

Intelligent Business

Unit 6 Review questions for the Upper Intermediate Coursebook

- 1) Which group of words all collocate with advertising?
 - a) space, agency, campaign
 - b) placement, audience, print
 - c) advert, TV, target
- 2) A good advertising campaign _____ its message to its target audience.
 - a) informs
 - b) says
 - c) communicates
- 3) Advertising by phone call is also called ...
 - a) hard sell.
 - b) telemarketing.
 - c) publicity.
- 4) Product placement means ...
 - a) putting a product at the entrance to a supermarket.
 - b) arranging for a product to appear in a film or TV programme.
 - c) securing the product's position on the market.
- 5) _____ on advertising increases every year.
 - a) To spend
 - b) Spent
 - c) Spending
- 6) Many celebrities earn money by _____ products in the media.
 - a) endorsing
 - b) endorsed
 - c) endorsement
- 7) We plan _____ the teenage market.
 - a) target
 - b) targeting
 - c) to target
- 8) My boss asked me to _____ the stand at the trade fair.
 - a) set up
 - b) put on
 - c) make over
- 9) When he's telling a story, it takes him ages...
 - a) to cut a long story short.
 - b) to get to the point.
 - c) to turn it out.
- 10) A successful advertising campaign relies on the art of ...
 - a) persuasion.
 - b) exhibition.
 - c) endorsement.

