# Unit Test 5

Answer all thirty questions. There is one mark per question.

#### VOCABULARY: ADVERTISING MEDIA AND METHODS

1 Complete sentences 1-10 with answers a), b) or c).

I A lot of local businesses \_\_\_\_\_\_ adverts in our newspaper.

a) endorse b) target c) place

2 Creating clever and memorable \_\_\_\_\_\_ such as 'Mr Muscle loves the jobs you don't' is the job of advertising agencies.

a) slogans b) flyers c) samples

3 The company's new global advertising campaign, which will \_\_\_\_\_\_
in Japan, Europe and the US, will cost \$3m.

a) promote b) run c) sponsor

a) banner b) viral c) outdoor

5 Through blogs and services such as Facebook and Twitter, companies are able to more directly with consumers.

a) endorse b) exhibit c) communicate

6 If you would like more information, please help yourself to one of our

a) leaflets b) pop-ups c) billboards

7 An effective advert is one that \_\_\_\_\_\_ the consumer to buy the product or service it advertises.

a) influence b) promotes c) persuades

8 The bulk of mobile advertising is still focused on \_\_\_\_\_\_ ads and text messages, but some companies are experimenting with offering free video clips supported by ads screened before and after.

a) target b) banner c) point-of-sale



# **Market Leader Intermediate Answer Key Unit 5**

**Norman Whitby** 

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