

DAY 64. PRACTICE TEST

Task 1

Complete the sentences with the correct form of the verbs in brackets.

- 1 This is a very good sales pitch; I think you _____ (get) it spot on.
- 2 No one is _____ (discuss) the script until it has been approved.
- 3 If the show _____ (delay), we'd be home now.
- 4 Lecturers _____ (campaign) for equal pay for over a month.
- 5 The summer sales _____ (finish) by this time next week.
- 6 If they had taken into account customers' purchasing power, they _____ (produce) such pricy products.
- 7 Perhaps I ought _____ (know) that the price of oil would fall.
- 8 This time next month we _____ (run) our own business.
- 9 We _____ (have) these issues, if you had listened in the first place.

Task 2

Complete the sentences with the correct form of the verbs in brackets.

- 1 Negotiations between lecturers and the government _____ (go on) for several months.
- 2 After I _____ (speak) to the shop manager, I will decide whether to keep my collection or sell it.
- 3 If I _____ (lose) the receipt, I could get a refund now; I'm so annoyed!
- 4 I don't know why she _____ (get) wound up with every comment I make.
- 5 He _____ (watch) movies for twenty-four hours by the end of today.
- 6 If he hadn't used the company for dodgy dealings, the company _____ (experience) a decline in profitability now.
- 7 Those who share product information using social media _____ (help) companies advertise their brand much more easily.
- 8 The new stock _____ (arrive) by this time tomorrow.
- 9 If the campaign were more organised, a lot more people _____ (join).

Task 3

Complete the second sentence so that that is has a similar meaning to the first sentence using the word given. Do not change the word given. Use between three and six words.

10 People who copy our products have been banned by the company.

IMPOSED

The company _____ people who copy our products.

11 He intended to say that the project could not be saved.

MEANT

What _____ the project could not be saved.

12 It seems that it was the lack of funds that forced the company to abandon its new marketing strategy.

WHAT

Owing _____ lack of funds, the company had to abandon its new marketing strategy.

Task 4

Complete the second sentence so that that is has a similar meaning to the first sentence using the word given. Do not change the word given. Use between three and six words.

10 His comments were for the director who, in turn, looked to me for answers.

ADDRESSED

_____ the director who, in turn, looked to me for answers.

11 Our approaches to marketing are the only different thing.

DIFFER

The only point where _____ our approaches to marketing.

12 The story will always be relevant regardless of when the movie is aired.

MATTER

_____ been aired, the story will always be relevant.

Task 5

Complete the sentences with a suitable preposition.

22 This brand has always been synonymous _____ luxury and elegance.

23 Some fake products are so good, they're almost identical _____ the real thing.

24 He is a very famous actor and there's nowhere he can go _____ being recognised.

25 He has been hanging _____ several collectible items hoping that they will be worth a fortune in the future.

26 It is a very short and confusing advert; before the viewer has taken _____ everything that happens on screen, it is over.

27 The company has attempted to put _____ a brave front despite recent media reports about how they treat their staff.

Task 6

Complete the sentences with a suitable preposition.

- 22 When it comes down to marketing, our strategy needs to be consistent _____ the overall company strategy.
- 23 A quest _____ a better education is the main reason for students pursuing their study abroad.
- 24 He is a very experienced producer and I was advised not to pass _____ the opportunity to work with him.
- 25 It is always hard to make _____ whether what he says is true or not.
- 26 Dedicated actors put time and effort to get _____ character for every single role.
- 27 Honestly, I am not making it _____; it is based on a character that exists in real life.

Task 7

Read the text and complete the gaps with one word only.

When did it all start?

Back in my grandparent's day, fashion didn't change so fast (28) _____. it does these days. I take the (29) _____ stance as my friend, an experienced economist, who says that it is (30) _____ the pace of the technology that has affected fashion than anything else. If you look (31) _____, you will be surprised at (32) _____ changes in fashion happened slowly in the past.

Product marketing was rather traditional (33) _____ word-of-mouth and magazines, but these days everything is immediately shared and it (34) _____ seem that everyone is in the know. This fast-moving fashion market needs (35) _____ more than traditional ways of marketing and that's (36) _____ companies are investing massively in interacting with customers through social media. They also have to keep up with the trends and manage (37) _____ products to satisfy customer demand. So does fashion need to slow down?