**Test II.**

**Task 1.Choose the word or phrase which best completes each sentence**

1. Advertising companies are .... to very strict regulations.

A prone В liable C subject D stuck

1. Children often .... their parents for sweets and ice cream.

A persuade В encourage C pester D demand

1. Marketing managers feel that children are able to .... advertisements.

**A** deal with В sort out **C** attend to **D** take care of

1. To be successful, a business must make sure that it has effective .... of its products.

A promotion В publicity C propaganda D hype

1. The new model succeeded because it filled a .... in the market.

A void В space C gulf D gap

1. .... failing, the new car was an enormous success.

A Despite В Far from C Apart from D Although

1. There are so many .... names now that it is impossible to remember them all.

A logo В model C trademark D brand

1. The choice of .... can make or break a new product.

A packaging В wrapping C packing D padding

1. During the hot summer, sales of bottled water went .... the roof.

A over В above C through D on

1. It suddenly .... on me that he was cheating.

A seemed В struck C hit D dawned

1. Magazines promote the virtues of eating a .... diet.

A well-rounded В balanced C complete D fair

1. Some singers fear being .... as a 'one hit wonder' in the press.

A disregarded В dismissed C disapproved D discharged

1. The new technology .... incredible, high-fidelity sound.

A shows В delivers C contains D makes

1. The product has been constructed with great .... to detail.

A care В precision C skill D attention

**Task 2.** Complete each sentence using an appropriate form of the word given in capitals

1. The high cost of advertising is .... paid for by the consumer. (VARY)
2. A trusted employee was found to have leaked .... information to a rival company. (CONFIDE)
3. The area has become rather .... so the restaurants there have increased their prices. (MARKET)
4. Advertising found to be .... will be banned. (ACCEPT)
5. There is a strict code of .... for advertisers to adhere to. (REGULATE)
6. The quality of commercial advertising on television is rather ..... (CONSIST)
7. The new design seemed to be eminently .... (MARKET)
8. No matter how many luxury products are on the market, people will always buy the basic .... (NEED)
9. The following rules are .... to small companies, who are allowed to disregard them. (APPLY)
10. The research and development department has to be very .... to customer needs. (ATTEND)
11. Children are very .... and need to be protected from exploitation. (IMPRESSION)
12. People nowadays can be accused of being too .... (MATERIAL)
13. The wrappers on products used to be a way of .... the quality of the product. (AUTHENTIC)
14. Delicate products often have to be packaged in strong .... boxes. (CARD)

**Task 3. Complete the second sentence with three to eight words so that it has a similar meaning to the first sentence, using the word given. Do not change the word given**

1. It is inevitable that children will be more influenced by the media than by their parents. influence

The children than will their parents.

1. People mainly wanted to befriend him because be was successful. make

His success was the ................................................................with him.

1. The manager usually decides which products we sell. **rule**

As ............................................... who decides which products we sell.

1. It is a legal requirement for cigarette advertisements to carry a public health warning. **law**

Cigarette advertisements .................................. a public health warning.

1. The advertisement was banned because it was dishonest and the company fined. **ground**s

The advertisement was banned ........................................and the company fined.

**4. Choose the correct answer(s) for each question. (More than one may be possible.) Decide what is wrong with the other answers. They may have one or more of the following problems:**

1. meaning of original sentence changed
2. grammatically or lexically incorrect

iii) exam criteria not fulfilled (use of key word, number of words)

1. The public are protected by the Advertising Standards Authority. safeguards

The ............................................................................ the public.

1. The safeguards protect the *Advertising Standards Authority from* the public.
2. The *Advertising Standards* Authority *safeguards* the public.
3. The safeguards of the Advertising Standards Authority *are* to protect the public.

2. In the advertising industry you have to be able to deal with competition. **anyone**

It is ................................................ to be able to deal with competition.

It is *anyone* in the advertising industry *who has* to be able to deal with competition.

It is essential *for anyone working in Advertising* to be able to deal with competition.

It is necessary *for anyone who is working in advertising* to be able to deal with competition.

3. He always attempts to convince the customers that they need his latest gadget. **try**

He ..................................................................... to convince the customers that they need his latest gadget.

1. He will *always try* to convince the customers that they need his latest gadget.
2. He *always tries* to convince the customers that they need his latest gadget.
3. He *always has to* try to convince the customers that they need his latest gadget.

4. It is the government's responsibility to bring in tighter regulations immediately. **introduction**

The ................................................................................................ to the government.

1. The *immediate* introduction of *tighter regulations* it is up to the government.
2. The introduction of *tighter regulations is immediately* *due* to the government.
3. The immediate introduction of tighter *regulations is* up to the government.

5. In our opinion, it is a good idea to carry emergency supplies. **carrying**

We think that .............................................................................is a good idea.

1. We think that the carrying emergency *supplies* is a good idea.
2. We think that carrying emergency supplies is a good idea.
3. We think that the carrying of emergency supplies is a good idea.