GE8 EOT1 REVISION 2 2026

A. LISTENING

You will hear five short extracts in which people are talking about the benefits of learning another language. For questions **19-23**, choose which benefit (**A-H**) each speaker has experienced. Use the letters only once. There is one extra letter which you do not need to use.

A It has boosted my intellectual abilities.	**19** Speaker 1
B It has improved my chances in education.	**20** Speaker 2
C It has made me sensitive to global issues.	**21** Speaker 3
D It has allowed me to gain faster promotion.	**22** Speaker 4
E It has made getting around in other countries easier.	**23** Speaker 5
F It has allowed me to help other people.	
G It has advanced my awareness of the way language works.	
H It has helped me make friends.	

B. READING

1. Read and choose the correct answer:

What Advertisers Want From You Have you ever wondered why you choose one brand of coffee over another, even if they taste similar? The answer often lies in the clever psychology used by advertisers. Their main goal isn't just to sell you a single product; it is to build a long-term relationship with you, the consumer. To do this, they need to persuade you to feel a certain way about their brand, and they have several powerful tools to achieve this. The first thing advertisers want is your trust. If you trust a brand, you are more likely to buy from them repeatedly. This is why so many technology companies, like Apple and	1. **According to the text, what is the main long-term goal of an advertiser?** A. To prove their product is better than all others. B. To create the most artistic and beautiful adverts. C. To keep customers coming back. D. To make their brand appear more innovative than competitors. 2. **What is the primary advertising goal behind using simple designs and the colour blue?** A. To appeal mainly to younger customers. B. To reduce advertising costs through simpler production.

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Samsung, use clean, simple designs and minimalist advertising. The colour blue is also frequently used by banks and financial companies because our subconscious mind associates it with security and reliability. They want you to feel that your money is safe with them.

Next, advertisers want you to feel an emotional connection. Think about adverts that feature happy families, cute animals, or inspiring stories. These are designed to make you associate the brand with positive feelings like happiness, comfort, and love. Coca-Cola, for example, has built its entire brand identity around the ideas of happiness and sharing. When you see their adverts, they don't just want you to think about a drink; they want you to think about good times with friends and family. If they can make you feel good, they hope you will buy their product to recapture that feeling. Finally, advertisers want to create a sense of urgency or exclusivity. Have you ever seen an advert that says "Limited time only!" or "Only 100 items available"? This technique makes you feel that if you don't act now, you will miss a special opportunity. This can be a very effective way to persuade people to make a quick purchasing decision. These are just a few of the psychological tools used in advertising. By influencing our perception of their brand, advertisers aim to build brand loyalty. They want to be the first name you think of when you need a new phone, a car, or even just a soft drink. They are not just selling a product; they are selling an idea, a feeling, and a promise. The next time you watch an advert, look beyond the product being sold. Ask yourself: what feeling are they trying to sell me?

C. To make the brand seem more luxurious and expensive.
D. To make consumers feel the brand is reliable and can be trusted.

3. **What is the main purpose of using happy families and cute animals in adverts?**
A. To create warm emotions about the company.
B. To demonstrate how the product can be used.
C. To make the advert more interesting for children.
D. To demonstrate the product's wide appeal across demographics.

4. **What is the intended effect of a 'Limited time only!' offer?**
A. To inform customers that the shop will close soon.
B. To stop customers thinking too much before they buy.
C. To test if the product is popular with consumers.
D. To show that the company does not have many products.

5. **What does the text mean by *'brand loyalty'*?**
A. The company is loyal to its customers.
B. The customer always thinks of one brand first for a certain product.
C. The customer buys many different brands to compare them.
D. The company promises to keep its prices low.

6. **What is the main argument of the article about advertising?**
A. That companies are really selling emotions, not things.
B. That only the biggest companies can afford to use psychology in their adverts.
C. That modern advertising is less effective than it used to be.
D. That advertising uses psychology to influence consumer behaviour.

LIVEWORKSHEETS

2. Read and choose the correct answer:

The people below all want to go shopping. Decide which shop would be the most suitable for the people below.

A Wedges
Take a break while you're shopping and try our delicious home-cooked hot meals. Popular with students, everything is reasonably priced. While you're here have a look at some of the second-hand clothes we have available.

B New Street Corner Shop
Get something to remind you of your visit here and look around at our wide range of souvenirs. We have lots of toys, sweets, locally made chocolates and attractive postcards and posters. Looking for something to read? Pick up a newspaper, a magazine or the latest novel for the journey home.

C Stella's Boutique
Late-night shopping in Stella's boutique. Many of our clothes are on special offer, with some items two for the price of one. Visitors can also enjoy locally made cakes and snacks in our café. Just a short two-minute walk from the train station.

D Masons
We're closing down next week and have a fantastic sale. Everything must go! We have the cheapest range of clothes in town and a great selection of men's wear, including suits, shirts and shoes. Open late this Saturday.

E Henry's
Henry's is known for its high-quality clothing, as our users' comments prove, whether that's dresses, skirts or stylish suits. Our highly experienced staff will measure you and make sure you get the perfect fit. A little more expensive than the high street shops but worth every penny.

F Design Corner
We're a new shop in the old part of town and away from the crowds. But there's nothing old about our goods. We sell dresses, skirts and blouses made by local designers, and beautiful posters, pens and pencils that will look great in the office or on a student's desk.

G Walkers Department Store
Visit one of the city's most popular shopping destinations. We sell the latest luxury designer clothes and everything for the home, and we have a restaurant with an international menu. You should reserve a table if you wish to eat as we can get quite busy!

1 Jim wants to buy some new shoes for work. He needs something reasonably cheap and, as he's working long hours, he needs a shop that is open late during the week.

2 Hamid wants a shop where he can get measured for a new suit. He is happy to spend quite a lot but wants a place that has been recommended by other customers.

3 Sheila wants to go shopping after she finishes work. She wants to buy an inexpensive dress or a skirt and would like to eat something made locally before her train leaves.

4 Natalie is looking for a gift for her daughter who has passed her exams. She'd like to buy her something for university and wants to avoid the busy shopping centre.

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H Bartons If you're in town looking for a bargain don't forget to pay us a visit. Situated in the heart of the shopping mall, our popular sale has everything for the professional man, including suits, shirts and shoes. Don't forget our roof-top café! Late-night shopping Monday to Friday.	**5** Manuela is on holiday in the UK and is looking for some chocolate for her friend. She would also like to buy something to read when she gets back to her hotel.

C. WRITING

Write a short travel guide to persuade tourists to visit a building or a place in Vietnam or anywhere else in the world. Imagine your text will appear on a travel website. You could choose a museum, a historic building, a park, a beach or a town. **Your writing should be 140–160 words.**

In your travel guide, include the following:

- **The name and location** of the building or place you want to promote.
- **A description** of what visitors can see and do there.
- **Reasons to visit.** Explain what makes the place special and who might enjoy it.
- **Practical information** such as how to get there, the best time to visit or where to find more information.

Give your text an eye-catching title and finish with a sentence that encourages readers to visit.

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LIVEWORKSHEETS