

## PRUEBA

### INSTRUCCIONES GENERALES Y VALORACIÓN

1. Lea todo el texto cuidadosamente.
2. Lea atentamente todas las preguntas de la prueba.
3. Proceda a responder en lengua inglesa a las preguntas en el papel de examen.

**TIEMPO:** 1 hora y 30 minutos.

**CALIFICACIÓN:** La puntuación máxima de la prueba es de 10 puntos.

## BRAND FANS

One look at the logo on your T-shirt and people know that you 'just do it'. The three stripes on your trainers tell everyone that 'impossible is nothing' for you. But those signs send another message to the world: you're a brand fan.

In the past, advertising focused on product quality, but advertisers discovered that people don't discuss what their sports gear is made of. They talk about Nadal's victories and Ronaldo's goals: in other words, experiences. As a result, some companies stopped making products and started creating experiences.

Today, factories in the developing world make the products, while the companies make sure that consumers associate their brands with success. This involves using marketing techniques that appeal to their biggest customers: teenagers.

Today's teenagers are relatively wealthy and, consequently, companies work hard to attract their custom through the internet and by sponsoring special events. There are Facebook pages to visit, and events such as pop concerts that provide the 'lifestyle experiences' the company wants customers to associate their brand with. In fact, companies want teenagers to see their brands as celebrities, not as products.

But a celebrity image can have negative consequences for a brand. News about brands, good or bad, is now celebrity news, not business news. When some companies were discovered using workers in sweatshops, it was headline news. As a result, if companies want people to love their brands, they will have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take their custom elsewhere.

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.
  - b. Companies create advertising that they hope teenagers will like.
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?
  - b. What did advertisers discover about people's conversations?

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

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

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

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

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

- d. 'If I were you, I'd leave early.'  
She advised \_\_\_\_\_

**5. Write about 150–200 words on the following topic. (3 points)**

'Shopping at shopping centres is fun'. Discuss.