

## PRUEBA: A LICENCE TO SELL

### ANSWER KEY – including SMART TIPS

1. Are the following statements TRUE or FALSE? Copy the evidence from the text. No marks are given for only TRUE or FALSE. (2 points)

- a. Companies used to talk about sporting achievements in their advertisements.  
*False. 'In the past, advertising focused on product quality ...'*
- b. Companies create advertising that they hope teenagers will like.  
*True. 'This involves using marketing techniques that appeal to their biggest customers: teenagers.'*

#### 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.

2. In your own words and based on the ideas in the text, answer the following questions. Do not copy from the text. (2 points)

- a. What do logos you wear clearly tell people?  
*Suggested answer: They tell everyone that you like buying branded products.*
- b. 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.

3. Find the words or phrases in the text that mean: (1 point: 0.25 points each)

- |    |                           |                  |
|----|---------------------------|------------------|
| a. | symbol (paragraphs 1 & 5) | <i>logo</i>      |
| b. | rich (paragraph 4)        | <i>wealthy</i>   |
| c. | trade (paragraphs 4 & 5)  | <i>custom</i>    |
| d. | factory (paragraph 5)     | <i>sweatshop</i> |

**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 following sentences. Use the appropriate form of the word in brackets when given. (2 points: 0.5 points each)**

- a. I *decided* (decide) not to apply to that university after I *had spoken* (speak) to my uncle.
- b. I didn't know where *to send* (send) the parcel to, so I *left* (leave) it on my desk.
- c. My sister trained *to be* (be) a journalist but she *hasn't worked* (not work) as one.

**Complete the following sentence to report what was said.**

- d. 'If I were you, I'd leave early.'  
She advised *me to leave early*.

**5. Write about 150–200 words on the following topic. (3 points)**  
'Shopping at shopping centres is fun'. Discuss.

**Suggested answer:**

*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!*

**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.