

Name: .....

Class: .....

Date: .....

## REVIEW TEST 1

### LISTENING

**Questions 1-2. Listen to a conversation about marketing in sports (Track 1). Then choose the correct answer for each question or statement.**

1. Tonight's show is about \_\_\_\_\_.
  - a. the world's richest sportspeople
  - b. selling products through sports
  - c. attracting more people to sports
  
2. What main point does Harry make?
  - a. Top teams need marketing money from businesses.
  - b. People who watch sports don't understand how marketing works.
  - c. The best players cost a lot of money.

**Questions 3-6. Listen again. Then choose the correct answer.**

3. According to Rebecca, businesses like the watch company want to show that their products are \_\_\_\_\_.
  - a. easily available
  - b. high quality
  - c. not expensive
  
4. 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
  
5. Harry says that some fans think they pay for the players' \_\_\_\_\_.
  - a. salaries
  - b. travel
  - c. equipment

6. 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.

### PRONUNCIATION

Questions 7-12. Listen to the words. (Tracks 2-7). You will hear each word twice. Then match each word to the correct end sound.

a) /əd/ or /id/

b) /d/

c) /t/

7. achieved \_\_\_\_ (Track 2)

8. attracted \_\_\_\_ (Track 3)

9. worked \_\_\_\_ (Track 4)

10. watched \_\_\_\_ (Track 5)

11. recognized \_\_\_\_ (Track 6)

12. created \_\_\_\_ (Track 7)

### VOCABULARY

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**.

13. The word **aim** is closest in meaning to \_\_\_\_.
- a. direct
  - b. shoot
14. If something is **popular**, many people \_\_\_\_.
- a. hate it
  - b. like it
15. The word **recognize** is closest in meaning to \_\_\_\_.
- a. notice
  - b. create
16. The word **encourage** is closest in meaning to \_\_\_\_.
- a. support
  - b. force
17. **Characters** are \_\_\_\_ in a movie or story.
- a. events
  - b. people
18. A **product** is \_\_\_\_.
- a. a thing that someone makes
  - b. an idea that someone has
19. **Customers** are people who \_\_\_\_ a company or person.
- a. sell things to
  - b. buy things from

## GRAMMAR

Questions 20-23. Look at the statements. Write T if a statement is True or F if it is False. For false statements, rewrite the underlined word so that the statement is true.

- \_\_\_\_\_ 20. When used to connect ideas, *another* is an adjective that comes after a noun or noun phrase. ....
- \_\_\_\_\_ 21. *In addition* and *furthermore* are generally used at the beginning of a sentence. ....
- \_\_\_\_\_ 22. *Also* can be used either at the beginning of the sentence or before the main verb. ....
- \_\_\_\_\_ 23. When an adverb like *furthermore* begins a sentence, it shouldn't be followed by a comma. ....

## READING

Questions 24-29. Read the passage.

### WHAT COMPANIES DON'T WANT YOU TO KNOW ABOUT ONLINE SHOPPING

**A.** The growth of online shopping has been incredible. When it first started in the U.K. in 1979, it was not well known. As a result, sales totals were small. By the mid-1990s, when the Internet really started to become popular, online shopping was becoming better known and more attractive. By the early 2000s, shoppers in the U.S. spent over \$50 billion online. And these days, online sales continue to grow. For example, data from 2016 shows that just one online retailer - Amazon - achieved more than \$80 billion in sales. As a majority of Americans prefer shopping online to visiting stores, this figure does not seem surprising. What may be surprising, or perhaps shocking, is that different customers may be offered different prices online.

**B.** The price that a shopper sees online seems to depend on several things. One is the geographical location of the customer: Where he or she lives, in other words. People shopping from a large city, for example, might see lower prices than customers who live in the countryside. Or shoppers who live near a large bookstore might be able to buy books online more cheaply than customers who live far away from any stores selling books. This is probably due to competition. In places with a lot of competition, stores - both physical and online - usually have lower prices in order to attract more customers.

**C.** Shopping history is another factor that can affect the price an online customer sees. A simple example can show how this works. Customer A, for example, often shops online and spends around \$300 per month. When he buys something, he looks for quality and rarely buys the cheapest item. In contrast, Customer B is not a regular online shopper. When she does



buy something, she usually waits until the item is on sale. Online stores track and save this information - among other details - about customers, and they use it to set prices that are likely to be attractive. Not surprisingly, the prices offered to a shopper like Customer A are generally going to be higher than the prices Customer B would see.

**D.** Among online shopping sites, some offer better prices to people who connect using a mobile device like a smartphone or tablet, rather than a desktop or laptop computer. Others give cheaper prices to customers who are logged in to the site. Some may offer different prices to users who visit by following a link from a social media site. As these examples suggest, how a shopper connects to the Internet may affect the prices that he or she is offered.

**Look at each statement and write:**

**TRUE**            *if the statement agrees with information in the passage*

**FALSE**           *if the statement contradicts information in the passage*

**NOT GIVEN**   *if there is no information about this in the passage*

24. The Internet became popular because many people wanted to enjoy online shopping.  
\_\_\_\_\_

25. Online sales on one site in 2016 were more than total online sales 16 years before in the US. \_\_\_\_\_

26. Where a customer lives can change the price he or she sees when shopping online.  
\_\_\_\_\_

27. Online shoppers who live near large bookstores generally pay more to buy books online.  
\_\_\_\_\_

28. People who have shopped online since the 1990s pay less than inexperienced online shoppers. \_\_\_\_\_

29. Companies that sell goods online record details about their customers' shopping habits.  
\_\_\_\_\_

## WRITING

Questions 30-32. Write full sentences in answer to these questions.

30. In general, do you prefer shopping in stores or online? Why?

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31. What is the best thing you have ever bought for yourself? Why?

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32. If you won \$500, what is the very first thing you would buy? Why?

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## SPEAKING

Questions 33-35. Complete each conversation with a phrase that uses the word in parentheses.

33. **A:** So, are you saying we need to spend more money on advertising?

**B:** No, \_\_\_\_\_ (explain). I think we need to spend the same amount, but in different ways.

34. **A:** I think marketing is one of the most important things a company does.

**B:** I agree, but our marketing department is downsizing. \_\_\_\_\_ (other), it's going to get smaller.

35. **A:** I don't understand what you mean by 'pop-up ads.'

**B:** \_\_\_\_\_ (way). It's when ads suddenly appear on your phone or computer screen.