

UNIT TEST 5

SECTION A: GRAMMAR

1 Complete the second sentence so that it means the same as the first.

- I don't think it's a good idea for you to advertise in newspapers.  
If I \_\_\_\_\_ in newspapers.
- We can't advertise on TV because we don't have a big enough marketing budget.  
We could \_\_\_\_\_ a bigger marketing budget.
- I don't have enough money to use a celebrity.  
I \_\_\_\_\_ more money.
- They don't have the staff, so they can't take on more work.  
If they \_\_\_\_\_ more work.
- I can't speak to her as she's on holiday.  
I \_\_\_\_\_ on holiday.

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2 Complete the article with the correct form of the adjectives in brackets.

**Is online advertising <sup>1</sup> \_\_\_\_\_ (effective) as it could be?**

Advertising has been through a major revolution over the past 20 years due to technology changing <sup>2</sup> \_\_\_\_\_ (fast) than ever before. Today perhaps one of the <sup>3</sup> \_\_\_\_\_ (easy) and <sup>4</sup> \_\_\_\_\_ (effective) ways of advertising is by using Facebook. This is the <sup>5</sup> \_\_\_\_\_ (busy) social media site in the world, with millions of users. It's particularly good for smaller companies who cannot afford the much <sup>6</sup> \_\_\_\_\_ (high) costs of traditional advertising. It is probably <sup>7</sup> \_\_\_\_\_ (useful) than other media in the early stages of a business because it provides instant feedback on products and services. Although Facebook says that it has delivered the <sup>8</sup> \_\_\_\_\_ (great) change in advertising since the invention of television, it isn't always <sup>9</sup> \_\_\_\_\_ (wonderful) as they say. Many users now find their homepages bombarded with inappropriate adverts in which they have no interest, so it seems that online advertising is <sup>10</sup> \_\_\_\_\_ (successful) than Facebook would like us to believe.

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SECTION B: VOCABULARY

3 Choose the correct answer, a, b, c or d, to complete the sentences.

- Sellers would always like to have an attention-\_\_\_\_\_ advert for their product.  
a paying                      c grabbing  
b making                     d catching
- Using eye-\_\_\_\_\_ images can help to sell products.  
a catching                    c hitting  
b grabbing                    d opening
- Having a \_\_\_\_\_ slogan can help enormously, but if it becomes too popular, it can have the opposite effect.  
a persuasive                c catchy  
b shocking                  d informative
- I can always recognise a radio station by the \_\_\_\_\_ that it plays.  
a slogans                    c logos  
b jingles                     d endorsements
- These days photographs are often \_\_\_\_\_ to make the model look more attractive.  
a sponsored                c endorsed  
b faked                        d altered
- It's illegal to produce advertisements which are \_\_\_\_\_ in any way. They must be as truthful as possible.  
a intriguing                c misleading  
b distorted                  d desirable
- Advertisements which are \_\_\_\_\_ and make us laugh are usually successful.  
a witty                        c exotic  
b dull                         d acceptable

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4 Complete the text with the words in the box. You don't need all the words.

\_\_\_\_\_ commercials brand persuasive sponsor promote  
image recognisable logo endorse campaign

Jonathan has been working in advertising since he left school. At the moment he's working on a new advertising <sup>1</sup> \_\_\_\_\_ to <sup>2</sup> \_\_\_\_\_ a new breakfast cereal. He is designing a new <sup>3</sup> \_\_\_\_\_ for the <sup>4</sup> \_\_\_\_\_, which is visually attractive and carries a clear message. He wants it to portray the benefits of eating the product and present a(n) <sup>5</sup> \_\_\_\_\_ of a healthy lifestyle. It must also be instantly <sup>6</sup> \_\_\_\_\_ on the supermarket shelves and stand out from the competition. Apart from a poster campaign, there will be a series of TV <sup>7</sup> \_\_\_\_\_ and he's hoping to get a famous sports person to <sup>8</sup> \_\_\_\_\_ the cereal.

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**SECTION C: INTEGRATED SKILLS**

**5** Complete the presentation with phrases a–e.

Good morning, everyone. I'm Felix Panter, head of FX Advertising. First of all, <sup>1</sup> \_\_\_\_\_ Jonathan Marques and Julia Bridges, my colleagues.

<sup>2</sup> \_\_\_\_\_ s to present some ideas for your new breakfast cereal. <sup>3</sup> \_\_\_\_\_ into two main parts. First, Jonathan will talk to you about our ideas for the name of the product, a suitable logo and his ideas for the packaging. <sup>4</sup> \_\_\_\_\_, Julia will talk about our proposals for advertising and promoting it. <sup>5</sup> \_\_\_\_\_, I'll be happy to answer them at the end of the presentation.

- a After that
- b Our purpose today
- c If you have any questions
- d I'd like to introduce
- e Our presentation is divided

/5

**6** Complete the essay with one word in each gap.

**Should there be more control over the type of advertisements shown on TV?**

<sup>1</sup> \_\_\_\_\_ my opinion, there are certain products which should not be advertised on television and governments should create laws to ban them. Currently, many countries do not allow advertising for smoking, but I

<sup>2</sup> \_\_\_\_\_ strongly that this should be extended to unhealthy food products and alcohol. Many people, however, think that banning the advertising of certain products is against our basic freedom of speech. On the <sup>3</sup> \_\_\_\_\_ hand, it <sup>4</sup> \_\_\_\_\_ to me that we need the freedom in order to make informed choices, even though it may lead some people to make risky choices.

For example, people who are struggling to find enough money to live may see financial loans adverts and then, as a(n) <sup>5</sup> \_\_\_\_\_ of this, find themselves falling even deeper into debt.

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Total: /40