PRUEBA/PROVA: BRAND FANS

EXAM and ANSWERS including SMART TIPS

BRAND FANS

One look at the logo on your T-shirt and people know that you 'just do it'. The three stripes on your trainers tell everyone that 'impossible is nothing' for you. But those signs send another message to the world: you're a brand fan.

In the past, advertising focused on product quality, but advertisers discovered that people don't discuss what their sports gear is made of. They talk about Nadal's victories and Messi's goals: in other words, experiences. As a result, some companies stopped making products and started creating experiences.

Today, factories in the developing world make the products, while the companies make sure that consumers associate their brands with success. This involves using marketing techniques that appeal to their biggest customers: teenagers.

Today's teenagers are relatively wealthy and, consequently, companies work hard to attract their custom through the internet and by sponsoring special events. There are Facebook pages to visit, and events such as pop concerts that provide the 'lifestyle experiences' the company wants customers to associate their brand with. In fact, companies want teenagers to see their brands as celebrities, not as products.

But a celebrity image can have negative consequences for a brand. News about brands, good or bad, is now celebrity news, not business news. When some companies were discovered using workers in sweatshops, it was headline news. As a result, if companies want people to love their brands, they will have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take their custom elsewhere.

I. READING COMPREHENSION (2 POINTS: 0.5 points for each correct answer)

Add TRUE or FALSE and copy the evidence from the text to support your answer. NO marks are given for only true or false. NO marks are given for "V".

1. Companies used to talk about sporting achievements in their advertisements.
   False. Suggested answer: Companies used advertisements to say how good the materials were in their products. (OR 'In the past, advertising focused on product quality … ') (paragraph2).

2. Companies create advertising that they hope teenagers will like.
   True. Suggested answer: Companies try and sell a lifestyle experience and use the social media channels that teenagers use (paragraph 4).

3. News about brands has less impact these days.
   False. Suggested answer: News about brands is now celebrity not business news, so it appears on the front page. (OR 'News, good or bad, is now celebrity not business news.')(paragraph 5).

4. Brand loyalty depends less on the quality of the product than it used to.
   True. Suggested answer: Years ago the success of a product was due to the quality of the product but nowadays this has changed and the focus is on the lifestyle rather than the quality. (paragraph 2).

II. Lexicon / Phonetics

A. LEXICON (1 POINT: 0.25 points for each correct answer)

Find words or phrases in the text that mean the same as these given.

1. Symbol
   logo
2. Rich
   wealthy
3. Trade
   custom
4. Factory
   sweatshop

B. PHONETICS (1 POINT: 0.25 points for each correct answer)

1. Write a word from the text that includes the same dipthong sound as "like"/ aɪ/. *stripes*
2. How is the "th" pronounced in "they", /θ/ or /ð/? *It is pronounced /ð/*
3. How is the "-s" pronounced in "celebrities", /s/, /z/ or /ɪz/? *It is pronounced /s/*
4. Write a word from the text that includes the same dipthong as "wait" /eɪ/ *make*

SMART TIP: reading the whole text to find the right sound
There will probably be several correct answers for pronunciation questions. Do not worry if you cannot find a correct answer straightaway. Continue reading the whole text carefully and slowly until you find the answer you need. Try "saying" the words in your head until you find one with the same sound.
Make sure that you revise phonemes before your final examinations.

III. USE OF ENGLISH (3 POINTS: 0.5 points for each correct answer)

Rewrite the following sentences starting with the words given:

1. He couldn't swim until he was in his twenties.
   He wasn't *able to swim until he was in his twenties.*

2. You never enter competitions so you'll never win anything.
   If you entered competitions *you might win something.*

3. Experts estimate that most people now have access to the internet.
   It is *estimated that most people now have access to the Internet.*

4. It's the most beautiful painting I've ever seen.
   I have *never seen such a beautiful painting.*

5. I've got to reduce the number of sweets I eat.
   I must *cut down on the number of sweets I eat.*

6. 'I didn't break the window,' said the boy.
   The boy *denied breaking the window.*

SMART TIP: checking verb forms in transformations
Remember to revise conditional forms and other major grammar points (including tenses, reported speech, relative clauses, modal verbs, and the passive) in preparation for your examination. See your course book for more information.

IV. COMPOSITION (3 POINTS)

Write a composition of between 100 and 125 words on the following topic:
'Shopping at shopping centres is fun.' Discuss.

Suggested answer:
For most families, shopping for necessities is a daily routine. However, shopping centres do their best to make shopping entertaining.
People often visit shopping centres to buy non-essential goods. This is the kind of shopping people enjoy. Furthermore, there are restaurants and cinemas so a trip to a shopping centre can become a day out. Unfortunately, these facilities attract enormous crowds. Moreover, you find the same shops in every centre and it's impossible to find anything original.
In my opinion, shopping centres are great if you like buying from well-known chain stores, eating fast food and watching blockbuster films. However, if you want something different, you'd better stay away!

SMART TIP: using information from the reading text
Often, a writing task will ask you to write about a similar topic to the text you have just read. It is a good idea to read the text again carefully for ideas. However, be careful: you should not copy information directly from the text. You must always use your own words, and try to add some of your own ideas too.