Universidad Autónoma de Occidente
Centro de Idiomas
Level 5

Topic: Grammar Quiz
Teacher: Katerine Tabares

Student's name: _____

GRAMMAR QUIZ – CONNECTING IDEAS
LEVEL 5 – WRITTEN ASSESSMENT
Total: 20 points | Time: 60 minutes

PART 1 – SENTENCE TRANSFORMATION CHALLENGE (10 POINTS)

Instructions: Combine the two ideas into **ONE** complete sentence using one of these four connectors:

BECAUSE – SO – ALTHOUGH – EVEN THOUGH

- Choose the connector that best expresses the relationship between the ideas.
- When a connector is provided, you MUST begin your sentence with it.
- When a different sentence beginning is provided, you MUST use those words.
- When no beginning is provided, keep the original order of the ideas.
- You may reorganize the clauses when the instructions require it.
- Do not change the original meaning.
- Pay special attention to grammar, capitalization, commas, and periods.
- Write complete sentences.

Example 1 – No beginning provided
The advertisement was expensive. The company decided not to use it.
Answer: The advertisement was expensive, so the company decided not to use it.

Example 2 – Connector provided
The company decided not to use the advertisement. It was expensive.
Begin with: Because
Answer: Because the advertisement was expensive, the company decided not to use it.

1. The advertisement became extremely popular on social media. The company's sales did not increase.
Answer:

2. Many university students prefer online shopping. They can compare prices without leaving home.
Answer:

3. The company wanted to attract international customers. It translated its website into five different languages.
Begin with: Because
Answer:

4. The restaurant received several negative reviews. Hundreds of people continued visiting it every weekend.
Begin with: Even though
Answer:

5. The influencer had thousands of followers. Very few people trusted her product recommendations.
Answer:

6. The city removed hundreds of billboards. Residents could finally appreciate the architecture of historic buildings.
Begin with: Residents
Answer:

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7. The advertisement included misleading information. The government decided to remove it from television.
Begin with: Because
Answer:

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8. The new smartphone was more expensive than its competitors. It became the best-selling product of the year.
Begin with: Although
Answer:

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9. The students managed to deliver an excellent presentation. They had very little time to prepare.
Begin with: The students
Answer:

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10. The company received numerous complaints about its latest commercial. It decided to change its advertising strategy. **Begin with: The company**
Answer:

PART 2 – READING & CONNECTORS IN CONTEXT (10 POINTS)

Instructions: Read the following text carefully and complete each gap with the most appropriate connector.
Use only: BECAUSE – SO – ALTHOUGH – EVEN THOUGH

- You may use a connector more than once.
- Read the complete paragraph before choosing your answer.
- Pay attention to the relationship between the ideas.
- Write only ONE connector in each blank.
- Do not change the order of the sentences.

THE HIDDEN POWER OF ADVERTISING

Every day, people are exposed to hundreds of advertisements. Companies spend millions of dollars promoting their products **(11)** _____ they want to influence consumers' decisions.

In the past, traditional advertising was mainly found on television, radio, and billboards. Today, social media has completely changed the industry, **(12)** _____ businesses can now reach potential customers almost instantly.

(13) _____ online advertising offers many advantages, it also creates important challenges. For example, some advertisements look like ordinary social media posts, **(14)** _____ users do not always realize that someone is trying to sell them a product.

Influencers have become particularly important in modern advertising. Many companies collaborate with them **(15)** _____ their followers often trust their opinions and recommendations.

However, this trust can sometimes become a problem. **(16)** _____ an influencer has millions of followers, their recommendations are not necessarily reliable.

Some influencers promote products they have never personally tested, **(17)** _____ consumers may spend money on things that do not meet their expectations.

Advertising can also affect the way people feel about themselves. **(18)** _____ advertisements frequently present unrealistic standards of beauty and success, some consumers begin comparing their lives to the images they see online.

Fortunately, more people are becoming aware of these problems. **(19)** _____ some advertisements are designed to manipulate emotions, consumers can learn to recognize misleading messages.

Advertising will probably continue to influence our decisions, **(20)** _____ learning to think critically about advertisements is an important skill in today's world.

END OF QUIZ | Remember: Check your answers, spelling, capitalization, and punctuation before submitting your work.

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