QUIZ 3

1 VOCABULARY

A **Choose a word from each box to complete these sentences.**

solar	carbon	tidal	fuel-cell	energy	renewable

panels	power	technology	emissions	energy	consumption

1 Since the factory is located on the coast, we are looking at harnessing _____ _____ to provide our energy.

2 We think it's vital to use as much _____ _____ as possible.

3 Hydrogen-powered vehicles are good examples of the use of _____ _____.

4 Air travellers should make donations when they fly to offset their _____ _____.

5 Governments are now encouraging people to monitor their _____ _____ so they can reduce it.

6 You would need quite large _____ _____ to power a car.

B **Choose the correct options to complete these sentences.**

7 If we don't (curb/wean)_____ our energy use, then the world will have major problems.

8 Governments want people to (deny / move away from)_____ using fossil fuels.

9 Companies need to (come up with / wean off)_____ profitable solutions to the problem.

10 Experts believe that if governments support certain technologies, they will (highlight/stifle)_____ innovation and slow down new developments.

2. Complete the sentences with the words in the box.

referrals	intrusive	mailshots	launched	glass	cold-calling	viral
privacy	loyalty	intelligence				

1 A lot of people become irritated by _____. They don't want companies contacting them without an appointment.

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2 Sometimes the post we receive is full of _____. Why do companies have to send out leaflets to everybody in the street?

3 Women tend to be very receptive to word-of-mouth _____. They love hearing information about good products.

4 There is strong resistance to _____ marketing these days. You know what I mean, those unsolicited emails that fill your inbox, for example.

5 Customer _____ schemes have been around for a long time and are becoming even more important as the competition to keep customers grows.

6 These days we are all perceived as _____ consumers because more and more companies have the means to know how we behave and think.

7 The amount of information that retailers can gather about us makes some people worry about their _____.

8 The company _____ a range of products specifically tailored to women.

9 Companies use this market _____ to figure out the best time to call customers.

10 Using pre-existing social networks to produce increased brand awareness is known as _____ marketing.

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