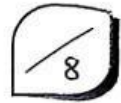


Part 2 Error Correction

Practice 1



Read the text below and correct the underlined errors.

For each question, write the correct word in the space provided on your answer sheet.

ADVERTISEMENTS: SHOULD YOU BELIEVE THEM?

What is an advertisement? It is a way (0) in promoting a product, service or idea intended to (1) influencing the public or customers. It is a powerful tool in the business world in which companies need to pay a lot to be able to advertise the products or the service (2) them sell in newspapers, magazines or on radio, television, digital media and bill boards we see (3) across the roads.

Advertising served a number of purposes. Product manufacturers rely on it to attract customers and inform (4) they about their products especially if a new product or a new service is being launched. (5) Create an advertisement is a good way to let potential customers know more about a product, its functions, price and other qualities just within minutes. (6) They is also an effective way of persuading people to buy the product as sellers can tell people about promotion sales, price discounts or special services for new customers.

Most sellers also use advertisements to keep track of their competitors and fight (7) on the attention of buyers as well as to distinguish their brands of products. Aspects such as logos, colour schemes, fonts and taglines are ways to establish a brand identity and create a difference between your product and other companies.

It is one of the main goals of a marketing team to improve overall sales (8) through increasing the number of people to buy products that are available on the market. Therefore, having an outstanding advertisement can be an effective way in convincing customers that the products are high-quality, useful or desirable for customers to purchase them.

Example:

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