

Name: \_\_\_\_\_

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**In this section, you will hear a dialogue. You will hear the dialogue twice. Choose the best answer for questions 1-8.**

1. What type of dialogue is it?
  - A. an advertisement
  - B. a college class in marketing
  - C. a professor lecturing on advertising
  - D. a group of friends doing their college homework
2. What happened after the company used the red and yellow smartphone box?
  - A. Several companies started to make phones for children.
  - B. The phone was popular with older consumers.
  - C. The company learned that children wanted small smartphones.
  - D. The company changed the color of their phones for adults.
3. The professor says that successful packaging design \_\_\_\_\_.
  - A. often works without the consumer noticing
  - B. always uses bright and cheerful colors
  - C. is easy when the brand is well-established
  - D. is always attractive to look at
4. What colors did the smartphone company change their box to so they could appeal to adults?
  - A. grey and blue
  - B. red and blue
  - C. silver and black
  - D. black and white
5. What do they say about the first box?
  - A. It's not very good for children.
  - B. It's easy to see what the product is.
  - C. Sales of the phone in this box were very good.
  - D. It doesn't have a creative design.
6. What does the professor say about the change in the smartphone business?
  - A. Marketing people were angry about their mistake.
  - B. Children's phones cost the same as adult ones.
  - C. It was a surprising result.
  - D. The new phones were for children aged 5–7.
7. How did Miteb know that there was a watch in the second package?
  - A. He recognized the colors from the Remit company logo.
  - B. The professor told him.
  - C. He works for Remit.
  - D. Telal told him.

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8. Why does Telal think there is a children’s toy in the first box?
- A. The colors are bright and cheerful.
  - B. The label on the box says it is a toy.
  - C. The professor tells him.
  - D. Miteb tells him.

**Complete each sentence with the correct word from the word bank:**

*schedule ingredients entertain produce prepare memorable*

9. People in different countries \_\_\_\_\_ beans in many different ways.
10. I use many different \_\_\_\_\_ to cook for holidays.
11. Next semester I am going to have a new \_\_\_\_\_ so I can come to school earlier.
12. The factory downtown used to \_\_\_\_\_ canned food, but now it makes clothing.
13. The commercial has a very \_\_\_\_\_ song that I can’t get out of my head.
14. People often laugh at ads that \_\_\_\_\_ them with funny or strange situations.

**Match each word with the correct definition.**

- |                     |   |
|---------------------|---|
| _____ 15. expand    | A. to become bigger, or make something become bigger  |
| _____ 16. negative  | B. a place where people live, a home  |
| _____ 17. courage   | C. a problem, weakness, or disadvantage   |
| _____ 18. residence | D. not being afraid, or not showing you are afraid when you do something dangerous or difficult |

**Complete the sentence. Choose A, B, or C.**

19. Our goal is to \_\_\_\_\_ any issues that might stand in the way of our project.
- A. compete
  - B. concoct
  - C. eliminate
20. Due to the lack of rain this spring, farmers expect a \_\_\_\_\_ of fruit this year.
- A. scarcity
  - B. factor
  - C. transaction

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**Complete the sentence. Choose A, B, or C.**

21. Related words are formed from \_\_\_\_\_.
- A. different root words
  - B. the same root word
  - C. antonyms of the word
22. The word \_\_\_\_\_ is related to the word *happy*.
- A. excited
  - B. happier
  - C. happen

**Read the sentences. Choose the context clue that helps identify the meaning of the underlined word.**

23. The company's main target was obvious. All of its ads showed happy children playing in beautiful gardens.
- A. was obvious
  - B. its ads showed
  - C. happy children playing
24. The students created a leaflet to hand out at shopping centers. It was made up of two papers with text and photos.
- A. to hand out at shopping centers
  - B. made up of
  - C. papers with text and photos

**Write the noun form of the adjectives. Use the suffix -y or -(c)ity.**

25. electric \_\_\_\_\_
26. original \_\_\_\_\_

**Complete the sentence. Choose the best answer.**

27. I hope Adam \_\_\_\_\_ a bit this year – he plays too much in school.
- A. ages
  - B. matures
28. Our teacher \_\_\_\_\_ us on how to study the past perfect.
- A. instructed
  - B. ordered
29. At first I didn't want to take the project on, but my supervisor \_\_\_\_\_ me.
- A. verified
  - B. convinced
  - C. assimilated

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30. The student asked for an extension on the deadline, but her request was \_\_\_\_\_.
- A. denied
  - B. accepted
  - C. confined

**Choose the best answer.**

31. Complete the imperative sentence: “\_\_\_\_\_ the dice to start.”
- A. To throw
  - B. Throwing
  - C. Throw
32. Which of the following is a correct negative imperative sentence?
- A. Don't speak when I'm playing.
  - B. Not to speak when I'm playing.
  - C. No speak when I'm playing.

**Complete the sentence with the present perfect form of the verb in parentheses.**

33. I \_\_\_\_\_ (wait) for an hour and the bus still isn't here. I hope it comes soon.

**Correct the error in the modal in the sentence.**

34. Ali can speaks several languages.
- \_\_\_\_\_

**Correct the error in the tag question.**

35. Polluting the environment is wrong, aren't they?
- \_\_\_\_\_

**Correct the error in comparatives in the sentence.**

36. Tomas worked as much on his trip than he played.
- \_\_\_\_\_

**Complete the sentence with the correct form of the word in parentheses.**

37. For me, \_\_\_\_\_ (*watch*) kids is fun, but tiring.

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**Which syllable is stressed? Choose A, B, C, or D.**

38. circulation

- A. circulation
- B. circulation
- C. circulation
- D. circulation

**Complete the sentence. Choose A, B, or C.**

39. If a sentence is positive, then any tag question at the end should be \_\_\_\_\_

- A. positive.
- B. negative.
- C. either positive or negative, depending on our opinion.

40. When you already know the answer to a tag question, your intonation should \_\_\_\_\_

- A. fall.
- B. rise.
- C. fall then rise.

**Choose A, B, or C.**

41. Which underlined syllable has a schwa /ə/ sound?

- A. symbolize
- B. symbolize
- C. symbolize

42. In which sentence do we use a rising intonation pattern?

- A. Are you coming to the party tonight?
- B. Where are my glasses?
- C. The pigeon is a wonderful flyer.

43. To give our opinion we can use the phrase “\_\_\_\_\_”.

- A. My opinion
- B. I'm concerned about
- C. If you ask me

44. Which of these avoids answering the following question?

“Do you think our boss is a tyrant?”

- A. Of course – don't you?
- B. Some might say so.
- C. Between you and me – sure!

45. Which of the following phrases is good advice when giving a speech?

- A. Maintain a serious expression throughout.
- B. Don't just read your notes – look at the audience.
- C. Use your whole body to emphasize what you are saying.

46. What is the register of the following sentence?

“Sure, I'll be over there in a sec.”

- A. very formal
- B. very informal
- C. neither very formal nor very informal

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47. Someone is asked “Is your job unsatisfying?” Which of the following answers the question?
- A. I find it quite rewarding, actually.
  - B. Actually, I’d prefer not to say.
  - C. Every job is in some way, isn’t it?
48. Which of the following is a correct way of finding out someone’s opinion?
- A. What do you think of him?
  - B. How do you think of him?
  - C. What do you feel of him?
49. To introduce an example, you can use “\_\_\_\_\_”.
- A. As example, ...
  - B. For instance, ...
  - C. In an instant, ...
50. The best way to ask for an example is to say “\_\_\_\_\_”.
- A. Can you give me an example?
  - B. Give me examples, please.
  - C. Do you have any for examples?