PRUEBA/PROVA: BRAND FANS

EXAM

- No se permite el uso de diccionario ni de ningún otro material didáctico.
- Las preguntas deberán ser respondidas en Inglés.
- Duración de la prueba: 1 hora y 30 minutos.
- Esta hoja **no** se entrega.

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 T or F.

1. Companies used to talk about sporting achievements in their advertisements.
2. Companies create advertising that they hope teenagers will like.
3. News about brands has less impact these days.
4. Brand loyalty depends less on the quality of the product than it used to.

II. LEXICON/PHONETICS (2 POINTS)

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
2. Rich
3. Trade
4. Factory

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/.
2. How is the “th” pronounced in “they”, /θ/ or /ð/?
3. How is the “-s” pronounced in “celebrities”, /s/, /z/ or /ɪz/?
4. Write a word from the text that includes the same dipthong as “wait" /eɪ/

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…….
2. You never enter competitions so you'll never win anything.
   If you entered competitions .....
3. Experts estimate that most people now have access to the Internet.
   It is .....
4. It's the most beautiful painting I've ever seen.
   I have.....
5. I've got to reduce the amount of sweets I eat.
   I must .....
6. 'I didn't break the window,' said the boy.
   The boy .....

IV. COMPOSITION (3 POINTS)

Write a composition of at least 125 words on the following topic:
‘Shopping at shopping centres is fun.’ Discuss.