

Unit 3 Assessment**Match each word to its definition.**

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|-----------------------|---|--|
| 1. popular (adj) | ● | ● a. to direct or point at |
| 2. encourage (v) | ● | ● b. difficult to understand or explain |
| 3. complicated (adj) | ● | ● c. liked by many people |
| 4. aim (v) | ● | ● d. to make more likely to do something |
| 5. figure out (v phr) | ● | ● e. to understand or to find an answer |

(5 points)

Complete each sentence with the correct form of a word from the box.**Two words are extra.**

audience	character	commercial	customer	image	message	result
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6. The advertisement uses a beautiful _____ of a happy family.
7. Advertisements always share an important _____—something they want people to know—about the product.
8. A lot of advertisements use well-known _____ like tigers or superheroes to sell to families with children.
9. It's important for a company to know what its _____ want to buy.
10. Companies pay more money to show their _____ during the times when many people watch TV.

(5 points)

LEVEL 1

ASSESSMENT

Write the noun form of each verb.

11. inform _____

(1 point)

12. advertise _____

(1 point)

13. organize _____

(1 point)

Listen. Choose *True* or *False*.

14. Anna is an employee of a skincare company.

- a. True
- b. False

15. Social media influencers work with famous people.

- a. True
- b. False

16. Anna chooses products that she knows will attract her audience.

- a. True
- b. False

(3 points)

Listen. Choose the correct answer to each question.

17. In her work as a social media influencer, Anna ...

- a. sells products on the Internet.
- b. posts on a company's website.
- c. provides links for people to buy products.

LEVEL 1

ASSESSMENT

18. Anna's work is different from commercials with famous people because ...
- a. she aims the advertisements at a special audience.
 - b. her audience chooses the products they want to see.
 - c. people don't know who she is.
19. Something that is very important to Anna is ...
- a. skin care.
 - b. health.
 - c. the environment.
20. Anna recently made a series of videos that ...
- a. talked about testing products on animals.
 - b. showed the results of skincare products.
 - c. showed her design for a new product.
21. Anna is successful when ...
- a. she makes a video every day.
 - b. people get a special discount.
 - c. sales of the product go up.

(5 points)

Listen. Choose the correct category for each ad.

22. Pizza restaurant
- a. Search ads
 - b. Display ads
 - c. Email ads
23. Hotel discounts
- a. Search ads
 - b. Display ads
 - c. Email ads

(2 points)

LEVEL 1

ASSESSMENT

Listen. Which word has the aspirated *p*, *t*, or *k*?

24. a. opinion
b. open

(1 point)

25. a. stop
b. top

(1 point)

26. a. king
b. book

(1 point)

27. a. presentation
b. sleep

(1 point)

28. a. tall
b. water

(1 point)

29. a. encourage
b. skill

(1 point)

Choose the correct verb form to complete each sentence.

30. They _____ a commercial for their latest product.
a. are making
b. make

(1 point)

LEVEL 1

ASSESSMENT

31. Prices _____ this year.

- a. go up
- b. are going up

(1 point)

32. She _____ on Fridays.

- a. isn't working
- b. doesn't work

(1 point)

33. Class _____ at noon every day.

- a. is ending
- b. ends

(1 point)

34. _____ down these days?

- a. Are sales going
- b. Do sales go

(1 point)

Complete the statements with the simple present or the present continuous of the verb in parentheses. Use contractions when possible.

35. They _____ (offer) a sale of 50% off, this week only.

(1 point)

36. He usually _____ (have) a lot of questions.

(1 point)

37. They _____ (not work) in the office this week.

(1 point)

38. We _____ (enjoy) our time at the beach.

(1 point)

LEVEL 1

ASSESSMENT

39. I _____ (not like) the colors in this image.

(1 point)

Complete each conversation with a phrase from the box. Two phrases are extra.

exactly	no, I said that we should cut costs	you explain	you mean
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40. A: Could you _____ that?

B: Sure. In other words, we need to rethink the colors in this image.

41. C: Do you mean we should spend more on advertising?

D: _____. By spending more on ads, we can reach more people and sell more products.

(2 points)

Read the question. Think about how to respond. Then speak for up to 60 seconds.

42. Think about an advertisement. What is the product or service? Who is the audience? What makes the advertisement stand out?

(3 points)