

Grammar

1 Write sentences using the passive with preparatory *there*.

- say / more users of mobile phones in India than the whole of western Europe
There _____.
- presume / many potential opportunities for sales on the internet
There _____.
- think / water on one of Jupiter's moons
Up until very recently there _____.
- believe / undiscovered tribes living in the Amazon jungle
Up until the 1970s there _____.
- estimate / 2,000 languages / speak / in Africa
There _____.
- feel / a major breakthrough in the peace talks last week
There _____.
- believe / flat
In ancient times the world _____.
- report / over 30,000 McDonald's restaurants worldwide
In 2006 there _____.
- think / 1,600 pandas / living in the wild
Today there _____.
- think / enormous potential / in online advertising
There _____.

Marks: __ /10

2 Find the mistake in each line. Write the correction below.

- Having work in marketing for ten years, I am very
- sceptical about how teenagers is being targeted.
I am annoyed
- about not been told sooner about our latest advert
where we
- claim that to consume our new energy drink will improve
- exam results. I believe in be truthful with customers, and
- have seen the scientific evidence that the drink does
- not aid memory, I wish I were consulted about the key
- message of the product. Having winning a prize for our
- contribution to education, I insisted on cancel the
campaign.
- A new advert, designed now, will focus on the
importance of study.

- | | |
|---------|----------|
| 1 _____ | 6 _____ |
| 2 _____ | 7 _____ |
| 3 _____ | 8 _____ |
| 4 _____ | 9 _____ |
| 5 _____ | 10 _____ |

Marks: __ /10

Vocabulary

3 Complete the sentences with ten of the words and phrases in the box.

awkward earning power endorsements have a say
left out market persistent potential quarrelling
set aside target unprecedented

- Celebrity _____ of commercial products should not be allowed. They make enough money!
- My sister is very _____. She keeps asking me to play computer games with her.
- John looked _____ in a suit. He's not used to dressing formally.
- Valerie has a lot of _____. She could become an international athlete in the future.
- Michael and Terry are always _____, they should be separated.
- Visit our website if you want to _____ in the development of our new skateboards.
- There has been an _____ amount of advertising of male cosmetic products in the last decade.
- There is a growing _____ for organized holidays for people who are retired.
- Most school leavers don't have the _____ to buy houses and cars.
- People don't like to feel _____ when it comes to the latest fashion.

Marks: __ /10

4 Complete the text.

Supermarkets are great for your weekly shopping, but if you are not careful, you can end up on a shopping ¹_____, spending loads of money on things you don't really need. I suggest that you always make a shopping ²_____ to prioritise your ³_____-have items. If you are tempted to buy something that is not on your list, check the price ⁴_____ before you put it in your basket. Supermarkets like to ⁵_____ up extra business with terrific ⁶_____ and cheap ⁷_____. These can be very tempting but think first, it's easy to be ⁸_____ with money if you buy items that look like a good ⁹_____ if you don't really need them. And beware of celebrity ¹⁰_____ – this kind of publicity always try to convince you that you can't live without these items!

Marks: __ /10

Reading

5 Read the text. Are the sentences true or false?

Shopping malls

The appeal of the shopping mall is obvious. Free from traffic and the elements, they conveniently provide everything you need under one roof. The mall as we know it today is a twentieth-century phenomenon, but covered markets have a long history. The fifteenth-century Grand Bazaar in Istanbul is still one of the largest covered markets in the world with over 1,200 shops and 58 streets. But it wasn't until the early twentieth-century that the first modern shopping malls began to appear in the United States. By the 1950s they were found in most major cities in the world and within two decades had spread to city suburbs.

As people's disposable income and earning power increased, the shopping mall evolved too, offering more services such as multiple-screen cinemas and food courts. It was in the 1990s that we saw the rise of the super mall – gigantic, luxurious, often housed in city centre tower blocks, and offering the very best in retail and services. Up until 2004, the West Edmonton Mall in Alberta, Canada, was the biggest super mall in the world. Since then, others have emerged such as the Dubai Mall which opened in 2008. It is one of the world's largest with over 1,200 retail outlets, 120 restaurants and cafés, an ice-skating rink, an aquarium, a luxury hotel and apartments, and sports facilities.

- 1 The oldest shopping mall originated in 15th-century Turkey.
- 2 Malls moved out of city centres in the 60s and 70s.
- 3 As wealth has increased, malls have developed new attractions.
- 4 The world's largest malls today were built in the 90s.
- 5 Super malls offer premium goods and services.

Marks: __ /5

6 Read the text again and answer the questions with a complete sentence.

- 1 What are the advantages of the modern shopping mall?

- 2 How did the shopping mall develop in the first part of the twentieth century?

- 3 Why have shopping malls developed their services?

- 4 What are the characteristics of the super mall?

- 5 Why is the mall in Dubai a good example of a super mall?

Marks: __ /15

Language skills

7 Complete the dialogue.

Kate Hi Lily. What are all those bags? Have you been on a shopping ¹ _____?

Lily I certainly have! I'm quite ² _____ at the moment ³ _____ just been paid.

Kate I can see that! ⁴ _____ are said to be some great offers in the sales this year.

Lily Yes, you must go! I found some wonderful ⁵ _____. The prices were unbelievable!

Kate Shouldn't you set some money ⁶ _____?

Lily Don't worry. Having ⁷ _____ brought up by an accountant, I'm not wasteful with money. Still, maybe some of the things I've bought are just not up to ⁸ _____ – I have very high standards.

Kate What did you buy then?

Lily Well, look at these shoes. They were a really ⁹ _____ buy! Only £20. Isn't that amazing?

Kate ¹⁰ _____ being particularly interested in designer clothes, I really wouldn't know.

Marks: __ /10

8 Complete the mini-dialogues.

Dialogue 1

A ¹ _____?

B No, I don't think so. I always know what I want to buy before I go the shops.

A ² _____?

B No, I don't think celebrities should get involved with products and marketing.

A ³ _____?

B It's obvious, they have so much disposable income. Wouldn't you buy a computer if you were fifteen?

Dialogue 2

A Do you think Microsoft has cornered the market?

B ⁴ _____

Dialogue 3

A This is very expensive luxury product. What group are we going to target?

B ⁵ _____

Marks: __ /10

Writing

9 Write a short product description. The product is for your age-group. Write about 150 words answering the questions below:

- What is the purpose of the product and who is it for?
- What are the benefits of the product?
- What does it look like?
- How and where will you advertise the product?

Marks: __ /20

TOTAL: __ /100