

**ENGLISH LANGUAGE II
PRACTICE TEST 2A + ANSWER KEY**

I Complete the texts with the words below. Use the words once only. There are some extra words which you do not need to use.

sponsored targeting image endorse afford launch getting ensure advertisers admins

Signing a celebrity and using their status to **1**..... a brand is one of the standard advertising techniques. Tag Heuer, the watchmaker which **2**..... a number of sports events, currently has Tiger Woods under contract. Nicole Kidman has made a commercial for Chanel No 5, which has been shown around the world. But choosing the celebrity who will project an exactly the right **3**..... is not always so easy, as several companies have found out. What happens when a company is about to **4**..... a new campaign featuring a celebrity and it suddenly finds out that he or she is accused of a criminal offence? While there is no doubt that most celebrities do increase sales, more and more advertisers are turning to other, less risky ways of **5**..... the audience they want to reach.

...

The Economist showed that consumers are more interested in **6**..... information themselves than simply to listen to what advertisers have to say. It is becoming increasingly important for **7**..... to ask themselves how they should adapt and what it means for organizations which can't **8**..... to lose any more business.

II Complete the sentences using the zero, first, second or third conditional.

1. I (buy) a bigger office block if I (own) Mr. Bowen's company.
(But I don't own it.)
2. The staff refused to work over the night and you didn't manage to meet the deadline.
If the staff (not refuse) to work overnight, we
(manage) to meet the deadline.
3. Our hotel room was nice, but it (be) much better if it
(have) a balcony.
4. Be careful. If you (lose) that password, we (never be able) to access that file again.
5. If we (hire) a professional web designer, we (be able) to relaunch our site sooner. However, Martin was against such decision.

III Complete the sentences using the correct word form.

1. Sign Up for Your 3-book, 30 Day Free (TRY). Sign up below to start listening to audiobooks and get your first book free, PLUS 2 bonus books from our VIP selection!
2. Firms try to build (LOYAL) by creating a brand name.
3. Many of their industries are hopelessly (EFFICIENCY).
4. Last year saw a strong (PERFORM) from the high-street retailer.
5. Product (PLACE) is a way of advertising a product by supplying it for use in films or television programmes.
6. Many (APPLY) simply don't meet hiring requirements.

IV Match words from column A with words from column B to form word partnerships. Use the word pairs in the sentences below. There is one word that you do not need to use.

A	B
venture	responsibility
bear	kit
permanent	market
job	bounded
social	market
press	vacancy
preference	share
time	capital
	contract

- is a set of information that is given to journalists.
- A is the most common type of employment, an indefinite contract whereby you are employed by the company until such time as the employer or the employee no longer wish to work there.
- We currently have a for a sales representative.
-gives the owner the right to receive a dividend before dividends are paid to owners of common shares.
- They'll need to raise \$1 million infor the startup to have any chance of succeeding.
- When goals are specific and, employees are clear on what is expected of them and when.
- He said the company was a good example of a business with an effective corporate policy: banning product testing on animals.
- The worst lasted from September 1929 through July 1932, when stocks plunged about 90 percent.
*plunge – fall suddenly

V Translate the following terms from English into Serbian and from Serbian into English

OUTSOURCING	SVEST O BRENDU
CONSUMER BASKET	BANKROTIRATI
CONSUMER CONFIDENCE	FRANŠIZA
TAX BREAK	NADOKNADA U SLUČAJU NEZAPOSLENOSTI
EQUITY	ODLIV MOZGOVA
FIXED-TERM EMPLOYMENT CONTRACT	UTVRDITI CILJEVE

ANSWER KEY:

I endorse, sponsored, image, launch, targeting, getting, advertisers, afford

II would buy, owned (2nd conditional); hadn't refused, would have managed (3rd conditional); would have been, had had (3rd conditional); lose, will never be (1st conditional); had hired, would have never been able (3rd conditional)

III TRIAL, LOYALTY, INEFFICIENT, PERFORMANCE, PLACEMENT, APPLICANTS

IV press kit, permanent contract, job vacancy, preference share, venture capital, time bounded, social responsibility, bear market

V

outsourcing – prepuštanje dela posla spoljnom partneru

consumer basket – potrošačka korpa

consumer confidence – poverenje potrošača

tax break – poreska olakšica

equity – akcijski kapital

fixed-term employment contract – ugovor o radu na određeno vreme

svest o brendu – brand awareness

bankrotirati – go bankrupt

franšiza – franchise

nadoknada u slučaju nezaposlenosti – unemployment benefit

odliv mozgova – brain drain

utvrditi cilj – set/establish a goal