

TEST

THEME :ADVERTISING

GRAMMAR:ARTICLES;PRESENT SIMPLE/PRESENT CONTINUOUS

3 YEAR PROFESSIONAL ENGLISH

TASK 1

Match the two halves:

- | | |
|-----------------|--|
| 1.advertisement | a)a large usually wooden structure used to carry advertisements |
| 2.commercial | b)a place at which goods are retailed |
| 3.slogan | c) public announcement,esp.of goods etc.for sale or wanted vacancies |
| 4.leaflet | d)celebrity's recommendation |
| 5.hoarding | e)television or radio advertisement |
| 6.point-of-sale | f)public exposure |
| 7.endorsement | g)sheet of paper giving information |
| 8.publicity | h)catchy phrase used in advertising |

TASK 2

Answer the questions:

- 1.What does direct mail use?
- 2.What are mail drops?
- 3.What does advertising planning have to consider?
- 4.What matters does the planning require decisions on?
- 5.What is TIR and AIDA?

TASK 3

Translate the following expressions into English:

- 1.reklāmet jaunu produktu

2. ietekmēt uzvedību
3. piesaistīt uzmanību
4. uzrunāt sabiedrību
5. radīt klientu interesi

TASK 4

Form two-word expressions. Use each word once only:

- | | |
|------------|---------------|
| 1. target | a) conference |
| 2. sales | b) audience |
| 3. product | c) agency |
| 4. press | d) launch |
| 5. trade | e) promotion |

TASK 5

Put a/an, the or o:

1. Do you enjoy going to ___ concerts?
2. Jane is ___ teacher. Her parents were ___ teachers too.
3. I don't believe him. He's ___ liar. He's always telling ___ lies.
4. This house is very nice. Has it got ___ garden?
5. It's ___ beautiful day. Let's sit in ___ garden.
6. Can you recommend me ___ good restaurant?
7. We had ___ dinner in ___ most expensive restaurant in town.

TASK 6

Put the verbs into the correct tense: present continuous, past continuous or present perfect

Continuous:

1. What _____ (you, do) now?
I _____ (read) at the moment.
2. We _____ (listen) to the radio when it stopped working.
3. We _____ (listen) to the teacher now.

4.They _____(write) the test at that time yesterday.

5.The children look tired.What _____(they,do)?

6.I _____(work)here since I was eighteen.

TASK 7

Write a reply to Ms Don Young in which you:

- a)thank her for the catalogue
- b)describe what kind of toys you are interested in
- c)accept her offer of a special discount
- d)suggest a time and date for the order

MILLWAYS TOYS Ltd

10 GREEN WAY,MANCHESTER MS2 6CS

MrJ Adams

Home Stores

16 Red Avenue

Eastwood

Surrey SU 1 CH

Your ref:

Our ref:DY/SW

1 April 2014

Dear Mr Adams

We have pleasure in sending you a copy of our catalogue,which includes details and prices of our complete range of toys.

We would particularly like to draw your attention to our new Plastica range of model cars,which you will find on page 65 of the catalogue.

We can offer you a special discount of 5 per cent on all toys ordered before 1 June.

We look forward to receiving your first order.

Yours sincerely

DON YOUNG

Sales Manager

LITERATURE

1. "Modern Business English in Enterprise" Mirosilavs Kaftans, Zvaigzne ABC, 2009.
2. "Writing for Business" Martin Wilson Nelson, 1987.