

MegaGoal Book 5 Unit 5: Do You Really Need It?

Vocabulary

Question type: Fill in the Blank

Complete each sentence with a word from the box.

brand	exclusive	formula	sophisticated
consumer	logo	revolutionary	intended

1. A secret _____ is used for the new shampoo that is being advertised everywhere.

2. A _____ is a person who buys things.

3. That restaurant has a very well-known _____. People, all over the world, recognize the picture and associate it with the restaurant.

4. TV commercials are _____ for a wide range of consumers. Highly specialized goods are advertised in special publications or exclusive campaigns.

5. Our company has _____ rights to this product. No other company can sell it.

6. Advertisements for expensive cars and designer goods, target wealthy and _____ consumers.

7. The personal computer was a _____ product. It changed the lives of millions of people.

8. This is my favorite _____ of shampoo. I never use a different kind.

Grammar

Question type: Multiple Choice

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

9. I bought two bottles of soap _____ they were on sale.

- A. because
- B. because of
- C. in order to
- D. so that

10. All I want to do is sit and watch television _____ there is nothing good on. I am too tired to do anything else.

- A. so that
- B. since
- C. if
- D. even if

11. Please take your cell phone _____ you need it.

- A. even if
- B. in case
- C. unless
- D. because of

12. You can find a coffee shop _____ you go.

- A. in order to
- B. in case of
- C. wherever
- D. where

13. He drove slowly _____ the rain.

- A. because of
- B. because
- C. now that
- D. everywhere

14. I brought my computer _____ I could use the Internet.

- A. in order to
- B. now that
- C. so that
- D. because of

15. Let's go home _____ we are done with the work.

- A. unless
- B. now that
- C. so that
- D. in order to

Reading

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

Advertising in a Global Market

These days we live in a global marketplace. Just look inside your refrigerator. You may have bought all of your food from your local grocery store, but in reality, your bananas came from Costa Rica, your chocolate is from Switzerland, your orange juice might be from South Africa, and your meat might be from Argentina. And your refrigerator may contain the exact same foods as the refrigerator of someone else on the other side of the world. Also, you are probably wearing the same clothing brands as a person on the other side of the world and maybe watching the same TV program. In a global marketplace, consumers all over the world can buy and use the exact same products.

In order to be successful today, companies need to be transnational. They must operate and sell products in many different countries, and their products must compete with products from all over the world. Advertising companies are faced with the challenge of marketing their products to appeal to consumers in many different countries. In some cases, products that are extremely successful in one part of the world do not sell at all in another part of the world. This is often due to failed advertising campaigns. Advertisers must take the time to research each individual country so that they can find out what will be successful in that country and what kind of advertising the people will respond to.

16. In a global marketplace, people all over the world _____.

- A. can buy the same products
- B. can work in different countries
- C. can eat local fruit
- D. can grow the same foods.

17. A failed advertising campaign might cause products _____.

- A. to taste bad

- B. to not be delivered
- C. to not sell
- D. to not work

18. Some _____ of clothing are sold in the U.S., Europe, and Asia.

- A. consumers
- B. brands
- C. logos
- D. formulas

19. You can buy many of the same products _____ you go in the world.

- A. since
- B. because
- C. where
- D. wherever

20. _____ the global economy, companies have to work harder to compete.

- A. Since
- B. Unless
- C. Because of
- D. In case

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. Cursive writing requires training that is only available in a few schools..

22. As learners get older they become less interested in handwriting.

23. Most adults are able to form letters smoothly and evenly.

24. Handwriting is a distinct identifying feature of individuals, still valued by graphologists.

25. Handwritten notes of famous authors and artists are no longer valued by collectors. .

26. The computer seems really restricted and restricting compared to handwriting.

27. Pen and paper tests require good handwriting skills.

Form, Meaning and Function

Question type: Multiple Choice

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

28. Adverts sometimes persuade people to buy things they don't really need. If you are easily persuaded, _____ switch off your TV when the commercials come on.

A. you shouldn't

B. you should

C. don't need to

D. you needn't

29. Unless you really need it, you _____ it.

A. should buy

B. will buy

C. shouldn't buy

D. can't buy