

Native English Academy

UNIT 7

Grammar and Vocabulary focus

Review of conditionals

Grammar reference

1 If you do that again, I would 'll/will scream. 2 correct
3 correct 4 If I were you, I wouldn't have told tell her
what he said. 5 correct 6 correct

2 1 (suggested answer) He doesn't try to force people to
buy things/no haggling.
2 patience, treating customers like kings, teaching
them

3 1 ask 2 get 3 would be 4 would, have

4 1 C 2 D 3 C 4 A

6 They are in urban centres and they let people use
the products.

7 1 If they could get them into the store, they had a
chance of converting them.
2 If the other companies had moved on from their
aggressive shark like approach ..., they would
probably represent much stronger competition for
Apple today.

8 1 had done, would understand
2 would be, had had
3 were/was, would have made
4 hadn't opened, wouldn't be
5 would have got, were/was
6 were/was, would have stopped
Sentences 1, 3, 5 and 6 could be written as third-
conditional sentences. Only sentence 6 has no change
in meaning.
Sentences 2 and 4 both make reference to the present.

Collocations: sales and marketing

11 He made sure his customers liked him.

12 1 retail 2 marketing 3 campaign 4 product
5 rapport 6 sales 7 mail 8 loyal

13 campaign, rapport

14 (Suggested answers) sales figures, sales conference;
product placement, product launch; mail order;
business acumen, business partner; customer service,
customer complaints, customer relations

Listening focus

Multiple choice (Part 3)

2 (Suggested answers)

- 1 first job
A frustrating, marketing skills
B satisfying, make a contribution
C challenging, work like this
D boring, didn't, design advertisements
- 2 celebrities used, campaign
A reacted, unreasonable
B old, take part
C shouldn't have allowed, photos
D disliked, poses
- 3 marketing course
A demanding, limited experience
B potentially useful, sense marketing
C limited relevance, current work
D lasting benefit, herself, clients
- 4 research, psychological effects, scents
A lost interest, girlfriend
B worried, used inappropriately
C discouraged, not, applied
D justified, interest, generate
- 5 scent marketing, not attract criticism
A directly connected, product
B not overpowering
C not accentuate, naturally occurring smell
D associated, find attractive
- 6 object, scent marketing
A aren't justified, undetectable
B don't respond quickly, dangers
C arguments against
D manipulated

3 1 B 2 A 3 D 4 D 5 A 6 C

4 1 B 2 E 3 A 4 C 5 F 6 D

Use of English focus

Multiple-choice cloze (Part 1)

- 1 sweet, sour, salty, bitter
- 2 Umami. For many years it was thought that people
couldn't taste umami.
- 3 See Exam Tip.
- 4 1 B 2 A 3 C 4 C 5 B 6 D 7 B 8 A

Vocabulary

collocations with go

- 6 1 bad, bald, bankrupt, deaf, downhill, grey, mad,
mouldy, off, sour
2 become
- 7 1 gone downhill 2 go deaf 3 gone mouldy
4 went bankrupt 5 going grey 6 gone off 7 gone
bald 8 goes mad

Reading focus

Gapped text (Part 7)

- 3** B
- 4 – 5** **2** **D** the paragraph before gap 2 gives two important *concerns* – the word that occurs at the beginning of paragraph D – that have to be balanced; *disastrous consequences* and *demise* in paragraph D are similar in meaning to *debacle* in the paragraph following gap 2.
- 3** **F** *single word or a combination of words* connects to *brand names*; *convey* is similar in meaning to *convince us*; *creamier*, *zippier*, *more refreshing*, and *more comfortable* are examples of *this kind of information*
- 4** **A** *Contemporary* contrasts with *ancient* and *not new*; *apparent connections* is similar in meaning to *correspondence*
- 5** **E** If scientists make attempts to *investigate* something they conduct a *study*. *Eighty per cent* is a research finding that can *confirm a hypothesis*.
- 6** **G** information about *dogs* connects to *we too use our voices and bodies*; *... all this work in linguistics and animal biology* connects to the previous two paragraphs

Vocabulary

working out meaning from context

- 7** **1** **A** interests (the linguists are not worried about a problem but want an answer to a question)
- 2** **B** surfaces (collocates with 'roughest and rockiest')
- 3** **A** absolute (a quality such as reliability cannot be transparent)
- 4** **B** multitude (the word qualities is a noun in the plural and must be preceded by an adjective)
- 5** **A** inherent (the qualities mentioned can be conveyed by the sounds so they are not hidden)
- 6** **A** hair (hackles is the name for hair on the back of an animal's neck)

Speaking focus

Collaborative task and discussion

(Parts 3 and 4)

agreeing and disagreeing

- 2** **1** Absolutely! Indeed it is. I couldn't agree more.
2 I'm afraid I just don't see it like that at all. Surely not!
3 We'll just have to agree to differ.
4 I can't argue with that, but ...
5 That's not quite the way I see it.
- 3** Absolutely! (reason: It's a clever way of warning people not to be taken in);
I can't argue with that, but ... (reason: we are still manipulated by the marketing industry); Indeed it is. (reason: poking fun at advertising robs it of some of its power);
I'm afraid I just don't see it like that at all. (reason: I'd really like to see at least one ad like this outside every shopping mall.);
We'll just have to agree to differ.

Grammar focus

Conditionals: advanced features

- 2** **1** A If I were to
2 C Should you
3 B If you happen to
4 D Had (inversion)

- 3** **1** If you were to inherit a lot of money, would you give up working?
2 Should you require assistance, contact a member of staff.
3 Had we interviewed a larger number of people, we would have obtained more reliable results.
4 If you happen to see Joe, can you remind him to give me a call?
5 If your brother were to phone me in the next couple of days, I might be able to arrange an interview.
6 Had I known working as a journalist was so demanding, I would have done something else.
- 4** **1** If the weather improves
2 if we won
3 unless
4 Provided
5 supposing
6 if

Writing focus

Report (Part 2)

formal language

- 2** yes
- 3** **1** While ...; Strange as it may seem, ...; On the one hand, ...
On the other hand, ...; Notwithstanding ...
2 respondents, participants, those surveyed, those whose opinions we sought
3 regard, considered
- 5** Model answer

Introduction

In this report I will provide a description of common types of advertising in Australia and present results of consumer responses to these. The final section makes recommendations for possible changes to increase the effectiveness of campaigns.

Common approaches

Television and radio continue to play an important part in advertising campaigns and celebrity endorsements often feature prominently. Print media, including billboards, posters and flyers, are also ubiquitous, especially in large cities. Some companies target consumers by giving away samples in public places and supermarkets, aggressive telemarketing or door-to-door sales. Many companies use social media strategies such as online competitions or special offers for 'likers'.

Consumer responses

I conducted an online survey with 200 Australian contacts. An overwhelming majority cited that they found telemarketing and door-to-door salespeople intrusive, annoying and rude. Nevertheless, over half admitted to buying something from someone through

one of these channels. People generally said that they liked advertising when it was suited to their interests or used humour. A number of respondents mentioned that they 'loved free stuff' and would tell others about something they had been given.

Recommendations

In light of the results above, I recommend the following:

- Make sure telemarketers and door-to-door salespeople have adequate customer service training.
- Target young people such as university students for giveaways as this will likely result in positive word-of-mouth advertising and online reviews.

Review

1 1 I had more money 2 she had got better 3 unless we save 4 I studied the piano for longer 5 you buy one, you can 6 wouldn't be necessary 7 you were to see 8 should you require

2 1 D 2 C 3 B 4 A 5 B 6 A

3 1 C 2 A 3 C 4 D 5 B 6 D 7 D 8 C