Unit 6 Review questions for the Upper Intermediate Coursebook

1) Which group of words all collocate with advertising?
   a) space, agency, campaign
   b) placement, audience, print
   c) advert, TV, target

2) A good advertising campaign ________ its message to its target audience.
   a) informs
   b) says
   c) communicates

3) Advertising by phone call is also called ...
   a) hard sell.
   b) telemarketing.
   c) publicity.

4) Product placement means ...
   a) putting a product at the entrance to a supermarket.
   b) arranging for a product to appear in a film or TV programme.
   c) securing the product’s position on the market.

5) ________ on advertising increases every year.
   a) To spend
   b) Spent
   c) Spending

6) Many celebrities earn money by ________ products in the media.
   a) endorsing
   b) endorsed
   c) endorsement

7) We plan ________ the teenage market.
   a) target
   b) targeting
   c) to target

8) My boss asked me to ________ the stand at the trade fair.
   a) set up
   b) put on
   c) make over

9) When he’s telling a story, it takes him ages...
   a) to cut a long story short.
   b) to get to the point.
   c) to turn it out.

10) A successful advertising campaign relies on the art of ...
    a) persuasion.
    b) exhibition.
    c) endorsement.