

PRUEBA: BRAND FANS

ANSWER KEY – including SMART TIPS

1. Answer these questions about the text. Use your own words whenever possible. (2 points: 1 point each)

1. What do the logos you wear clearly tell people?

Suggested answer: They tell everyone that you like buying branded products.

2. What did advertisers discover about people's conversations?

Suggested answer: Advertisers found out that people prefer to talk about sport and popular entertainment rather than what trainers are made of.

SMART TIP: answering open questions

When answering open questions, try to use your own words. Find the information you need in the text and see if you can think of any synonyms, especially for the verbs and the nouns. Also make sure that you write complete sentences in your answers, not just notes.

2. Read the following statements, decide whether they are true or false and justify your answer by quoting evidence from the text. (2 points: 0.5 points each)

1. Companies used to talk about sporting achievements in their advertisements.

False. 'In the past, advertising focused on product quality ...'

2. Companies create advertising that they hope teenagers will like.

True. 'This involves using marketing techniques that appeal to their biggest customers: teenagers.'

3. News about brands has less impact these days.

False. 'News about brands, good or bad, is now celebrity news, not business news.'

4. Sometimes news events can damage the reputation of some brands.

True. 'But a celebrity image can have negative consequences for a brand ... When some companies were discovered using workers in sweatshops, it was headline news.'

SMART TIP: answering 'true or false' questions

'True or false' questions often use the same vocabulary that appears in the text so the sentence appears correct. However, the tense in the question may be different to the tense used in the text.



3. Find in the text the word or group of words which match these definitions. (1 point: 0.2 points each)

- a. a symbol
logo (paragraphs 1 / 5)
- b. an adjective meaning 'rich'
wealthy (paragraph 4)
- c. trade
custom (paragraphs 4 / 5)
- d. a factory which pays very low wages
sweatshop (paragraph 5)
- e. famous people
celebrities (paragraph 4)

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. Complete the text using the correct words from the box below. There are two words that you won't need. (2 points: 0.25 points each)

The type (a) *of* brand that we choose to (b) *buy* often tells us something (c) *about* the person. Some people (d) *don't* like brands and try to avoid buying brands (e) *which* are well known because they don't (f) *want* to feel that they are (g) *being* labelled. Other people think (h) *that* brands are important and that they reflect different values.

that of buy other which about are want don't being



5. Write a composition of between 150–200 words on ONE of the following topics: (3 points)

Many different answers are possible. Here are two suggested models.

1. 'Shopping at shopping centres is fun.' Discuss.

For most families, shopping for necessities is a daily or weekly routine. However, shopping centres have been doing their best to turn shopping into an 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 are extremely crowded. 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!

2. Why are some brands so popular with teenagers?

Companies create brand images that attract different groups of consumers. Teenagers have money to spend and have become a target for companies that make clothing, electronic gadgets and soft drinks.

Image is important to teenagers and companies know this. They give their brands a fashionable image by using music or celebrities in their advertisements. They hope that teenagers think their brands will make them cool and buy them.

However, teenagers don't buy things just because they're cool. The quality of the product is important, too. A brand will be successful with teenagers if they think it is fashionable and has good products.

In conclusion, I think some brands are popular with teenagers because they have a good balance of quality and image. Brands that only offer image are often ignored.

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.