

Name: _____

VOCABULARY: Lesson A

Read the text. Notice the bold words. Then choose the correct answer.

Movies for children are big business. And I'm not talking about the price of a ticket. Just think of all the products that companies **aim** at children when a **popular** new movie comes out. They **recognize** an opportunity to **encourage** big spending. They make toys out of the movie **characters**, special clothes to let children dress like their heroes, lunch boxes, candy—the list goes on and on. Make no mistake: these days a kid's movie is not just a story—it's a **product**, and many companies think of children as their most important **customers**.

1. The word **aim** is closest in meaning to ____.
 - a. direct
 - b. shoot
2. If something is **popular**, many people ____.
 - a. hate it
 - b. like it
3. The word **recognize** is closest in meaning to ____.
 - a. notice
 - b. create
4. The word **encourage** is closest in meaning to ____.
 - a. support
 - b. force
5. **Characters** are ____ in a movie or story.
 - a. events
 - b. people
6. A **product** is ____.
 - a. a thing that someone makes
 - b. an idea that someone has
7. **Customers** are people who ____ a company or person.
 - a. sell things to
 - b. buy things from

LISTENING FOR DETAILS

Listen to a conversation about marketing in sports (Track 1). Then choose the correct answer.

8. According to Rebecca, businesses like the watch company want to show that their products are ____.
 - a. easily available
 - b. high quality
 - c. not expensive
9. Where does Diane say you might find a company logo or design?
 - a. on the company's cars
 - b. in a TV ad
 - c. on a team's uniform

PATHWAYS Listening, Speaking, & Critical Thinking, 2e Level 1: Unit Test

Name:

10. Harry says that some fans think they pay for the players'.
 - a. salaries
 - b. travel
 - c. equipment

11. Why does Harry think local sports are different?
 - a. Some companies are trying to increase interest in sports.
 - b. There is not a lot of money from local businesses.
 - c. Local teams don't need much money to continue playing

