

PRUEBA: BRAND FANS

ANSWER KEY – including SMART TIPS

1. Choose the correct answer a, b or c. (3 points; 0.5 points each)

1. Logos on your clothes tell others that you ...
a. love wearing brand names.
b. can do anything.
c. only wear high-quality clothes.
2. Which of the following statements is true?
a. Nadal and Ronaldo always wear the same brand.
b. Adverts used to concentrate on how good quality a product was.
c. People used to talk more about what their sports equipment was made of.
3. Factories in the developing world ...
a. create advertising for brands.
b. make products for companies.
c. have stopped making products for companies.
4. Which statement is true?
a. Teenagers today are fairly well off financially.
b. Most teenagers have wealthy relatives.
c. Companies find it hard to attract teenagers to their products.
5. Companies organize pop concerts so that teenagers ...
a. will associate their brands with cool activities.
b. will spend a lot of money on products available at these events.
c. can meet celebrities.
6. People will continue to love a brand if ...
a. companies are always in the news.
b. celebrities keep buying the brand.
c. companies work in an ethical manner.

SMART TIP: answering questions with three options

When answering questions that offer three possible answers, first read the question and find the part of the text that it refers to. Reread that part of the text and see if you can answer the question before you look at the options. This will help you to choose the correct option and avoid being 'tricked' by options that use vocabulary from the text but are wrong.

2. Answer these questions in no more than 5 words. (1 point, 0.25 each)

- a. What did advertisements focus on in the past? *The quality of a product.*
- b. Why is it so important for teenagers to like a brand's advertising techniques? *They're their biggest customers.*
- c. Why do companies want to attract teenagers? *They have money to spend.*
- d. What will happen if companies act unethically? *People won't buy their products.*

3. Find a word in the text for these definitions. (1 point, 0.25 each)

- a. symbol (paragraphs 1 & 5) *logo*
- b. rich (paragraph 4) *wealthy*
- c. trade (paragraphs 4 & 5) *custom*
- d. factory (paragraph 5) *sweatshop*

SMART TIP: deciding on the meaning of a word

If you're not sure about the meaning of a word, re-read the sentence (and, if necessary, the paragraph) in which it appears in the reading text, and use the context to help you. For example, in the first paragraph, the word 'logo' refers to something on a T-shirt. The rest of the paragraph talks about the 'stripes' on trainers and refers to both 'logo' and 'stripes' as signs. The context should help you to realize that 'logo' is a kind of symbol.

4. Rephrase the following sentences so that their meaning is as similar to the original as possible. (1 point, 0.25 each)

- a. He asked me what kind of message my clothes sent to the people around me.
[reported speech]
- b. In the past, tennis rackets were made of wood / were made using wood.
[passive / made of]
- c. The products, which are made in the developing world, are associated with success.
/ which are associated with success, are made in the developing world.
- d. We would have been proud of the company if they had admitted making a mistake.
[3rd conditional / proud of]

5. Write an essay of 150 words on this topic: Shopping at shopping centres is fun. There are many ways that shopping centres can be entertaining. Do you agree? (specify the number of words at the top right-hand side of your essay). (3 points)

For example:

155 words

For most families, shopping for necessities is an important part of their daily or weekly routine. However, shopping centres have been doing their best to turn shopping into a form of entertainment. People often visit shopping centres to buy non-essential goods. This is the kind of shopping a lot of people enjoy. Furthermore, there are restaurants, cinemas and activities for children, so a trip to a shopping centre can often become a day out for the whole family.

Unfortunately, all these attractions mean that shopping centres often become extremely crowded. This can make shopping more difficult and not fun at all. Moreover, you always find the same shops in every centre and it's virtually impossible to find anything original.

As far as I'm concerned, shopping centres are great if you like buying goods from well-known chain stores, eating fast food and watching blockbuster films. However, if you're looking for something different, you'd better stay away!

6. You have just bought a product that is your favourite brand. Write a message to your friend Lisa telling her what you bought, how much it cost and why you like it so much (write between 35 and 50 words). (1 point)

For example:

Hi Lisa! I'm at the shopping centre with my mum. Guess what! I just bought those new Adidas trainers I was telling you about! They were on sale for [pound sign] 65. They'll look great with the clothes you bought me for my birthday!

SMART TIP: organizing your writing

Before you start writing, make a list of all the things connected to the title that you can think of. Choose which things you want to write about and organize your ideas into three or four paragraphs: an introduction, the main part, and a summary.