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Assessments**Unit 7 Review Test 1****Section 1: Listening Part A**

 **Listen to the radio show about advertising. Then answer the questions.**

1. What advertising technique does the speaker say is effective?
 - a. showing the dangers of not using the product
 - b. using celebrities to recommend the product
 - c. using humor to catch the viewer's attention
2. Why does snob appeal persuade viewers to buy a product?
 - a. People enjoy feeling superior to others.
 - b. People want to spend less and get a bargain.
 - c. People are turned off by strong sales messages.

Section 1: Listening Part B

 **Listen to the radio show in Part A again. Listen for the underlined words. Then choose correct phrases to complete the definitions.**

3. A parody of a movie or other kind of media is _____.
 - a. an advertisement
 - b. a funny imitation
 - c. a scary scene
4. If a product is known for its exclusivity, it is _____.
 - a. average quality and price so that most people can buy it
 - b. high quality and expensive so few people can buy it
 - c. low quality but very cheap so everyone can buy it
5. If you tune out a message, you _____.
 - a. listen carefully
 - b. turn up the sound
 - c. don't listen

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Section 2: Vocabulary Part A**Choose the correct type of shopping to complete each sentence.**

6. I don't want to spend any money today; I just want to go **(window shopping / browsing / bargain hunting)** to see what the latest styles look like.
7. I plan to **(window shop / comparison shop / browse)** when I'm ready to buy a new sofa. I'll check multiple stores and online to find the absolute best price.
8. Lana isn't looking for anything specific. She just wants to **(bargain hunt / comparison shop / browse)** while her mother shops for a dress.
9. Have you been to the used clothing store downtown? You can find some amazing deals there. It's a great place to **(window shop / bargain hunt / comparison shop)**.

Section 2: Vocabulary Part B**Choose the correct verb to complete each sentence.**

10. My favorite actor claims that he loves this shampoo so he **(endorsed / proved / implied)** it.
11. Studies **(endorse / prove / imply)** our new cleaner cuts through dirt better than any others on the market.
12. The ad **(endorses / proves / implies)** this lotion will give you better skin in one week but doesn't actually say it.
13. In their new commercials, the restaurant is **(endorsing / proving / promoting)** a special two-for-one sandwich deal.

Section 3: Grammar Part A**Complete each sentence with the correct passive gerund form of the verbs in parentheses.**

14. Don't you resent _____ (force) to listen to the same commercials over and over again on the radio?
15. I hate _____ (not / tell) the truth in product ads. I think advertisers should be punished for making false claims.
16. The new CEO preferred _____ (not / take) around the office for introductions.
17. Doesn't everyone resent _____ (call) at home by salespeople?

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Section 3: Grammar Part B

Complete each sentence with the correct passive infinitive form of the verbs in parentheses.

18. Many shopaholics don't like _____ (criticize) by their family and friends.
19. Was Angie disappointed _____ (not / invite) on your shopping trip?
20. Most theater audiences like _____ (show) ads for new films while they are waiting for the movie to start.
21. Would you like _____ (inform) when the new model is released?

Section 4: Speaking Part A

Choose the correct language from the box to complete the conversation. There is one extra choice.

Long time no see I can't figure out what to get them
I'm sure you'll find something there
What's your budget What are you doing here You could try the department store

- A: Hey, Karen! What a surprise! I didn't expect to run into you here.
- B: Brian! Is that you? **22.** _____!
- A: Yeah. I haven't shopped here at the mall in a while.
- B: Me neither. I need to get an anniversary gift for my parents.
23. _____.
- A: Maybe I can help. **24.** _____?
- B: No more than \$50. They hate it when I spend a lot of money on them.
- A: **25.** _____. It's at the end of the mall.
- B: Good idea. I'll check it out.
- A: **26.** _____. They have a lot of nice stuff.

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Section 4: Speaking Part B**Choose the correct language to complete each conversation.****27. A:** Ted? Oh my goodness! Hi!**B:** Ana? _____! I haven't seen you in ages!

- a. I wish I knew
- b. What a surprise
- c. Maybe I can help

28. A: Which way are you headed?**B:** _____. I don't know the shops here very well.

- a. I wish I knew
- b. What a surprise
- c. Maybe I can help

29. A: I'm trying to find a gift for my boss. But I don't have any ideas.**B:** _____. What's your budget?

- a. I wish I knew
- b. Maybe I will
- c. Maybe I can help

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Section 5: Reading Part A

Read the article about spending habits. Then answer the questions, according to the information.

Five Expensive Habits of Bad Shoppers

We all love a good deal, but some bargain-hunting habits may actually be costing you money. In today's column I'll break down five habits of bad shoppers. Avoiding these common mistakes will help you get more bang for your buck—and keep more money in your pocket!

1. **Buying the cheapest available product.** Buying cheap products may seem like a good way to save money, but this is often only true in the short term. Generally, you get what you pay for. The least expensive products are usually of inferior quality, and you'll have to replace them so often that you'll end up spending more money in the long run.
2. **Jumping at a sale.** Retailers know that offering a discount is a good way to get customers to open their wallets. But is that sale price really a good deal? Some stores advertise an original price that's much higher than the product has ever sold for. Do a quick search online to see if you can get a cheaper price at another store. And don't let flashy deals tempt you to buy extra items. No matter the price, it's never a good deal if you don't need it in the first place.
3. **Taking a credit card offer to get a discount.** Many stores offer discounts in exchange for signing up for their credit card. Don't take the bait. Opening another credit account can ultimately lead to more spending and debt. If you have a credit card that offers you cash back or rewards points, use that instead, and pay off the balance every month to keep from going into debt.
4. **Signing up for store email lists.** Mailing lists can alert you when products you want go on sale but opening those messages may tempt you to shop more than you would have otherwise. One strategy is to create a separate email account just for shopping. Check it only when you're ready to pull the trigger on a specific purchase and want to see what deals are out there.
5. **Grocery shopping without a list or plan.** Without a shopping list, you'll probably end up buying things you already have or more food than you need. Some products, like produce, also cost more when they aren't in season. And fresh food will spoil if you don't use it fast enough. Making a grocery list based on planned meals with seasonal ingredients can help you buy only what you need—and save you money.

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30. How can buying the cheapest product available cause you to spend more money?
- a. The cheapest product is often poorly made and will need to be replaced more often.
 - b. The cheapest product is often just as well made as a more expensive product.
 - c. The cheapest product is often sold out, so you must buy a more expensive product.
31. Why is it dangerous to go into a grocery store without a shopping list?
- a. You will probably buy food that is unhealthy or low quality.
 - b. You will probably forget which items are on sale.
 - c. You will probably buy more food than you need.

Section 5: Reading Part B

Read the article in Part A again. Notice the underlined words. Then choose the correct phrase to complete the definitions.

32. If you get more bang for your buck, you get _____.
- a. more of something or better quality for the same amount of money
 - b. more of something or better quality for a higher price
 - c. angry after you pay too much money for your purchases
33. When you pull the trigger on a purchase, you _____.
- a. break it
 - b. buy it
 - c. delay buying it