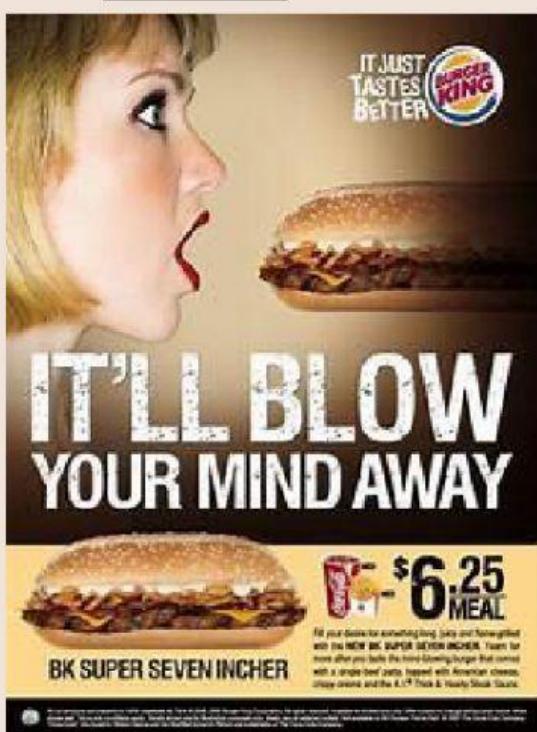


→ **READ TEXT A, B AND C TO ANSWER THE FOLLOWING QUESTIONS ACCORDINGLY**

• **TEXT A - 1 to 3**



1) What kind of text is it?

() It is an advertisement
() It is a graphic
() It is an article

2) In the sentence, “It'll blow your mind away”...

a) the word It'll is the same as in the sentence:

() It would make me happy.
() It will surprise you.
() It's all mine.

b) the word It'll implies that...

() She got very surprised by the taste of the sandwich.
() She will be very surprised by the taste of the sandwich.
() She is very surprised by the taste of the sandwich.

3) How much will the product cost?

() It will cost six dollars and twenty-five cents.
() It will cost five dollars and twenty-six cents.
() It will not cost six dollars and twenty-five cents.

• **TEXT B - 4 to 6**



4) What is the question about?

() Planning strategies.
() Opinion.
() Prediction.

5) A negative answer to the question:

() No, are we not.
() No, we are.
() No, we are not.

6) In the text, the word “work” means ...

() Jobs and occupations.
() Kids' homework.
() Household work.

• **TEXT C - 7 to 8**

FACEBOOK WILL GET A BIGGER SHARE OF MARKETING BUDGETS

While Twitter and YouTube are the networks social media marketing experts are most interested in using more, Facebook comes out on top in terms of future digital ad spend.



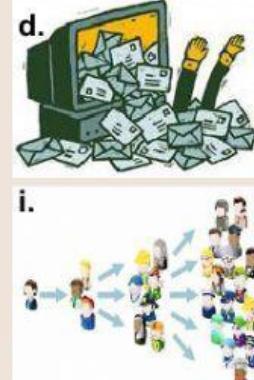
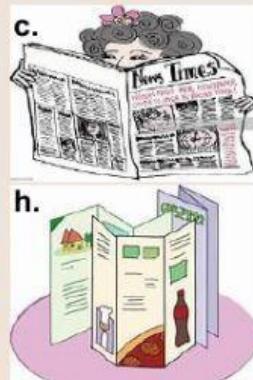
7) Who will get a bigger share of marketing budgets?

() YouTube
() Google
() Twitter

8) What's a synonym to the word “marketing budget”?

() digital cost
() network cost
() commerce cost

→ Match the pictures with the kind of advertisement



() skywriting () classified ads () window display () junk mail () mobile advertisement
() billboard () TV commercial () word of mouth () leaflet () bumper sticker

→ Match the description with the correct type of ad.

(1) skywriting (3) classified ads (5) window display (7) junk mail (9) mobile advertisement
(2) billboard (4) TV commercial (6) word of mouth (8) leaflet (10) bumper sticker

() It is a sign that you stick on a car, often with a funny message on it.
() broadcasting through the television to market a product.
() It is in a newspaper or magazine, with offers of or requests for jobs, houses, apartments and used cars.
() It is an arrangement of items in a shop window.
() writing formed in the sky by smoke released from an airplane.
() a very large board on which advertisements are shown at the side of a road.
() a very large board on which advertisements are shown at the side of a vehicle.
() done by people talking about something rather than it being printed in written form.
() publicity materials people receive by email, which they have no//t asked for.
() a piece of paper that gives you information or advertises something.