

Name: _____ **Date:** _____

Part 1
Vocabulary

Circle the best answer to complete each sentence.

1. The color red ____ a sense of energy and danger.
A) identifies
B) reacts
C) communicates
2. The ____ reason most people buy a product is they like the way it looks.
A) primary
B) percent
C) summary
3. Companies spend a lot of time and money ____ why customers buy products.
A) communicating
B) analyzing
C) summarizing
4. Some people buy a product because they ____ with the people in the ad.
A) communicate
B) identify
C) react
5. The company decided to change its ____ after sales fell by 15% last year.
A) image
B) summary
C) percentage
6. Most customers have a strong ____ to a new smartphone. They want it.
A) communication
B) image
C) reaction

Circle the correct word form to complete each sentence.

7. Some people are better at ____ their thoughts and feelings in writing.
A) communicate
B) communicated
C) communicating
8. The president asked her sales team to ____ why sales are falling this year.
A) analyze
B) analyzed
C) analyzing
9. Our professor asked us to ____ the lecture for homework.
A) summary
B) summarize
C) summarizing
10. ____ too quickly when you are angry can result in an argument.
A) React
B) Reacting
C) Reaction

Use five of the words in the box to complete the sentences.

analyze	communicates	identify	images
percent	primary	react	summary

11. The hamburger ads show _____ of healthy people, even though the food is bad for you.
12. From 2007 to 2011, the number of cars purchased by young people fell almost 30 _____.
13. A successful ad _____ the benefits of a product to the target audience.
14. The professor asked us to write a brief _____ of the book *Selling the Invisible*.
15. People like red and black, but they _____ negatively to red print on a black background.

Part 2
Listening

Listen to the presentation. Circle the best answer to complete each sentence.

16. Subliminal messages are directed at our ____.
- A) conscious mind
 - B) unconscious mind
 - C) memories and experiences
17. James Vicary said that he ____ during a movie.
- A) ate popcorn and drank Coca-Cola
 - B) made an announcement
 - C) displayed slogans very fast
18. Traditional advertising includes ____.
- A) slogans and logos
 - B) TV and newspaper ads
 - C) blogs and social media
19. Millennials are people who were born ____.
- A) during the 1950s
 - B) before 1980
 - C) between 1980 and 2000

Listen to the presentation again. As you listen, match the ordinal number in the first column with the information in the second column. Write the letter on the line.

____ 20. First,	A. use gimmicks, or tricks.
____ 21. Second,	B. use colors to represent feelings and values.
____ 22. Third,	C. repeat an image, logo, or jingle.
____ 23. Fourth,	D. use music to attract the target audience.

Write the percentage to complete each sentence.

24. About _____ percent of Millennials are non-white.
25. _____ percent speak a language other than English at home.
26. More than _____ percent of Millennials own smartphones and check their phones about 45 times per day.

Inside Listening and Speaking 1

Unit 3 Assessment

INSIDE LISTENING AND SPEAKING 1

Write the statistics in the box in the correct column of the chart.

More than half	1,300	33%	one-quarter
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Numbers	Percentages	Fractions	Other expressions of quantity
(27.) _____	(28.) _____	(29.) _____	(30.) _____

Part 3

Speaking

Write notes for a one-minute speech about the effect that advertising has on you. Then present your speech to the class.

- Do you notice or ignore ads?
- Did an ad ever make you want to buy a product?
- Do you check your social networks before you buy something?
- Is the brand important to you?