

ENGLISH TEST

a) Complete the sentences using the correct tense.

1. Look! The children **(play)** _____ football in the garden.
2. My sister usually **(get up)** _____ at 7:00 AM every day.
3. Shh! Be quiet! The baby **(sleep)** _____ right now.
4. Water **(boil)** _____ at 100 degrees Celsius.
5. What **(you / do)** _____ at the moment? Can you help me?
6. We **(not / watch)** _____ TV very often during the week.
7. Listen! Someone **(sing)** _____ in the next room.
8. My parents **(live)** _____ in a small apartment in Buenos Aires.
9. Look at him! He **(wear)** _____ a funny hat today.
10. **(you / speak)** _____ English fluently?

b) Read and choose the correct marketing term.

Working and communicating closely with the sales team to coordinate activities and share information.

- A) Liaising with the sales department
- B) Doing market research
- C) Commissioning advertising
- D) Writing press releases

Collecting and studying information about customers, competitors, and market trends.

- A) Presenting at a trade fair
- B) Doing market research
- C) Drawing up a marketing plan
- D) Creating advertisements

Guiding guests or clients through the company and explaining its activities.

- A) Talking to customers
- B) Speaking to journalists
- C) Showing visitors around the company
- D) Reading trade magazines

Hiring an agency or professionals to create advertisements for the company.

- A) Creating advertisements
- B) Commissioning advertising
- C) Providing support for customer service
- D) Liaising with the sales department

Preparing official statements for newspapers, websites, or media to announce news about the company.

- A) Speaking to journalists
- B) Writing press releases
- C) Reading trade magazines
- D) Presenting at a trade fair

Creating a detailed strategy for promoting products or services.

- A) Drawing up a marketing plan
- B) Doing market research
- C) Showing visitors around the company
- D) Talking to customers

Representing the company and promoting products at an industry exhibition or event.

- A) Writing press releases
- B) Commissioning advertising
- C) Presenting at a trade fair
- D) Liaising with the sales department

Reading specialized business magazines to stay informed about industry news and trends.

- A) Providing support for customer service
- B) Creating advertisements
- C) Reading trade magazines
- D) Doing market research

Designing ads for TV, radio, social media, newspapers, or other platforms.

- A) Drawing up a marketing plan
- B) Creating advertisements
- C) Showing visitors around the company
- D) Speaking to journalists

Giving information or interviews to media representatives.

- A) Speaking to journalists
- B) Talking to customers
- C) Writing press releases
- D) Presenting at a trade fair

c) SPEAKING TIME.

Other than price, what factors are important for your product differentiation? Think about a product you know and discuss it in terms of these factors.

quality

performance

image

customer service

appearance / design