

VOCABULARY

1 Complete the sentences. Add the missing verb to each expression.

shook ■ make ■ ring ■ refrain ■ edged ■ single ■ go ■ speak

1. Let's meet for coffee and **up for lost time**.
2. When I told him, he **his head** in disbelief.
3. Why do you say I'm dissatisfied? **for yourself!**
4. Ryan **towards the door** so he wouldn't be seen leaving the party.
5. Unfortunately, my efforts usually **unnoticed**.
6. Teachers constantly **out** Justin for his musical talent.
7. You should **from** judging Alice until you know her better.
8. I've never heard that song. It doesn't **any bells**.

2 Complete the sentences with the correct form of the word given at the end of the sentence.

1. We must sign up for the course soon. ends in three days. **REGISTER**
2. It's that ocean temperatures are getting warmer. **DENIABLE**
3. I believe that people the importance of material things. **EMPHASISE**
4. To this day, she is by a traumatic childhood memory. **TORMENT**
5. We heard the puppy's cries for hours after its owners had left for work. **MOURN**
6. You forgot to collect me on the way to the party. How could you be so ?

CONSIDERATE

7. Newspaper articles should be neutral, but they are rarely completely **BIASED**
8. To say Einstein was clever would be an He was a genius. **STATEMENT**

3 Choose the correct answer.

1. I have done nothing wrong. My **conscience** / **subconscious** is completely clear.
2. My father is employed in the public **segment** / **sector** as an engineer.
3. Adolescents tend to form strong relationships with their **contemporaries** / **peers**.
4. Susan is determined to **instill** / **fulfil** her dream of becoming a ballet dancer.
5. An effective advertising campaign is of **marginal** / **paramount** importance for a successful marketing strategy.
6. All candidates must go through a **barrage** / **battery** of tests.

4 Complete the sentences with the correct form of the words below.

recognise ■ strike ■ influence ■ repeat ■ place ■ market ■ consume ■ memory

1. Nowadays, trends are set by social
2. Do you think viewers notice product in films?
3. The dramatic and image of a leaping tiger was used in their adverts.
4. Ads with loud music appeal to adolescent

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5. A good advertising campaign should succeed in instilling brand
6. Constant of an advert can result in its being ignored.
7. People often repeat a slogan that they heard years earlier.
8. The budget was decided by the company's executives.

5 Complete the sentences with a suitable word.

1. The spy hid her identity by travelling under an name.
2. I can't lend you any money. I'm afraid I'm quite for cash.
3. Our movement momentum as our message spread.
4. I doubt he has the courage to go with this.
5. Thinking back on my childhood evokes bitter
6. Volunteering just doesn't in with my busy timetable.
7. He became so desperate that he tried to suicide.
8. Water, or the of it, is a global problem.

GRAMMAR

1 Choose the correct answer.

1. All volunteers at the beach at 8 am next Saturday.
a. are to gather c. will be gathered
b. are about to gather d. will have gathered
2. By the end of the year, my sister travelling in India for six months.
a. is about to c. will have been
b. will be d. is going to be
3. Ava is tired. She on an important new project at work.
a. is going to work c. has been working
b. has worked d. is to work
4. It like it's going to rain.
a. is looking c. will look
b. has looked d. looks
5. your delicious vegetarian lasagna for lunch tomorrow?
a. Will you have made c. Will you have been made
b. Will you be making d. Do you make
6. The world some difficult challenges right now.
a. is facing c. has been faced
b. is faced d. will be facing

2 Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between three and six words, including the word given.

1. My boyfriend and I are likely to break up soon. **VERGE**
My boyfriend and I up.
2. By the end of June, three months will have passed since the project started. **BEEN**
By the end of June, they on the project for three months.
3. Work on the app started a year ago. **DEVELOPING**
They a year.
4. They are testing the new product for the first time today. **NEVER**
The new product before today.
5. The guests should arrive at the reunion in five minutes. **DUE**
The guests at the reunion in five minutes.
6. The meeting is being planned for 12th April. **GOING**
The meeting is held on 12th April.

3 Complete the sentences. Use the correct past form of the verbs in brackets, active or passive.

1. The car advert that (show) on TV repeatedly during the World Cup became annoying
2. The dancers were exhausted because they (practise) their routine all day.
3. While the film (make), one of the actors had an accident.
4. By the time we arrived at the campsite, our friends (already / put up) their tent.
5. Some of the guests at the hotel (forever / complain) about the food.
6. I (only / sleep) for ten minutes when a loud noise woke me up.

4 Choose the correct answer.

MAD MEN

Mad Men, one of the best television programmes of all time, portrayed the world of advertising in the 1960s on Madison Avenue in New York, which was then the centre of the US advertising industry. It depicted the way people (1) **were behaving / used to behave / had been behaving** in those days. For example, they (2) **had meant to smoke / were to smoke / would smoke** freely in the office and women (3) **were treated / treated / were treating** condescendingly. The main character in the programme was the company's creative director Don Draper, who (4) **had meant to hide / had been hiding / would hide** behind a fake identity for many years and was involved in a great deal of office intrigue and romance. Another important character, Peggy Olson, a secretary, (5) **was used to hoping / used to hope / was hoping** to get ahead in the advertising world, but at first it seemed that she wouldn't succeed. The men in the company (6) **hadn't listened / hadn't been listening / wouldn't listen** to her because she was a woman. Eventually, however, she (7) **was to become / was becoming / had become** very successful – testament to the more liberal attitudes which (8) **were being adopted / were adopting / used to adopt** at the time in the advertising world and beyond.

5 Complete the dialogues below. Use the correct form of the verbs given and the correct modal, semi-modal or modal perfect from the list below, positive or negative. Modals may be used only once.

must ■ may ■ might ■ have to ■ should ■ could

1. **A:** Were you asked to be at the rehearsal early?
B: No, we (show up) until 10.00.
2. **A:** Are you cold?
B: Yes. (you / close) the window?
3. **A:** Congratulations to the bride and groom!
B: (they / have) a happy life together!
4. **A:** Why wasn't Claire in the office yesterday?
B: I'm not sure, but she (work) from home.
5. **A:** The company finally apologised for its mistake.
B: I (think) so too!
6. **A:** Wasn't Paul supposed to be here by now?
B: Yes, he's very late. He (wake up) on time