

VOCABULARY

1 Read the text and choose the correct word for each gap. The first one is done for you.

Body language

What does your body language say about you? Are you even aware of it? We all have certain idiosyncrasies, for example, when some people are (0) C rest, they sit in quite a (1) _____ position, folding in on themselves, sometimes even (2) _____ their fists. This can make a person appear quite aggressive and can be (3) _____ for those around, which is not usually the (4) _____ effect. While some may simply (5) _____ their shoulders at giving the wrong impression, many people will feel that this belies their (6) _____ identity and won't want others to make (7) _____ judgements about them based on their body language. So, what can one do about it? While the way we present our bodies and faces is largely (8) _____, we can make an effort to monitor how we come across. We can check now and again that our 'resting' facial expression is closer to a smile than a (9) _____, and, unless we want to end (10) _____ with round shoulders as well as appearing closed and inaccessible, we should learn to hold our shoulders back and our heads up.

- | | | | | |
|----|-----------------|--------------|-----------------|----------------|
| 0 | A by | B in | C at | D on |
| 1 | A hunched | B huddled | C humped | D cowered |
| 2 | A clinching | B clamping | C clutching | D clenching |
| 3 | A bewildering | B maddening | C disconcerting | D demoralizing |
| 4 | A yearned for | B desired | C coveted | D fancied |
| 5 | A raise | B shrug | C lift | D bounce |
| 6 | A core | B interior | C root | D essence |
| 7 | A all-inclusive | B brushing | C sweeping | D encompassing |
| 8 | A senseless | B insensible | C comatose | D unconscious |
| 9 | A scowl | B growl | C gape | D skulk |
| 10 | A off | B up | C out | D over |

Marks (out of 10): _____

2 Complete the sentences with the correct form of the word in CAPITAL LETTERS. The first one is done for you.

- 0 Some of Beethoven's symphonies can be amazingly stirring. **STIR**
- 11 If you want to improve your _____, you could take up pilates. **POSE**
- 12 The banks have given some _____ that they believe the market will recover. **REASSURE**
- 13 Taking a brisk walk in the morning is an _____ way of starting the day. **ENERGY**
- 14 Sometimes I'm really shocked by the _____ behaviour of shop assistants. **CONTEMPT**
- 15 Are you sure you don't want a dessert? The crème brûlée here is simply _____. **RESIST**
- 16 All the talk about global warming really has some _____ for me after being flooded last year. **RESONATE**
- 17 The drug works by _____ of the hormones that are causing your problem. **SUPPRESS**
- 18 Because of inbreeding, some cats are _____ unable to close their eyelids properly. **CONGENITAL**
- 19 I'd really recommend anything by the author Kate Mosse; her books are really _____ reads. **COMPEL**
- 20 The problem with smartphones is resisting the _____ to check emails every five minutes or so. **TEMPT**

Marks (out of 10): _____

GRAMMAR

3 Complete the text with a word or phrase from the box in each gap. There are three extra. The first one is done for you.

had	had been going	had gone	notice	thought	understands	used to
was	was being	was going	was having	was noticing	was thinking	would

Sound is important in our lives for many reasons but we (0) notice it only when something goes wrong. Take my father – sound to him (21) _____ mean pleasure. He loved music and (22) _____ always have CDs or the radio on. As he got older, though, he developed tinnitus – a condition where there appears to be a constant ringing or hissing in the ears. At first he (23) _____ he (24) _____ mad, but once he (25) _____ to the doctor he felt reassured. The tinnitus (26) _____ less problematic during the day than at night, when he couldn't block it out and he (27) _____ awful problems sleeping. He started to get very depressed and (28) _____ of talking to the doctor about anti-depressants when someone mentioned a white noise machine, i.e. a machine that generates a masking noise. He bought a small one that fits in his pillow and – hey presto – he (29) _____ no further sleep problems! Obviously, he (30) _____ that the condition isn't improving, but with more sleep, he feels better able to deal with it.

Marks (out of 10): _____

4 Complete the second sentence so that it means the same as the first. Use between three and eight words and do not change the word given. The first one is done for you.

- 0 The architect was most concerned by the lack of drainage in the soil. **what**
The lack of drainage in the soil was what concerned the architect most.
- 31 This academy ranks with the best where exam results are concerned. **far**
_____, this academy ranks with the best.
- 32 The punishing itinerary of the trip concerns me more than the cost. **isn't**
It _____, but the punishing itinerary of the trip.
- 33 The negotiations can't move forward until the dispute is resolved. **not**
_____ can the negotiations move forward.
- 34 The huge sculpture in the lobby strikes you most as you walk in. **thing**
As you walk in, _____ the huge sculpture in the lobby.
- 35 We could only see the true extent of the problem by surgically removing the obstruction. **by**
Only _____ see the true extent of the problem.

Marks (Two marks per questions. Total marks out of 10): _____

READING

5 Read the article on digital marketing on the next page and for questions 36–45, choose from the sections A–E. You can choose the sections more than once. The first one is done for you.

Which section ...

