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Assessments**Unit 7 Review Test 2****Section 1: Listening Part A**

||| Listen to the radio show about advertising. Then choose the correct answer to each question, according to the information.

1. What advertising technique does the speaker say is ineffective?
 - a. paying famous people to recommend the product
 - b. implying that the product, and those who use it, are superior to others
 - c. showing that bad things can happen if you don't use the product
2. Why does the speaker think that playing on hidden fears is not effective?
 - a. Viewers don't tend to be motivated by fear.
 - b. Viewers don't believe the information in the ad is true.
 - c. Viewers don't want to imagine themselves in scary situations.

Section 1: Listening Part B

||| Listen to the radio show in Part A again. Listen for the underlined words. Then choose the correct phrase to complete each definition.

3. A sales pitch is _____.
 - a. an ad that uses pro athletes to endorse the product
 - b. a message that will persuade people to buy the product
 - c. the year's most memorable ad campaign
4. If something is compelling, it makes you _____.
 - a. feel afraid and think of scary situations
 - b. turn away from it because it's not attractive
 - c. pay attention to it because it's so interesting
5. If something misses the mark, it _____.
 - a. fails to achieve a goal
 - b. is not easily remembered
 - c. is absent or late

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

6. Tammy enjoys (**window shopping / browsing / bargain hunting**) but rarely goes into the stores. She just likes walking along the sidewalk and admiring the displays.
7. I'm not sure if this is a good price. I'd better (**window shop / comparison shop / browse**) to see if I can get a cheaper price online.
8. I'm not planning to buy anything. I just want to (**bargain hunt / comparison shop / browse**) the store and see what the latest spring fashions are.
9. Owen plans to (**window shop / bargain hunt / comparison shop**) in the clearance section of the store to find some good deals.

Section 2: Vocabulary Part B**Choose the correct word to complete each statement.**

10. My favorite athlete (**endorsed / proved / implied**) these sneakers, so now I want a pair, too!
11. Studies (**endorse / prove / imply**) these vitamins will help you have more energy.
12. Although it doesn't clearly state this, the commercial (**endorses / proves / implies**) that eating a PowerUp energy bar will make anyone a great athlete.
13. The new clothing shop put up a sign (**endorsing / proving / promoting**) their spring sale. Everything is 30% off.

Section 3: Grammar Part A**Complete the statements and questions with the correct passive gerund form of the verbs in parentheses.**

14. I don't like _____ to listen to whatever music my brother is playing. (force)
15. Do you always believe that you're _____ the truth when you watch the news? (tell)
16. My son prefers _____ to school if the weather is nice. He likes to ride his bike. (not / drive)
17. Are you worried that your personal information is _____ secure when you shop online? (not / keep)

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Section 3: Grammar Part B

Complete the statements and questions with the correct passive infinitive form of the verbs in parentheses.

18. Who wants their web browsing _____ by annoying pop-up ads? (interrupt)
19. Tori loves _____ to the shopping mall with us. (invite)
20. I was angry _____ about the change of plans. (not / tell)
21. Do you like _____ to rate your shopping experience after you buy something online? (ask)

Section 4: Speaking Part A

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

I can't figure out what to get him I'm sure you'll find something there Is that you
It would seem inappropriate No more than \$50 What a surprise

- A: Hey, Stephanie! 22. _____! I didn't expect to run into you here.
- B: Alberto! 23. _____? Long time no see!
- A: Yeah. I haven't shopped here at the mall in a while.
- B: Me neither. I just stopped by to find a birthday gift for my husband.
24. _____.
- A: Can I help? What's your budget?
- B: 25. _____. We're trying to save money for a vacation.
- A: You could try the sporting goods store. It's on the second floor.
- B: Good idea. I'll take a look.
- A: 26. _____. They have great stuff.

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Section 4: Speaking Part B**Choose the correct language to complete each conversation.****27. A:** Chris! Is that you?**B:** Barbara? _____. I haven't seen you in ages!

- a. I wish I knew
- b. Is that you
- c. Can I help

28. A: I need to buy a gift for my dad.**B:** What's your budget?**A:** _____. I don't want to go overboard.

- a. No more than \$40
- b. What a surprise
- c. Maybe I will

29. A: If you need to buy a desk lamp, you could try the office store.**B:** _____. Thanks for the suggestion.

- 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 choose the correct answer to each question, 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. What does the article suggest you do before buying something on sale?

- a. Look for the original price that the product was sold for.
- b. Go online to compare prices at other stores.
- c. Check the sale ad to make sure the discount is correct.

31. What strategy does the article recommend about store email lists?

- a. Never sign up for any store email lists.
- b. Only sign up for email lists from stores you trust.
- c. Use a separate email account to sign up for email lists.

Section 5: Reading Part B

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

32. If you spend more money in the long run, it means you'll spend _____.

- a. more money eventually, over a period of time
- b. so much that you run out of money
- c. money on things that will last a long time

33. If you take the bait on an offer, you _____.

- a. get a discount
- b. buy a product
- c. fall for a trick