

AIM HIGH 5 VOCABULARY TEST 4

* denotes vocabulary items from the EXTEND section

1 Choose the correct option.

This advertisement is targeted at well **on** / **off** clients with money to spend.

2 *Choose the correct option.

The **slogan** / **logo** 'Just eat it' wasn't very successful and the pizza company soon changed it.

3 Choose the correct option.

There was a terrific **spree** / **deal** on jeans so I bought two pairs.

4 Choose the correct option.

Frank is **wasteful** / **good** with money and he often buys things he doesn't need.

5 Choose the correct answer.

We have decided to set ... our differences and try to work together.

A up B along C aside

6 Choose the correct answer.

Parents should have a bigger ... about the type of ads shown on TV.

A say B shout C tell

7 *Choose the correct answer.

They were hoping to ... the market but they've got a few competitors.

A drum up B corner C scratch

8 Choose the correct answer.

These trainers were a really good They've lasted over three years!

A tag B buy C item

9 Choose the correct answer.

I always write a shopping ... when I go to the supermarket.

A deal B spree C list

10 Complete the sentence with the correct form of the word in brackets.

..... for products are often made by famous sports people. (endorse)

11 Complete the sentence with the correct form of the word in brackets.

The number of adverts aimed at teenagers is (precedent)

12 *Complete the sentence with the correct form of the word in brackets.

There were a lot of in the TV programme for products like soft drinks and snacks. (place)

13 Complete the sentence with the correct form of the word in brackets.

Your power usually increases with your work experience. (earn)

14 Complete the sentence with the correct form of the word in brackets.

Ewan doesn't have any as long as the restaurant we choose is good!
(prefer)

15 *Complete the sentence with the correct form of the word in brackets.

Someone has drawn graffiti on a poster advertising a car. (board)

16 *Complete the sentence.

The company needs a new because the old symbol is old-fashioned.

17 *Complete the sentence.

We need original ideas and we must start thinking outside the

18 Complete the sentence.

Anne has been out of the school play because she hasn't learnt her lines.

19 *Complete the sentence.

We've got a new product in the but it won't be ready for a few months yet.

20 Complete the sentence.

Excuse me, how much is this? It hasn't got a on it.

21 Complete the sentence.

That new mobile phone is a-..... item and everybody wants one.

22 *Correct the underlined mistake.

The logo was horrible but they are hoping people will whistle the tune.
.....

23 *Correct the underlined mistake.

I'm afraid this design is not up to market and you'll have to do it again.
.....

24 Correct the underlined mistake.

Since he broke his leg he has walked in a potential way.
.....

25 Correct the underlined mistake.

There were some really good cheap tags in the sales.
.....