Form IV Module 6 Test

1. Choose the correct answer.

1. After Michael lost his job he had to live on his ... for several months. ***A*** *expenses* ***B*** *earnings* ***C*** *savings* ***D*** *fees* **2.** By the time I got there, they had run ... trousers in my size. ***A*** *out of* ***B*** *out with* ***C*** *over* ***D*** *down on* **3.** If you take your student card, you can get a(n) ... on cinema tickets. ***A*** *extraction* ***B*** *deduction* ***C*** *reduction* ***D*** *discount* **4.** Jack ... shop at the farmers' market than go to the supermarket. ***A*** *would prefer* ***B*** *prefers* ***C*** *would rather* ***D*** *had to* **5.** If I knew where he bought it, I ... you where to go. ***A*** *will tell* ***B*** *would have told* ***C*** *tell* ***D*** *told* **6.** Continuing to consume natural resources at the current rate will ... problems on future generations. ***A*** *implicate* ***B*** *imply* ***C*** *impose* ***D*** *impact* **7.** ... we reduce carbon emissions, global warming is set to increase. ***A*** *Suppose* ***B*** *Even if* ***C*** *As long as* ***D*** *In case* **8.** Dan would prefer to continue his current project ... a new one from scratch. ***A*** *than to start* ***B*** *rather starting* ***C*** *rather than start* ***D*** *to starting* **9.** The advertising executive was hired to ... the company's products more effectively. ***A*** *boost* ***B*** *promote* ***C*** *launch* ***D*** *develop* **10.** Do you think you could ... my interest in his offer to your manager? ***A*** *convey* ***B*** *express* ***C*** *deliver* ***D*** *distribute* **11.** The rise of huge malls is a threat ... traditional small businesses. ***A*** *for* ***B*** *to* ***C*** *of* ***D*** *in* **12.** Isn't it time you ... about saving some money for your retirement? ***A*** *think* ***B*** *will think* ***C*** *thought* ***D*** *had thought* **13.** Were ... like that by a shop assistant, I'd report them to their superior. **A** I to have been treated **B** I have been treated **C** I had been treated **D** I to treat **14.** Matt printed small ... that he handed out to advertise the car boot sale. ***A*** *hoardings* ***B*** *brochures* ***C*** *flyers* ***D*** *pamphlets* **15.** Jack ... a successful businessman if it hadn't been for his father's connections. ***A*** *wouldn't have become* ***B*** *wouldn't become* ***C*** *hadn't become* ***D*** *didn't become* **16.** Where would you go on holiday this year, provided ... enough money saved? ***A*** *had you* ***B*** *have you* ***C*** *you would have* ***D*** *you had* **17.** Mark's parents are ... people who never boast about their status or success. ***A*** *affluent* ***B*** *stingy* ***C*** *penny-pinching* ***D*** *humble* **18.** If Scott ... more successful at work this year, he could have got a better sales bonus. ***A*** *were* ***B*** *was being* ***C*** *have been* ***D*** *had been* **19.** Angie wishes she ... the job at the organic food shop when it was on offer. ***A*** *would accept* ***B*** *had accepted* ***C*** *have accepted* ***D*** *can accept* **20.** If you can't afford the television right now, you can always pay in ... . ***A*** *settlements* ***B*** *instalments* ***C*** *adjustments* ***D*** *repayments*

2. Choose the correct response.

1. A: Excuse me, but I'm really not happy with the dress I bought yesterday. *B:* ***a*** *I'm terribly sorry.* ***b*** *Sorry to have kept you waiting.* **2.** *A:* ***a*** *Can you do something about it?* ***b*** *Oh, what's the problem?* B: I'd like to offer you a refund. **3.** A: Sorry to have kept you waiting. Can I help you? *B:* ***a*** *I'm sorry to hear that.* ***b*** *I was rather hoping I could return this book.* **4.** A: I was really upset when I discovered that the TV was already broken when I opened the box. *B:* ***a*** *What I could do is offer you a new television.* ***b*** *I assure you that we'll speak to that rude sales assistant.* **5.** A: Excuse me, but your sales person is being very unhelpful! *B:* ***a*** *Please accept my apologies, I'll look into it.* ***b*** *Well, that was disappointing.*

3. For questions 1-8, read the text below and think of the word which best fits each gap. Use only one word in each gap. There is an example at the beginning (0).

