

PRUEBA: BRAND FANS

ANSWER KEY – including SMART TIPS

1. Read the text and choose the best option (A, B, or C) for items 1.1 to 1.4. On your answer sheet, draw a table like the one below and, for each item, copy only the letter that corresponds to your answer (A, B, or C). Use CAPITAL LETTERS. [Score: 4 items x 5 marks = 20 marks]

1.1	1.2	1.3	1.4
A	B	A	C

2. Complete each sentence with information from the text but using your own words (about 10–15 words of your own per sentence). DO NOT COPY LITERALLY from the text nor from statements 1.1 to 1.4. Write the two sentences on your answer sheet. [Score: 2 items x 5 marks = 10 marks]

2.1 In the past advertising ... *focused on the quality of the product.*

2.2 Teenagers are important to companies because ... *they have money to spend.*

SMART TIP: checking grammar and spelling

When you have to complete a sentence, there might be several correct answers (this answer key only contains suggested answers: other correct answers may be possible). However, any completed sentence *must* have the correct grammar and spelling, as well as the correct meaning. Make sure that you read your answer carefully afterwards to check that it makes sense.

3. Complete the text choosing the best option (A, B, or C) for each gap (1–15). On your answer sheet, draw a table like the one below and, for each gap (1–15), copy the letter that corresponds to your answer (A, B, or C). Use CAPITAL LETTERS. [Score: 15 items x 1 marks = 15 marks]

SMART TIP: reading the instructions

Remember to read any instructions carefully before you answer a question. In this exercise, you are asked to write your answers in a table that you draw. Make sure you follow these instructions, and do not copy out the whole text.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
C	C	A	C	B	A	C	A	B	C	A	B	C	A	B

4. Finish each sentence so that it keeps the meaning of the sentence printed before it and includes a clear change of linguistic structure. COPY THE COMPLETE SENTENCES (including the beginnings already given to you) onto your answer sheet. [Score: 3 items x 5 marks = 15 marks]

4.1 The librarian gave me the password yesterday.
I *was given the password by the librarian yesterday.*

4.2 The film was so scary that I couldn't watch it.

It *was such a scary film that I couldn't watch it.*

4.3 'Please take a seat,' he said.

He told *me to take a seat.*

SMART TIP: recognising the structural change

Read the original sentence carefully. Then look at the beginning of the new sentence you need to complete. Ask yourself which structural change the item tests (eg active to passive, conditional, gerund/infinitive, reported speech, idiomatic expression). Bear in mind the grammar rules needed to complete the new sentence correctly.

5. Opinion Writing. Teenagers these days are too concerned with brand names. Do you agree? WRITE AN OPINION TEXT of about 120 words. Make sure you provide the necessary arguments to convince the reader of your opinion. Write your text on your answer sheet. [Score: 40 marks x 1 item = 40 marks]

For example:

It is often said that nowadays teenagers place too much importance on the brand name products. The question is, however, is this always true?

On the one hand, many teenagers insist on wearing only certain brands. They might like one brand more than others because they like the lifestyle that is associated with it. Maybe their friends buy this brand, or they admire celebrities that also buy or promote it. As a result, buying the brand gives them a sense of identity.

On the other hand, many teenagers have a strong sense of their own identity. Consequently, they do not feel the need to always buy a particular brand.

In conclusion, many teenagers are concerned by the brand name of products they buy. However, in my opinion, this is not true for all teenagers.

SMART TIP: brainstorming ideas

Sometimes, you might need to think of different ideas to those given in the text. Always brainstorm ideas before you write. Here, the topic is 'brands', so write down all you can think of on the topic. When you have finished, select the best ideas and expand on these in your essay.

When you are studying for your examinations, it is a good idea to revise topic sets of vocabulary to help you prepare for this type of question. For example, words in the topic set 'brands' include *advertise (v)*, *advertisement (n)*, *marketing (n)*, etc.