



EXTRA PRACTICE 1

Name:

Vocabulary

1 Match A to B.

A

1. People don't know enough about our **product**.
2. I have got a modest **budget**.
3. The shirts in the **shop display** were amazing.
4. We shouldn't work with that **advertising agency** again.

B

- a. I was **tempted** to buy one.
- b. We must **increase** their **awareness** of it.
- c. Its **strategies** weren't at all successful.
- d. The jacket is out of my **price range**.

2 Complete the sentences with the words below.

flyer ♦ goods ♦ purchase ♦ attract ♦ make ♦ free sample ♦ convey the message

1. The red dress in the shop window will immediately people's attention.
2. According to this, they are opening a new sports shop in the town centre.
3. Our advertising campaign will that the new bicycle is strong and reliable.
4. "I'd like to a smartphone, please."
5. Charlotte had never heard of the perfume, so the sales assistant gave her a
6. What of car did your father buy?
7. This company's are the best in the market.

Grammar

3 Choose the correct answer.

1. The new products **were introduced** / **are introduced** last month.
2. Fresh vegetables **isn't delivered** / **aren't delivered** to the local shop every day.
3. Today, advertising **is used** / **was used** by companies to increase their sales.
4. I bought that computer after it **advertised** / **was advertised** in the local newspaper.
5. I **wasn't tempted** / **are not tempted** to buy the shoes because they were quite ugly.

4 Complete the text with the verbs in brackets. Use the Present Simple Passive or Past Simple Passive.

The Grand Bazaar in Istanbul is one of the oldest and largest covered markets in the world. It ¹ (call) the Kapalicarsi in Turkish and it has got 60 streets with 5,000 shops. The bazaar ² (visit) by between 250,000 and 400,000 people every day. Construction of the bazaar ³ (begin) in 1455 and it opened in 1461. Its buildings ⁴ (damage) many times by fires and earthquakes, but each time they ⁵ (build) again. Many different kinds of goods ⁶ (sell) there today, like jewellery, ceramics, carpets and spices. Many people ⁷ (attract) by the antique shops where you can buy old furniture, watches, clocks and coins. It is easy to get lost in the bazaar, but once you find what you are looking for, you don't have to walk far. The bazaar ⁸ (organise) so that all the shops that sell the same products are in the same area.

5 Write questions with the words below. Use the Present Simple Passive or Past Simple Passive. Then answer the questions according to the information in Exercise 4.

1. What / the Grand Bazaar / call / in Turkish
Q:
A:
2. How many / visitors / expect / at the Grand Bazaar / each day
Q:
A:
3. When / the Grand Bazaar / open
Q:
A:
4. Why / the buildings / rebuild / many times / in the past
Q:
A:
5. What / types of things / sell / at the antique shops
Q:
A: