponsors only help small teams

B. Vocabulary

Circle the answer that correctly finishes the sentence.

7 Sponsors

- a create advertising for sports teams.
- b pay sports teams to wear their logo.
- c design merchandise.

8 An example of a brand is

- a Nike.
- b a television commercial.
- c Real Madrid.

9 An example of a slogan is

- a "Just do it."
- b a company logo.
- c Nike.

4. Why do fans buy official jerseys even if they are expensive?

- A. They are cheaper than normal clothes
- B. They last longer than other shirts
- C. They show style and belonging to a team
- D. They are required to enter stadiums

5. What does the example of the Emirates airline show?

- A. Airlines are the only companies that sponsor teams
- B. One sponsor can support more than one big team
- C. Real Madrid and PSG have the same owner
- D. Sponsors choose teams from the same country

6. Which statement best compares ticket sales with merchandise sales?

- A. Ticket sales are always the biggest source of income
- B. Merchandise sales can be more important than tickets
- C. Tickets are sold only online now
- D. Merchandise is bought only by tourists

10 A status symbol

- a is something owned by nearly everyone.
- b is usually a cheap piece of merchandise.
- c is often a luxury product.

11 A commercial

- a is an ad that you might see in the newspaper.
- b is an ad that you might see on TV.
- c is not an ad.

12 Merchandising involves

- a creating slogans and designing logos.
- b promoting goods for sale.
- c making fashion statements.

C. Grammar.

Select the best answer according to the context.

13. It's dark out. It _____ after 8 p.m.

- a. must be
- b. might be
- c. can't be

14. I've got a new voice message. It _____ Emma. She said she may call.

- a. must be
- b. might be
- c. can't be

15. The meal _____ a thousand dollars. We only had sandwiches. I don't understand.

- a. must cost
- b. might cost
- c. can't cost

16. Those girls look just like each other. They _____ twins.

- a. must be
- b. might be
- c. can't be

17. The winner _____ against either Germany or Argentina. We won't know the results till tomorrow.

- a. must play
- b. could play
- c. can't play

18. But that team _____ in first place! They've lost five games in a row.

- a. could be
- b. might be
- c. can't be

19. You _____ 20 or 30 dollars for the course. I really have no idea.

- a. must pay
- b. might pay
- c. can't pay

20. Ecuador _____ the winner of the world cup 2026. The team doesn't have a good trainer.

- a. must be
- b. might be
- c. can't be

Complete the conversations. Use could, might, must, or can't and the verb in parentheses ().

<i>A Could have</i>	<i>B might buy</i>	<i>C must love</i>	<i>D can't be</i>	<i>E can't be knocking</i>
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21 A: Are there tickets available for tomorrow's game?
B: We _____ tickets. Let's look online and see.

22 A: That's Marisol's brother.
B: He _____ Marisol's brother. Everyone in her family is tall, and he's very short.

23 A: Does Natalia like soccer?
B: She _____ it. She talks about it all the time.

24 A: We have a meeting tomorrow, right?
B: We _____ a meeting. Mark hasn't decided yet.

25 A: Tom's at the door.
B: Tom _____ at the door. He's at work.