

## Unit Test 8

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Answer all thirty questions. There is one mark per question.

### LANGUAGE

#### 1 Write the word in brackets as an adjective or an adverb.

- 1 Domenico De Sole was \_\_\_\_\_ (responsible) for the business end of Gucci.
- 2 We've been \_\_\_\_\_ (aggressive) expanding the range available.
- 3 He's received as many \_\_\_\_\_ (prestigious) accolades as his competitors.
- 4 The sons succeeded \_\_\_\_\_ (extreme) well in a tough market.
- 5 All our jewels are \_\_\_\_\_ (fine) crafted by the world's \_\_\_\_\_ (fine) craftsmen.

### VOCABULARY

#### 2 Which word is the odd one out?

For example: shoes, suits, ~~ear~~, ties (We wear the other three.)

- 6 provider, supplier, purveyor, consumer
- 7 stores, cash, points of sale, outlets
- 8 demolition, renovation, revamp, improvement
- 9 elegant, beautiful, plain, attractive
- 10 strategy, minutes, plan, scheme

#### 3 Complete 11-17 with a preposition below.

to / on / up / f / in / from / for /
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- 11 The company concentrated \_\_\_\_\_ its core markets.
- 12 I referred \_\_\_\_\_ this problem in my last letter...
- 13 This fall was a result \_\_\_\_\_ a general slowing down of consumer spending.
- 14 Our investment resulted \_\_\_\_\_ sustained growth.
- 15 We don't just stand \_\_\_\_\_ fine shoes and suits.
- 16 The brand conjures \_\_\_\_\_ an image of luxury.
- 17 They benefited \_\_\_\_\_ the change in tax laws.

#### 4 Write in the missing words that collocate with 'brand'.

- 18 Brand i \_\_\_\_\_ is how consumers recognise it.
- 19 G \_\_\_\_\_ brands can cross geographical and cultural boundaries.
- 20 The brand m \_\_\_\_\_'s job is to establish it and increase brand a \_\_\_\_\_.

- 21 Using an established brand name on a number of products is brand e\_\_\_\_\_.
- 22 Overexposure can damage the exclusive appeal of l\_\_\_\_\_ brands

### CAREER SKILLS

**5 Match the two halves of the phrases. Write your answer here:**

23 \_\_\_ 24 \_\_\_ 25 \_\_\_ 26 \_\_\_ 27 \_\_\_ 28 \_\_\_ 29 \_\_\_ 30 \_\_\_

- 23 It isn't that your idea is bad
- 24 Let's put our heads together
- 25 Before we start,
- 26 This is good - it just...
- 27 Let's work...
- 28 I wanted to tell you...
- 29 I like this idea, but it's not what ...
- 30 We're all ultimately working towards...
- a) needs a few changes.
  - b) I think you should know something.
  - c) before anyone else does.
  - d) it's just that this is clearly the best way.
  - e) the same thing.
  - f) we need right now.
  - g) on this together.
  - h) and see what we can come up with.