

English in Common 4

Unit 4 Test

GRAMMAR

A Complete the questions with the correct tags.

1. It's cold today, _____?
2. You don't speak French, _____?
3. They aren't coming to the meeting, _____?
4. He'll call us tomorrow, _____?
5. You've been there, _____?

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B Complete the sentences with modals.

6. **A:** I don't have any cash. **B:** Don't worry. You _____ pay with a credit card.
7. You _____ drink and drive. It's against the law.
8. You _____ wear a tie. You can wear whatever you want.
9. Here's some advice: You _____ stop smoking. It's bad for your health.
10. You _____ have a membership card to use the gym. It's a rule.

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C Match the beginnings and ends of the sentences. Write the letter on the line.

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| ____ 11. If I don't have any money to spare, | a. I can't save for a new car. |
| ____ 12. We'll go for a walk | b. if we use our time wisely. |
| ____ 13. We'll finish the report | c. if he needs a ride home. |
| ____ 14. As soon as I get to the office, | d. unless the weather is bad. |
| ____ 15. He'll call us | e. I'll finish that report. |

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VOCABULARY

A Complete the sentences with the phrasal verbs from the box.

break up	run out	end up	pick up	drop out
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16. He never does his homework. He's going to _____ failing this class if he doesn't work harder.
17. I don't have enough money to pay my tuition. I may have to _____ of school.
18. Lara wants to _____ with her boyfriend. She wants to see other people.
19. Anna learns languages easily. I think she can _____ Spanish quickly.
20. Jun and I have a lot in common. We never _____ of things to talk about.

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B Read about each person's personal qualities. Then match each person with a word or expression from the box.

good with numbers	good with people	cheap	ambitious	generous
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21. Oscar wants to be successful. In fact, his goal is to become an upper-level manager in five years. He's _____.
22. Hanako hates to spend money on anything. When she shops, she always spends as little as possible. She's _____.
23. Stephen can do math quickly in his head, and he never needs to use a calculator. He's _____.
24. Vera is always lending people money or donating to charity. She's _____.
25. Lee makes friends easily and people really like him. He's _____.

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C Circle the correct choice to complete each sentence.

26. As a reward/punishment for his hard work, Martin was given a \$1,200 bonus.
27. He was never a success/succeed as a painter. In fact, he only sold three paintings in his life.
28. Drivers in the United States consume/produce 21 million gallons of gasoline per day.
29. Gina wants to move to a new house, but first she needs to find a seller/buyer for her old house.
30. Pretesh didn't tell his family that he had to close his shoe store. He's afraid his family will think he's a failure/fail.

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READING

Read the article about TV advertising. Then mark each statement true (T), false (F), or no information (NI).

Television advertisers spend a lot of money creating TV commercials. In 2009 alone, US companies spent a total of \$52 billion for television ads. In fact, much more money is spent producing the commercials than is spent producing the television programs. While the average cost of producing an hour-long television show is \$1.5 to \$3 million, the cost of producing a single 30-second national television commercial is over \$500,000!

Why are companies willing to pay so much money to create these ads? Simple: TV ads are very successful at getting customers to buy products. Advertisers use many different techniques to sell a product. However, the most successful ads do one thing very well: They make the consumer feel unhappy and dissatisfied with his or her life. According to Nicole Sinclair, the CEO of Clearwater Advertising, "The purpose of advertising is to make you unhappy. It makes you believe that your life is not complete—that something is missing. What will make you feel happy and fulfilled? The product, of course! The best advertising makes you feel that without a product, you're a failure."

31. Advertising on television is cheap. ____
32. The average 30-second TV commercial costs \$1.5 million. ____
33. TV ads often succeed in making consumers buy a product. ____
34. Nicole Sinclair is the CEO of an advertising agency. ____
35. Ads that are funny are more successful than ads that are not funny. ____

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