

Progress Test 2 (Units 4-6) Answer Key

Vocabulary

1 advertising campaign / 2 chief technology / 3 product demonstrations / 4 public relations / 5 product placements / 6 profit margins / 7 growth market / 8 publicity material / 9 project / image / 10 target / audience / 11 run / advert / 12 endorse / product / 13 solve / problems

Language

14 You don't know what caused the crash, do you ~~not~~? / 15 ~~Did~~ were you satisfied with the remuneration package you received? / 16 How ~~much~~ briefed were you about the presentations you attended? / 17 Are you getting what ~~do~~ you need? / 18 The talk, which will still begin at three, ~~that~~ is now in the Savoy room. / 19 Nanotechnology, which ~~who~~ was invented by Eric Drexler, is the next great change affecting everyone's lives. / 20 The new generation of phones, ~~which~~ offering even more features, will cost only a little more. / 21 We expect market share to ~~keeping~~ grow steadily this year. / 22 It's a highly effective way of ~~to~~ reaching a new type of customer.

Reading

23 c / 24 a / 25 i / 26 d / 27 f / 28 e / 29 g / 30 j / 31 h / 32 b

Career Skills

33 happened / 34 turned out / 35 cut / 36 involves / 37 approach / 38 arranging / 39 know / 40 get on / 41 make / 42 move on

Writing

(43-52)

There are 2 marks per sentence. Take away 0.5 marks for mistakes. Here are possible answers.

(43/44) I am writing with regard to your recent assignments overseas.

(45/46) It would be very useful if you could complete the enclosed questionnaire.

(47/48) We would like to gather the information in order to help with future similar assignments.

(49/50) Please would you return the questionnaire by Friday 3rd.

(51/52) Thank you for your help and I look forward to receiving your replies.

Listening

53 T / 54 F / 55 F / 56 T / 57 F / 58 T / 59 F / 60 T

Speaking

61-70

Mark each talk using this scorecard. Circle 1 mark if a student includes the area and circle 2 marks for communicating it accurately and effectively. There is a maximum of ten marks.

The student described:

the objectives of the project	1	2
how the objectives were to be achieved	1	2

the key people and departments involved	1	2
his/her personal involvement	1	2
the final outcome(s) of the project	1	2