

MegaGoal Book 1 Unit 4: The Art of Advertising

Vocabulary

Question type: Multiple Choice

Choose the best answer to fill in the blank in each question.

1. Laptop computers are _____.

- A. bulky
- B. refreshing
- C. leather
- D. portable

2. A compact car is very _____.

- A. small
- B. large
- C. expensive
- D. cheap

3. Credit cards were developed because paying for everything with cash became _____.

- A. plastic
- B. practical
- C. franchise
- D. impractical

4. A common status symbol is _____.

- A. an old car
- B. a used car
- C. an expensive car
- D. a compact car

5. It is nice to be able to _____ your computer, or choose what options to include on it.

- A. revolutionize
- B. customize
- C. compact
- D. portable

6. When a person is impolite, he or she is _____.

- A. always
- B. fairly polite

- C. very polite
- D. not polite

Grammar

Choose the best answer to fill in the blank in each question.

7. Something _____ delicious! What's for dinner?

- A. looks
- B. smells
- C. sounds
- D. tastes

8. I like that shirt. The color red _____ good on you.

- A. looks
- B. smells
- C. sounds
- D. tastes

9. **Kelly:** What is that noise?

Erin: It _____ like someone is outside.

- A. looks
- B. smells
- C. sounds
- D. tastes

Choose the sentence with the correct meaning.

10. The used car is \$12,000. The new car is \$12,000.

- A. The used car is cheaper than the new car.
- B. The used car is more expensive than the new car.
- C. The used car is not as expensive as the new car.
- D. The used car is as expensive as the new car.

11. Omar is 18 years old. Ali is 20 years old.

- A. Omar is not as old as Ali.
- B. Omar is as old as Ali.
- C. Ali is older as Omar.
- D. Ali is as older as Omar.

Question type: Transformation.

Change each sentence from active to passive.

13. In the future, people will drive more efficient cars.

14. Isaac Newton discovered the law of gravity.

15. People all over the world have read that story.

Reading

Question type: Multiple Choice

Read the text and answer the questions. Choose the best answer to each question.

False Advertising

Sometimes companies are guilty of *false advertising*. False advertising is untrue information that is given to people to make them buy a product. For example, have you ever seen a picture of a product in an advertisement, but when you went to the store the product did not look as good as it looked in the picture? This is false advertising. The store may have wanted the product to look better than it actually was to make people come to the store. If an advertisement contains a picture, the picture must look like the real product it advertises.

Have you ever seen an advertisement for a product, but when you went to the store, the store no longer had the product? Sometimes this can happen by accident. But stores who always advertise products that they don't have are guilty of false advertising. They could be using this trick just to get people to come to the store.

Also, if an advertisement says that an item is "on sale," then the item must have had a higher price recently. It is false advertising if an item is *always* on sale. It is important for people to recognize false advertising tricks so that they are not tricked into buying products that they do not need or want.

16. False advertising is _____.

A. true information

- B. untrue information
- C. bad pictures
- D. for sale items

17. An example of false advertising is when _____.
- A. a product looks as good in the store as it does in the advertisement
 - B. a product is advertised in a newspaper
 - C. a product is always on sale
 - D. a product is never on sale

18. *The product in the store did not look as good as it did in the picture* means the product _____.
- A. looked better in the picture
 - B. looked better in the store
 - C. was not in the store
 - D. was not really on sale

19. A sale price is _____ than the usual price.
- A. sometimes higher
 - B. always higher
 - C. sometimes lower
 - D. always lower

20. An example of false advertising is when _____.
- A. you like the product in the advertisement
 - B. you cannot buy the product in the store
 - C. you go to the store because of the advertisement
 - D. the product in the advertisement is expensive

Listening

Question type: True/ False

Listen to the text and answer the questions. Write T or F at the end of each question/ statement.

21. Michael Faraday was the first person to communicate through the wireless atmosphere.
22. Dr Loomis, a dentist, transmitted and received messages through the atmosphere.

23. Dr. Martin Cooper invented and used the first cellular phone in 1973.
24. Cell phones were made available to the public all over the world in 1977.
25. It took almost 40 years for cellular phone service to become widely accessible.

Form, Meaning and Function

Question type: Multiple Choice

Choose the best answer to fill in the blank in each question.

26. _____ on that chair! It's just been painted.

- A. Sit
- B. Please sit
- C. Don't sit
- D. Don't

27. Dad: Which shoes are yours?

Jack: _____ ones.

- A. This
- B. That
- C. Whose
- D. Those