

Exercise 1

- 1 earning power 2 quarrelling 3 left out 4 unprecedented
 5 endorsements 6 awkward 7 market 8 potential
 9 have a say 10 persistent

Exercise 2

- 1 spree 2 list 3 must 4 tag 5 drum 6 deals 7 offers
 8 wasteful 9 buy 10 endorsements

Exercise 3

- 1 False 2 True 3 True 4 False 5 True

Exercise 4

- 1 In the modern shopping mall you can find everything you want in one place and don't have to worry about the weather or traffic.
- 2 Shopping malls were built in major cities around the world then spread to city suburbs.
- 3 Shopping centres have evolved the services they offer as people's earning power has increased.
- 4 Super malls offer luxury goods and services and are often found in tower blocks in city centres.
- 5 The shopping centre in Dubai is a good example of a super mall as it has an enormous amount of shops and services including a luxury hotel.

Exercise 5

- 1 Today there are thought to be 1,600 pandas living in the wild.
- 2 There are estimated to be 2,000 languages spoken in Africa.
- 3 There is thought to be enormous potential in online advertising.
- 4 In ancient times the world was believed to be flat.
- 5 There are said to be more users of mobile phones in India than the whole of western Europe.
- 6 Up until very recently there was thought to be water on one of Jupiter's moons.
- 7 In 2006 there were reported to be over 30,000 McDonald's restaurants worldwide.
- 8 Up until the 1970s there were believed to be undiscovered tribes living in the Amazon jungle.
- 9 There was felt to be a major breakthrough in the peace talks last week.
- 10 There are presumed to be many potential opportunities for sales on the internet.

Exercise 6

- 1 Having worked 2 are being targeted 3 not having been told
 4 consuming 5 being truthful 6 having seen
 7 had been consulted 8 Having won 9 on cancelling
 10 being designed

Exercise 7

- 1 spree 2 well-off 3 having 4 There 5 bargains 6 aside
 7 been 8 scratch 9 good 10 Not

Exercise 8 (suggested answers)

- 1 Are you an impulsive shopper?
- 2 Do you think celebrities should endorse products?
- 3 Why are more teenagers buying computers?
- 4 Definitely. There's no real competition.
- 5 People with a lot of earning power/money/disposable income.

Exercise 9

Students' own answers.