

Name _____

Class _____

Unit Test 8

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, ~~car~~, 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 /

- 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.