- suggests that offering free products or useful information results in faithful customers? 0 D
- encourages companies to make certain their adverts can be viewed on any hardware? 36 _____
- suggests that repetition encourages consumers to buy from you? 37 _____
- explains an apparent contradiction in today's marketing world? 38 _____
- encourages the use of software to gather information about what viewers look at? 39 _____
- suggests that satellite information can be useful in marketing? 40 _____
- encourages techniques that tempt the viewer to engage actively with you? 41 _____
- suggests different audiences can be targeted by modifying the digital material? 42 _____
- encourages the use of popular sharing media to facilitate the viewer's engagement? 43 _____
- encourages you to find out and supply what the viewer really wants? 44 _____
- suggests it is important to give the viewer speedy access to your site? 45 _____

Marks (out of 10): _____

Digital marketing tips

Keeping a high profile in the digital age

A

Maintaining a marketing presence has become both simpler and more complex: simpler because there are a myriad of ways in which to get your message across and more complex in that these ways have become more sophisticated. Potential customers have also become more sophisticated; not only that, they demand to be seen as individuals and not part of an amorphous mass.

The first tip is the age-old one – keep your eye on your content. Keep your message simple: consumers today are constantly being bombarded with a barrage of different types of sensory input, such that a simple, but informative, message can come across as a sweet relief. Provide valuable content for your consumers, content which provides information, insights or entertainment. Provide stories which resonate with your consumers – think of how many charities draw you in through ‘case studies’. The beauty of digital content is that it can be altered minimally (or otherwise) to become more relevant and accessible to disparate groups of consumers. Make the most of this.

B

Second, make the most of social networks. Make sure you have a visible presence on Facebook, Twitter and LinkedIn. The use of images on social networks such as Instagram and Pinterest is vital: think of the cachet involved, and the potential reach, if an image your company has placed goes viral across a number of social networks. One simple but effective way of creating a link between your website and the social networking sites is to allow your viewers to log in via their Facebook or Twitter account, rather than creating a new account for your site, thus enabling you to involve potential customers in your site much more rapidly.

C

Third, be aware of how your site appears on mobile devices. Does it work smoothly or is it clunky as it was originally designed for larger screens? By far the majority of digital sales are made on mobile devices today so in order to maximize your sales potential, ensure that your exciting, content-driven website doesn't lose any of its power when viewed on a phone. Using GPS and other location data can also help you build up a picture of your potential customers.

D

Fourth, make the most of the call-to-action concept, i.e. include links on your website that require viewers to take action of some kind. This may be as simple as inviting them to subscribe to a newsletter where they will receive information that is beneficial to them in some way, or enticing them to sign up for a free sample of your product or to view a demo. This is advantageous to you in several ways: it gives your viewer ‘something for nothing’ – always a good ploy for gaining loyalty – but it also provides you with contact details of a huge number of people and guarantees you more brand exposure as your potential customer sees your name and logo on every screen they access.

E

Finally, consider ad retargeting. This fairly new digital marketing technique can raise your profile enormously. Only two per cent of sales online are made on first viewing of a site, so you need to remind your potential customer of your products on a regular basis. Ad retargeting uses browser cookies to track the websites an individual uses, and then to advertise those websites on others subsequently visited, thus reminding the individual of what they have perused before. This creates more exposure and familiarity to your brand which is then more likely to result in a sale.

The world, as they say, is your oyster, and those companies who embrace the possibilities of digital marketing could find that the world is a very lucrative oyster indeed.

LISTENING

6  **56** You will hear someone talking about American Sign Language (ASL). For questions 46–55, complete the sentences with a word or short phrase.

- 0** Julie Lopez is talking to a group of people studying communication methodologies.
- 46** Surprisingly, _____ Sign Language was the precursor to ASL.
- 47** British Sign Language is _____ to users of ASL.
- 48** As well as in the United States, ASL is used in _____ in North America.
- 49** Between 250,000 and 500,000 people are _____ to use ASL.
- 50** Learning a language in the way that children do is called a _____ situation.
- 51** People intending to study ASL have to take _____ that they will be learning a new language.
- 52** As well as a degree and a good level of English, ASL interpreters need _____ skills.
- 53** Because ASL interpreters have to be sensitive to the people they work with, many learn about _____.
- 54** Julie Lopez didn't enjoy the work she did for _____ when she was employed.
- 55** The work she particularly likes now is _____.

Marks (out of 10): _____

SPEAKING

7 Work in pairs to carry out the instructions.

Student A: You are going to give a short presentation of about two minutes to Student B, on the following question:

Do you think that we are bombarded with too many adverts and marketing images these days? Why? / Why not?

Prepare your presentation and deliver it to Student B.

When you have finished, you are going to listen to Student B give his/her presentation. Be prepared to ask questions afterwards.

Student B: You are going to listen to Student A give a presentation on the question above. Be prepared to ask questions after he/she has finished.

Then you are going to give a short presentation of about two minutes to Student A, on the following question:

Do you think that it is necessary to speak the language of a country you are visiting as a tourist? Why? / Why not?

Prepare your presentation and deliver it to Student A.

Marks (out of 10): _____

WRITING

8 You work for a company that supplies office furniture. You have received the following information about a new magazine that is about to hit the market:

OfficePlanet

News, features, ads from the world of office design and furnishing.

To place ads at an initial 25% discount in this new monthly magazine, contact our advertising manager, Robert Hymes, at 101 Bank Street, Hove, BN3 R96.

You want to place an ad every second month through the next year. You're thinking of a quarter-page each time, preferably on the inside front or back cover of the magazine. You want to know how much copy you should supply (how many words/photos), how much each ad will cost and if the discount lasts all year and when the deadline for copy and photos is.

Remember to use the appropriate format, register and language for a formal letter, and to make clear what action you expect from the recipient. Write about 250 words.

Marks (out of 10): _____