

Unit Test 8

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

LANGUAGE REVIEW: QUESTIONS

A Put the words in the correct order to make questions.

1 lunch When to do want have you ?

2 get we to should Lucerne How ?

3 call conference Have finished you your ?

4 results the of the trust research you Do ?

5 meeting Is the the attend CEO to going ?

B Complete the sentences with words from the box.

Do	How	How many	Is	When
----	-----	----------	----	------

6 _____ will you announce the new range?

7 _____ you have Leo's number?

8 _____ should we promote the new colour?

9 _____ our market share increasing?

10 _____ pieces are we going to produce in the first run?

VOCABULARY: WORD PARTNERSHIPS

A Match the sentence beginnings (11–15) with the endings (a–e).

- 11 We need to do more market research so that we can
- 12 We usually create an advertising campaign to
- 13 We use sales forecasts to
- 14 If we increase our advertising budget we can
- 15 Near the end of a product's lifecycle, we like to

- a) reach a specific market segment.
- b) replace it with a new model or product.
- c) spend more money on television adverts.
- d) try to predict our future income.
- e) build up a consumer profile.

B Replace the underlined word with the correct word.

- 16 Market segment is the percentage of sales a company has. _____
- 17 Consumer goods is where and how people buy things. _____
- 18 A product range is the introduction of a new product to the market. _____
- 19 Sales targets are numbers showing how much a company has sold in a period.

- 20 An advertising profile is a business which advises companies on advertising and makes ads.

SKILLS: TELEPHONING: EXCHANGING INFORMATION

A Match the questions (21–25) with the responses (a–e).

- 21 Could you give me a few details?
- 22 Did he say when he'd like to meet?
- 23 Sorry, did you say Monday?
- 24 Let me read that back to you.
- 25 I think that's everything.

- a) Thanks very much. That was very helpful.
- b) OK, go ahead.
- c) Yes. Next Thursday.
- d) Yes, that's correct.
- e) Sure. What would you like to know?

B Choose the correct words to complete the sentences.

Checking information

- 26 Sorry, I didn't (reach / catch) that.
- 27 Could you (resay / repeat) that, please?

Asking for information

- 28 What (on / about) the new range?

Finishing a conversation

- 29 OK, I think I've (got / end) all that.
- 30 I should go now. Let's (say / speak) again soon.