

Gold Exp A1 - test units 4&5

Grammar

Task 1

Complete the sentences with the correct present or future form of the verbs in brackets. Sometimes more than one answer is possible.

1 Once you (truly, commit) to having a tidy-out, you (be able to) begin to declutter.

2 He doesn't know yet so (be) extremely pleased to find out that he (be) due to get a promotion.

3 As soon as we (receive) the data, we (start) analysing it.

4 David (finish) his report by the time he (go) on leave.

5 We (not, hold) a charity event this year, because very few people (show) an interest in volunteering.

Task 2

Rearrange jumbled words to make sentences.

6 by its have next the closed company August will of down half branches

7 that a study of world estimates generated 2020 the have gigabytes recent will 40 trillion data by

8 no one completed into to books is the exam room until the is bring

9 round the is going new that talks company the is in launch to product rumour a

10 a chance we're that just there's looking the at problem wrong faint way the

Task 3

Complete the sentences with the correct present form of the verbs in brackets. Sometimes more than one answer is possible.

1 In order to learn more about people, try going somewhere you (not, be) before.

2 Here I (think) not just of minorities, but of society as a whole.

3 The sooner you accept that everyone is different, the easier it (become) to understand and embrace cultural differences.

4 She (ask) for my opinion about her outfit for the party for days, but I keep avoiding her.

5 He (always, talk) about fashion and how expensive his clothes are, something that I am not interested in at all.

Task 2

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.

6 A lot of athletes took part in the Paralympic swimming competition. Some athletes won a medal.
ONLY

A lot of athletes took part in the Paralympic swimming competition, won a medal.

7 My brother likes wearing scruffy jeans. I like wearing scruffy jeans.

SO

I like wearing scruffy jeans and .

8 I am going to a fashion show next week. My friend is going to a fashion show next week.

AS

I am going to a fashion show next week, .

9 I didn't agree with his point of view. She didn't agree with his point of view.

NOR

Neither point of view.

10 My sisters are not interested in other people's lifestyles. I am interested in other people's lifestyles.
(NONE)

I am interested in other people's lifestyles,

Vocabulary

Task 1

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

- 11 With all the money she _____ with her record sales, Sharon invested in a number of businesses.
12 He _____ a 50 percent share of a small advertising company. It cost him £2 million.
13 Over the years, he has _____ a number of valuable paintings, estimated to be worth \$500 million.
14 Energy providers find it much more difficult to predict how much electricity a business will _____ in a year.
15 A desire to _____ is not the same as a desire to collect; collectors look for specific items while the other group of people save random items and store them haphazardly.

Task 2

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

- 16 My uncle is easy _____ for a clever salesman; he can easily be talked into spending money on something that he doesn't need.
17 At the end of a sales period, our company disposes of goods, either by selling them to employees at a _____ price or giving them away.
18 When the things you've accumulated have _____ value, clearing them out becomes challenging.
19 Smart investment opportunities are things you should never _____ up if you are given the opportunity.
20 Our advertising campaign pushes all the right _____ ; sales have doubled as a result.

Task 3

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

- 21 In order to claim back your expenses, you should _____ onto every receipt.
22 Most companies' budgets are _____ up by investing in the latest technologies.
23 It took about six months for me to get the _____ of the business.
24 Customers want to buy goods and services that _____ their needs at a price they can afford.
25 People _____ out old things when they move into a new house because they think everything has to be new and clean.

Use of English

Task 1

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

Online shopping

Using the internet to purchase goods or services saves considerable time and effort – and also presents you with the widest choices. There are, however, risks associated with online shopping. In my research I am investigating attitudes (26) _____ online shopping and the opportunities (27) _____ offers to shoppers. I will (28) _____ feedback from shoppers at different stages of the purchase process. I will also look for the factors that may have a positive (29) _____ on online shoppers' attitudes or a negative one (30) _____ examining evidence from a variety of sources. The participants will answer a number of questions about using the internet and will share (31) _____ views on issues such as imposing a limit (32) _____ how much they may buy on their credit cards. This research will offer an (33) _____ for shoppers to share their concerns about online shopping and (34) _____ comments on what improvements they would like to see in the future. Retailers who want to be (35) _____ of the game will find its outcome useful too.

Task 2

Use the word given in capitals at the end of some lines to form a word that fits in the gap in the same line.

Online advertising

Internet advertising continues to grow in every market globally, as the high-speed internet connections become (36) _____ available and crucially affordable. According to findings INCREASE
from the Global Entertainment and Media (37) _____ report, although TV advertising LOOK
will remain strong as the industry evolves, internet advertising will (38) _____ broadcast TAKE
advertising in the USA next year. The rapid growth of online advertising, which seems
to be (39) _____, is viewed as a (40) _____ for marketers as they find it difficult to fully STOP, BACK
exploit the web. Most companies are reported to be increasing the web proportion of
their total advertising outlay in order to take advantage of the (41) _____ reach the web PARALLEL
offers. Companies are forced to find new ways of gaining and holding consumers' attention
y using the power of advertising. Some companies will need an (42) _____ to their marketing HAUL
strategy to set themselves apart from their (43) _____. Based on the current trends, it COMPETE
seems that the focus needs to be on (44) _____ collecting and using data to better EFFICIENCY
identify the right customers, then expanding advertising to better reach them. This
method will not only be effective but may also result in growth in (45) _____ ways. EXPECT

Task 2

Read the article and decide which answer (A, B, C or D) best fits each gap.