Choosing the best shades

Most of us buy a new pair **(0)** *of* fashionable sunglasses each year. To be honest, we probably **(1)** ..... more thought into looking cool than we do into ensuring that the glasses match our needs.
It seem an obvious thing to say, **(2)** ..... the main role of sunglasses isn't actually to enhance your image. It is rather to protect your eyes from the potentially harmful rays of the sun. What's **(3)** ..... , price isn't necessarily the best guide **(4)** ..... the effectivenes of sunglasses. Indeed, expensive designer glasses may not provide the best defence against sun damage. **(5)** ..... you may still want to chhose a pairo f sunglasses that look good on you., it's also crucial to check out how effective they will be in protecting your eyes.
There are three types of light **(6)** ..... can harm the human eye. They are known **(7)** ..... ultra-violet light, visible light and infra-red light. If you **(8)** ..... the choice of sunglasses seriously, then you will want to protect yourself against all three.

4. Conditionals. Complete the text with a word or phrase formed from the words in brackets.

Imagine if I **(1)** ..... (not/go) to California when I did. My life **(2)** ..... (could/be) completely different. I **(3)** ..... (never/meet) George, who took me out in his boat and taught me to sail. Suppose I **(4)** ..... (never/see) those whales or learnt about the threats they faced. I **(5)** ..... (probably/never/get) involved in conservation work to protect them. Had I **(6)** ..... (stay) at home in Coventry, I **(7)** ..... (might/get) a job in advertising. I'm so glad I didn't. sometimes George talks as if we **(8)** ..... (save) the world. Imagine if we **(9)** ..... (have) more time and money – we would be able to protect even more species of marine mammal. Right, it's time I **(10)** ..... (got) back to work!

5. Complete the sentences. Use *if, unless* or *in case*.

1. I won't be able to go to the cinema tonight ..... you lend me some money. **2.** It's sunny, but take your umbrella tonight ..... it rains. **3.** You won't win the race ..... you train harder. **4.** The students will do much better in class ..... they listen more carefully. **5.** ..... my mum gets her new job in Portugal, we'll move there next month.

LIVEWORKSHEETS

6. Use *would rather* or *had better* to complete the sentences. Make necessary changes.

1. I ..... phone Mary. I said I'd ring her today. **2.** The boys ..... play football than basketball today. **3.** You ..... do your homework. It's 9 o'clock already. **4.** You ..... speak to Liza for a few days. She's really angry with you. **5.** ..... you ..... go out for a meal ore at at home? **6.** I ..... go to the party on Saturday, but if you insist, I'll come.

7. Use the word given in capitals at the end of some lines to form a word that fits the gap. There is an example at the beginning.

Games in space	
For astronauts on long missions into space, **(0)** ***boredom*** can be a real problem. In order to help the	BORE
astronauts, **(1)** ..... and doctors need to find out what this feels like. As part of the	SCIENCE
(2) ..... programme, six volunteers will be locked away for 520 days to see what effect this	SEARCH
has on their mind and body. During their time in **(3)** ..... , the volunteers will be able to	ISOLATE
communicate with their controllers, but only in a way that replicates the astronauts' experience. For	
example, the further away from "Earth" they get, the longer the delay in the signal, so they will be	
(4) ..... to have a conversation in real time.	ABLE
As part of the experiment, the volunteers will be allowed to play computer games. There will be a	
(5) ..... of solo games and competitive games available. Afterwards, they will be asked	MIX
to give **(6)** ..... on how hard thet found the games to play and what their	FEED
(7) ..... state was at the time.	EMOTION
As a result of the **(8)** ..... gathered, it may be possible to create special software	INFORM
for crews on missions.	

8. You are going to read an article about advertising in public places. For questions *1-10*, choose from the people *(A-E)*. the people may be chosen more than once.

