TEST
UNIT 3 – Vocabulary and grammar

1. Fill in the gaps with 10 suitable words. WRITE ONLY THE LETTERS. (20 marks)

Do you really think **(1)** don't influence your consumption **(2)** ? Well, you're wrong. We are all influenced by **(3)** campaigns designed to connect our needs with specific **(4)** .

Commercial **(5)** is worse in the case of children, who are especially vulnerable to **(6)** advertising techniques. However, researchers are also worried about the impact of **(7)** beauty on teenagers, which often leads them to **(8)** over their physical appearance. Most eating disorders in teenagers are a result of their distorted **(9)** because of **(10)** exposure to advertisements with images of physical perfection that is impossible to reach by ordinary people.

a)misleading	**b)constant**	**c)obsess**	**d)advertisements**	**e)idealised**	**f)choose**
g) advertise	**h) products**	**i) body image**	**j) choices**	**k) advertising**	**l) pressure**

2. Complete the sentences with words related to advertising and the consumer society. (30 marks)

a) Everyday objects are used to promote products while people are using them:

b) A is a catchy phrase or small group of words that are combined in a special way to identify a product or company and memorise the logo more easily.

c) This type of advertising consists of displaying brands while consumers are watching games, films or any other programmes: .

d) What do we call the method of placing products at special places inside, for example, a supermarket?

e) What do you call an ad for a product or service on TV or radio? .

f) A factory or workshop, especially in the clothing industry, where manual workers are employed at very low wages for long hours and under poor conditions:

3. Choose the correct option. (20 marks)

3.1 If you buying all those dresses, you won't have any money left for food.

a. kept **b. don't keep** **c. keep**

3.2 If the advertising campaign hadn't changed its strategies, it such a great impact.

a. would have **b. wouldn't have had** **c. will have**

3.3 Sarah would know how to be a good sales assistant now if she ____ the sales course last month.

a. attends **b. had attended** **c. attended**

3.4 Our business __ if we had invested in an ambitious marketing campaign.

a. would grow **b. grew** **c. would have grown**

3.5. I would choose a product with the Fairtrade mark if I you.

a. was **b. had been** **c. were**

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4. Rewrite the sentences by making the necessary changes. **(30 marks)**

a. Mary didn't buy the shoes she wanted. She didn't have enough money.
If Mary

b. I didn't visit Michael because I didn't know he was here.
If I

c. I would like to buy this dress but I don't know if it is my size.
If this dress

d. If consumers don't care about the human cost of the products they buy, exploitation of workers will continue.
Unless

e. Those people live in extreme poverty. That's why they accept such low salaries.
If those people

f. If I don't know how something was produced, I won't buy it.
Unless

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