LESSON 4,4- LEVEL 5

Name: _____

Course: _____

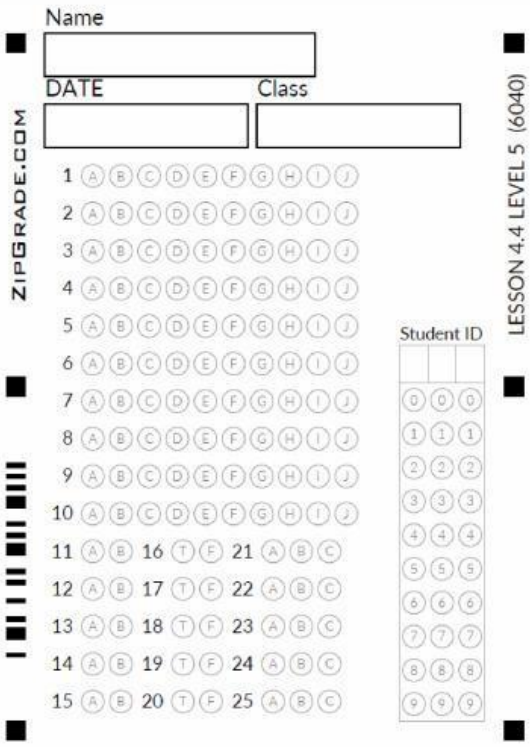
Date: _____

VOCABUALRY page. 40

1. a company name that people recognize and trust for certain products.
2. open shoes that are easy to wear, especially in hot weather.
3. the act of creating new ideas or improving products.
4. the process of growing and selling products in new places.
5. extra items, such as bags, that are sold with main products.
6. something that represents an idea, place, or feeling.
7. something expensive that is not necessary but special or high quality.
8. an item that shows wealth, success, or popularity.
9. activities used to promote and sell a product to customers.
10. people who create the style and look of clothes or products.

a) **Marketing**
b) **Symbol**
c) **Innovation**
d) **Expansion**
e) **Luxury**
f) **Brand**
g) **Status symbol**
h) **Sandals**
i) **Designers**
j) **Accessories**

C	M	U	H	M	E	O	R	S	R	K	T	A	N	D	O	E	E	L	C
Q	J	V	Y	V	E	G	I	B	H	E	V	A	S	N	L	L	J	S	D
A	I	O	G	Y	G	R	X	Z	L	E	S	R	I	P	I	W	L	E	M
N	G	N	O	S	O	E	U	T	F	E	M	N	M	K	Y	X	G	I	V
N	O	M	N	Q	Y	D	S	G	H	U	G	J	A	J	Y	Y	S	R	Y
T	X	I	L	O	F	M	K	T	U	X	N	B	R	C	Z	J	R	O	S
V	Y	W	F	N	V	I	B	D	A	S	A	M	K	W	P	P	H	S	Q
M	U	O	O	Q	O	A	L	O	V	T	L	E	E	Z	Y	P	M	S	L
E	N	X	B	B	M	T	T	E	L	I	U	Q	T	S	A	L	S	E	U
B	O	K	G	P	D	Q	T	I	S	E	M	S	I	N	X	P	K	C	X
Z	I	P	F	W	E	O	J	D	O	H	I	Q	N	B	J	Y	X	C	U
H	S	I	J	K	S	S	N	M	Q	N	Q	U	G	A	G	I	A	A	R
P	N	U	D	F	I	O	G	A	L	J	J	X	A	A	T	E	I	I	Y
D	A	N	C	E	G	H	C	C	V	C	Y	R	Z	N	L	N	J	C	F
Z	P	I	X	M	N	S	T	M	P	R	Q	K	V	F	Q	L	I	I	B
U	X	P	F	W	E	C	Q	G	H	J	F	B	X	U	O	D	T	I	V
E	E	O	X	Q	R	S	D	X	X	Z	M	B	R	D	X	H	T	X	G
Q	Y	T	M	O	S	Y	C	B	Q	M	T	D	W	A	U	P	E	R	W
E	O	O	T	V	Q	L	B	R	J	H	F	S	A	Q	N	Z	F	S	K
F	R	C	T	T	B	V	W	S	A	N	D	A	L	S	E	D	H	L	P



LISTENING page. 40

11 ***Everybody*** (A) **/** ***Only some people*** (B) in Brazil wore Havaianas in the 1960s.

12 The company ***only sells flip-flops*** (A) **/** ***sells other items.*** (B)

13 Havaianas became a luxury item ***in*** (A) **/** ***outside*** (B) of Brazil.

14 The price of a pair of Havaianas in Brazil is ***much less*** (A) **/** ***much more*** (B) than in international markets.

15 The international success of this product is due to ***the product itself*** (A) **/** ***its marketing.*** (B)

READING PAGE 41.

Read the text and decide if the statements are **True (T)** or **False (F)**.

LIVEWORKSHEETS

16. ___ Before the international company arrived, Main Street already had many big chain stores.
17. ___ The town was known for having small shops owned by local families.
18. ___ The new convenience stores are popular because they close early at night.
19. ___ Factory workers who work late often depend on these new stores to buy food.
20. ___ Independent shops can easily compete with the chain stores on price and variety.

GRAMMAR

Choose the correct option to complete each sentence.

a) because of	b) because	c) so

21 The store stayed open late _____ many people work night shifts.
22 Many local shops closed _____ the strong competition from big chains.
23The prices were lower, _____ more customers decided to shop there.
24 The town feels different now _____ the arrival of international stores.
25 The owner reduced the opening hours _____ sales were very low.

WRITING

Write a response to the text on page 41.

What happens when a big company or business settles in a city or small community? 90-100 words

R
O
V
G
P

LIVEWORKSHEETS