

PRUEBA: A LICENCE TO SELL

ANSWER KEY – Including smart tips

1. Read the text and choose the best option (A, B, or C) for items 1 to 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
C	A	C	B

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 \$45 million ... *has been spent on product placement in Bond films / has been paid by advertising companies for product placement in Bond films.*

2.2 Critics say ... *that people will get tired of product placement and will look for another type of entertainment to replace watching films.*

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]

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

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 This is the first time I've seen this film.
I ... *haven't seen this film before.*

4.2 It's no use fixing that old video recorder.
There's ... *no point (in) fixing that old video recorder.*

4.3 She'll come with us as long as we go shopping afterwards.
Provided ... *we go shopping afterwards, she'll come with us.*



5. Do you think that we are influenced by advertisements? 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:

Advertising surrounds us wherever we go. Sometimes it feels that it is impossible to escape it.

In my opinion, the fact that we constantly see advertising has an effect on our behaviour. Seeing certain products or brands constantly can make them seem natural to us. As a result, we might think that we need the product or brand. This often leads to us buying products that we don't need or even want.

Advertising also has a great influence on what is considered fashionable, whether it's clothing, electronic gadgets or popular culture. Two products can be almost exactly identical, but if one is currently being advertised, we are convinced it is better than the other one.

In conclusion, I believe that advertisements greatly influences us and what products we choose to buy.

SMART TIP: giving an opinion

When you have to give an opinion, remember to use useful opinion expressions to introduce your ideas. For example, I think / believe (that) ... , In my opinion, In my view, It seems to me that