Which person says that advertising

can be uninteresting if there's a lack of variety?	1	
has a mostly negative impact on the urban landscape?	2	
can damage the appearance of the countryside?	3	
may be a waste of energy resources?	4	
can lead to a break of concentration in a job?	5	
should not be allowed in certain public places?	6	
can be a source of potential danger?	7	
can sometimes make you feel better?	8	
is good if it makes you think about something?	9	
is useful in providing work for talented and creative people?	10	

Advertising in public places: like it or love it?

We asked five people for their opinions

A Rob Stevenson, lorry driver

The main problem is that the location of posters can be a safety hazard if they block your view of junctions or road signs. I'm not distracted from driving by the content so much, just by the fact that a poste ris there. I've no time to read or study them, though the names of products must stick in your memory. Posters in fields get a lot of attention because you certainly notice them as you drive down the motorway. They must be a bonus for the farmer who gets an income from them, but I suppose they do make a bito f a mess of the rural environment. On the whole, there aren't too many posters on the roads – not compared with some countries through.

B Josie Pelham, cabin crew

Walking through airports in uniform, I tend not to look around too much. That's because I run the risk of being asked questions by confused passengers who mistake me for ground crew, but helping them is not my job. But adverts in airports have a captive audience because people end up hanging around waiting for delayed flights in lounges or at boarding gates, so in those places they must work well for the advertisers. When travellinf, an amusing advert can brighten up my day, but I do tend to see endless dull adverts for banks round the airport and they don't fit into that category! Planes are even being painted externally to carry advertising. I saw one decorated to advertise house music in Ibiza. How cool is that?

C Damian Stenton, lawyer

To be honest, I can take or leave street advertising – I don't pay it much attention and posters aren't that obstrusive. I don't even mind posters in the countryside, though I know that's an issue for some groups in society. Some of the paper posters are being replaced by TV screens. I guess that enables the company to make more money, as they can switch adverts easily – and it also saves paper. But it's rather environmentally unfriendly ase ach advertising screen obviously has to be powered by electricity. At a time when we're all being urged to cut down on consumption of precious resources, putting up TV screens everywhere seems rather counterproductive.

LIVEWORKSHEETS

D Danni Rochas, interior designer

I often feel surrounded by posters and advertising, it seems to be taking over our city. I am reminded of an episode of *The Simpsons* where the town's outdoor advertising comes to life and hunts down the residents. I'm resigned to the fact that posters are 'necessary' commercialisation, but I find them less annoying when they 'give' something positive in exchange for being such an intrusive presence on the urban landscape. Occasionally, though, advertisers find a new angle on an issue that's really thought-provoking and that must be positive. So maybe I'd prefer it to exist rather than not.

E Naomi Hesketh, student

I try to walk straight past most posters as if they weren't there, but some do manage to grab your attention nonetheless. I really like those that are colourful or imaginative. I think advertising allows lots of clever people to reach a wide public with their ideas, and we all benefit from that. Why would you even look at a boring poster? I think production values are important, too, in making you trust the advertiser. I agree with banning posters from parks and on historic buildings, but there's nothing wrong with them in shopping streets and main roads. They make the environment brighter.

9. You will hear part of a radio programme in which a web design consultant is giving advice on designing successful websites. For questions 1-6, choose the answer (A, B, C or D) which fits best according to what you hear.

1. When designing a website, Alex suggests it is best to consider
A the fact that people have different expectations. *B the value of inserting a sophisticated search engine.*
C the respect that needs to be shown with regard to users' personal details.
D the person who is most likely to have difficulty using the site.

2. Alex implies that long texts are *A useful for elderly users.* *B unlikely to be read.* *C eye-catching.* *D easy to read online.*

3. According to Alex, including the company logo on every page is advisable in order to
A aid the used in navigating the site. *B remind the user which product h eis looking at.*
C maintain the user's attention. *D protect your copyright.*

4. In Alex's opinion, PDFs should be reserved for documents *A which may need printing.*
B that contain general product information. *C containing price lists* *D which include visual materials.*

5. She advises against including *A a large number of visuals on the site.*
B many photographs on the same page. *C a price list of your products.* *D zoom-able photos of a product.*

6. Overall, Alex seems to think the basic principle in web design is to *A offer useful links to other sites.*
B make the website user friendly. *C follow general trends in design.* *D use lots of graphics on the page.*

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