


NAME: _____

DATE: _____

SCORE: _____ /50

A  Listen to the conversation between Ben, John and Emma. Then read the questions and choose the correct answers.

- 1 What are Ben, John and Emma discussing?
 - A how to write the perfect product review
 - B where to buy the best earphones
 - C the value of writing and reading product reviews
- 2 Who doesn't write product reviews?
 - A Ben
 - B Emma
 - C John
- 3 Who is completely happy with the product they bought?
 - A Ben
 - B Emma
 - C John
- 4 Who has the same opinion as Emma about reviews?
 - A Ben
 - B John
- 5 Who prefers to get product recommendations for people they know well?
 - A Ben
 - B Emma
 - C John

_____ / 10 (2 points each)

B Complete the conversation with the words in the box.

cotton fragile hard light natural plastic stone strong warm wood

Abby How's your new apartment, Jacob?

Jacob It's really nice. I love it when the sun shines into my room, although sometimes it can get a little
 1 _____.

Abby Does it have any furniture?

Jacob Yes, there's an old desk made of 2 _____. It's wonderful. I can sit at it and study with the 3 _____ light from the window. Also, the bed has white 4 _____ sheets. Perfect for keeping cool in summer.

Abby Have you brought any of your own things from your last place?

Jacob Well, I couldn't bring anything heavy, only 5 _____ things that were easy to carry. When I was coming up the stairs, I dropped one of the 6 _____ bags and almost broke three of my glasses on the 7 _____ steps. I was lucky because the glasses were very 8 _____ and easy to break on the 9 _____ floor.

Abby That was lucky. Next time, put them in a 10 _____ box to protect them.

Jacob I will!

_____ / 10 (1 point each)

C Circle the correct words to complete the conversation.

Megan OK. What's on the shopping list? First, tomatoes and fish.

Lauren Look at these tomatoes! These were ¹*picked / caught / designed* in the US, and these others were ²*manufactured / imported / frozen* from Mexico. Guess what! The tomatoes that were ³*exported / delivered / produced* in Mexico are cheaper than the ones which are ⁴*caught / exported / grown* locally.

Megan But I think the local tomatoes look and taste better. I mean, the Mexican tomatoes have been ⁵*transported / stored / picked* a long distance.

Lauren That's true. We need fish too. Look at the way they have ⁶*grown / designed / caught* this packet of fish. The picture of the fish looks amazing! It has come all the way from Norway.

Megan It's a nice picture, I agree, but I prefer to buy fish that has been ⁷*picked / caught / grown* locally. It's tastier than fish which has been ⁸*designed / produced / stored* in a refrigerated truck for a long time.

Lauren It would be great if they ⁹*imported / exported / delivered* products directly to our house. That would be awesome!

Megan I think they do. Let's ask when we finish shopping.

_____ / 9 (1 point each)

D Complete the sentences with the simple present passive of the verbs in parentheses ().

1 Every four years, the Olympic Games _____ by millions of people around the world. (watch)

2 Most tea in the world _____ in China. (drink)

3 Many celebrities _____ presents by their fans. (give)

4 English _____ by over a billion people. (speak)

5 Millions of emails _____ every second. (send)

_____ / 5 (1 point each)

E Complete the sentences with the simple past passive.

EXAMPLE: The store sold all the T-shirts.

All the T-shirts _____ *were sold* _____ by the store.

1 J.R.R. Tolkien wrote this book.

This book _____ by J.R.R. Tolkien.

2 John picked these flowers yesterday

These flowers _____ by John yesterday.

3 A ship transported these bananas.

These bananas _____ by a ship.

4 They imported my phone from China.

My phone _____ from China.

5 They grew these tomatoes in this area.

These tomatoes _____ in this area.

6 Jacob bought this present online.

This present _____ online by Jacob.

_____ / 6 (1 point each)

The Power of Influencer Marketing

Companies don't always create advertising for everybody. They sometimes choose a specific group of people called "influencers." Who are these influencers? Influencers are people or groups who might have an effect on other people's actions and opinions. Influencers are often famous, and they usually have thousands of people following them on social media like Facebook, Instagram, and Twitter. Using influencers to attract people's attention to a company's products is called "influencer marketing."

Why is it used?

Advertising on TV can be very expensive, but if a company can get one influencer to like and talk about its product, then this product can be seen by lots of people. It is much less expensive to reach a few influencers than it is to reach everybody. Also, many people who follow influencers share things they like with their own friends and followers on social media, so news about a product can travel very fast.

Why is it successful?

Think about why you buy a product. Is it because you saw a commercial or because someone you know said it was good? We often buy products because our friends and family recommend them. In the same way, if an influencer that you trust recommends a product, you might try it.

Are there any disadvantages?

Companies may have to pay an influencer to talk about or show a picture of the product. But this cost is usually very little compared to the cost of a TV commercial, which can cost much more.

So, if you want to sell more of your product, try influencer marketing!

- 1 What is the main idea of the article?
 - A to explain why influencer marketing is bad for companies
 - B to explain how individuals can get more followers
 - C to explain what an influencer is
- 2 An influencer is someone
 - A who follows people on social media.
 - B who sells their own products on social media.
 - C who can change the behavior and attitudes of others.
- 3 Influencer marketing
 - A starts with a small group of people.
 - B is a good way to get people to watch your commercials.
 - C is not as cheap as TV advertising.
- 4 Which of the following does the writer suggest in paragraph 3?
 - A Commercials are the best way to advertise.
 - B Our friends and family like to do the same things as we do.
 - C We may buy a product if someone we know says it is good.
- 5 What is a disadvantage about influencer marketing?
 - A Companies may have to create pictures of the product.
 - B An influencer might want to be paid.
 - C It could cost much more compared to a TV commercial.

_____ / 10 (2 points each)