Dare to be racing

When I first heard about the project Dare To Be Different, I thought it was too ambitious but so far it has (26) _____ the hype. It is a unique program that (27) _____ out to connect women all over the world through a shared passion: racing. The founders work with a group of ambassadors and partners whose success has been hard earned and not (28) _____ to them on a plate; they make great mentors for the participants. Initially I got (29) _____ what the media said and thought it was about finding the next female Formula one driver, but it is actually about bringing like-minded people together. My mind boggles when I try to (30) _____ my head round what they achieved in the first year; hosting six events and (31) _____ six hundred schoolgirls. After such a good start, some people expect them to (32) _____ their game in the following years. You hear about a lot of initiatives these days, but most of them come to (33) _____. They (34) _____ what they want to do but soon lose their focus and after a short while abandon the project. It all (35) _____ daring to be different.

26 A lived up to B looked up to C come up to D faced up to

27 A takes B sets C turns D goes

28 A reached B gone C come D handed

29 A turned out for B caught up in C looked up to D went down with

30 A take B get C put D turn

31 A looking up to B standing up for C reaching out to D going down to

32 A top B sort C win D up

33 A one thing B something C nothing D anything

34 A go on about B watch out for C take in by D get out of

35 A makes up to B goes down with C gets away with D comes down to

Reading

Task 1

Read the article. Choose from the paragraphs (A-G) the one which fits each gap (11–16). There is one extra paragraph which you do not need to use.

A Consumers increasingly turn to ad blockers to defend against irrelevant targeted messaging. Over eighty percent of people feel digital ads have become more intrusive over the past couple of years. Add to this fraud, fake news and poorly targeted ads and there's no surprise that consumers prefer to block them.

B Some big companies allow advertisers to specify in great detail what kind of demographics they want to target in addition to specified keywords. Again, this would probably result in ads that are more relevant than the generic ads that appear on most websites because presumably, the advertiser would choose demographics and keywords that are relevant to whatever it is they're selling.

C Imagine a media platform that knows exactly what its audience likes and is able to deliver relevant advertising that's interesting to them. Let's take me as an example. I'm really into judo. Would I mind advertising that's related to judo? Of course not. In fact, I'd welcome it, and if the ad was well done, I'd share it with friends. Or, imagine if the system knows I'm in the market for a new car and it even knows what types of cars I would consider. I would love such ads.

D In the past when everything was analogue, it was much harder for consumers to avoid ads. When you read a newspaper or a magazine, you couldn't help but notice the ads. When you listened to the radio, commercials were interwoven into the shows; and the same was true for television. Even when you went to the cinema, you couldn't avoid the commercials unless you arrived just on time. So movie theatre ads couldn't be avoided either.

E Now imagine such pin-point accuracy in advertising when you surf the web in general. You could easily imagine a future where there's no mass advertising anymore. Instead, you're sent highly personalised ads direct to your media device, most likely your phone. And if you want to be really imaginative, picture a situation where your wearable devices like your smart watch monitors and reports your pulse when you see a particular ad and informs the media outlet how much you liked the ad.

F For the ads to be effective, it's not enough that they're relevant, they must also be useful, interesting and ideally, entertaining. If consumers want to see such ads, they are not considered interruptive anymore. If brands could solve that problem, they wouldn't have to worry about consumers blocking their ads or overlooking them.

G Make no mistake, online ads are still very viable for a few big tech companies, and they make tens of billions of dollars in ad revenue through online ads. They also offer advertisers a targeted form of advertising.

Technology has disrupted industry in a big way, but something that has been impacted significantly is advertising. As technology enables new ways of delivering a story, consumer habits will also change and this will naturally affect the way advertising is dealt with as well.

11

Those were the good old days of advertising. Today, it's different as many people consume their content online. There are some advantages for advertisers when content is consumed this way. Ads can be more targeted and they're also more measurable. The problem for companies is that there are such things as ad blockers. Blockers don't actually block all ads but they do inhibit the most intrusive ones. Advertisers come in for a lot of criticism over these intrusive ads. But even if people aren't able to block all forms of online ads, evidence suggests that most people tend to ignore them.

12

For example, when consumers use Google to search for a particular item, they don't just see the organic results; they also see the paid ads. These will be somewhat relevant to what they were looking for, because the ads appear based on searched keywords. Presumably the advertiser will have put in keywords that are relevant to the keywords used in the search query.

13

What these companies have done is a step in the right direction but that's not enough. The relevance of their ads may be there but the quality of their ads still varies considerably. If an ad doesn't look engaging or compelling, people will still not click on them.

14

One very important element for making the ads pin-point accurate in their relevancy is personalisation. Advertisers of the future will need to be able to personalise the ads, not just for a particular demographic but for specific individuals.

15

As we all know, there's almost no privacy online. Unless you take great pains to surf the web anonymously, using special software or virtual private networks, all your moves are trackable. Besides, we voluntarily input tonnes of personal information about ourselves through social media anyway. So there's great potential for deep, aggressive data-mining. This would make it possible for advertisers to offer very personalised advertising targeted to your interests – your love of martial arts for example. If you've ever shopped online, you'll know what I mean. On any retailer's website, you can be bombarded with stuff that's relevant to you because they know what you've bought; looked at or how long you've looked at a particular item.

16

Such aggressive data-mining based on your online behaviour will make it possible for advertisers to know you really well. If what's being offered is relevant and pushes the right buttons, it is highly likely that most people will be attracted. It is of course necessary that the advertisers come up with interesting and engaging ads too. If they do, advertising won't even be seen as 'advertising' anymore but as content.

Oon Yeoh, NST, SAVVY: The future of advertising, February 4, 2018.