

Unit 5

Vocabulary Page 40

1 make, goods, strategy, budget, flyer

2 1. flyer 3. goods 5. budget
2. strategy 4. make

3 1. c 2. d 3. e 4. a 5. B

Tips:

1. shop display 4. convey a message
2. free samples 5. price range
3. advertising agency

4 1. products 5. tempted
2. increase 6. attract
3. awareness 7. purchase
4. strategy 8. convey the message

5 Your own answers

Grammar Page 41

1 1. are advertised 4. is distributed
2. is placed 5. are chosen
3. are sold

2 1. These cereals were advertised on TV.
2. An advert was placed in the newspaper once a week.
3. Most of their products were sold online.
4. A new flyer was distributed every month.
5. The products were chosen because of their make

3 1. Are ... made 6. is shown
2. aren't 7. was ... introduced
3. are ... created 8. was invented
4. Are ... set 9. is known
5. are ... placed

4 1. are used 6. was reheated
2. is placed 7. was directed
3. are attracted 8. was given
4. wasn't baked 9. aren't tricked
5. was made

5 1. Most of our shoes are bought by teenage customers.
2. Adverts aren't shown on the BBC.
3. Is a lot of ice cream sold in Iceland?
4. These products were advertised all over the world.
5. This cake wasn't baked here.

English in Use

1. made, c 3. used, d

2. grown, b 4. worn, a

Grammar Page 42

1 1. will be used 4. Will ... be sold
2. will ... be opened 5. will be received
3. won't be delivered 6. won't be advertised

2 1. Most products will be printed on 3D printers.
2. Money will be used for paying.
3. Clean air will be sold in polluted areas.
4. Most products will be manufactured by robots.
5. Fresh food will be grown in laboratories.
6. Clothes will be made of plastic.

3 1. will be attracted by the shiny packet
2. will be bought by young adults
3. will be delivered (to customers) by robots in the future
4. won't be tempted to buy more goods by these window displays
5. won't be accepted by this supermarket
6. be advertised in the local newspapers

4 1. were made 6. will ... be changed
2. weren't invented 7. will be created
3. was done 8. will be added
4. are stored 9. will be sent
5. are ... sold 10. will be shown

English in Use

1. There will always be shops that accept cash.
2. But I think that some people will always prefer to go to the shops to do their shopping.
3. Shopping centres are already becoming types of town squares.

Vocabulary Page 44

1 1. cash 3. credit card
2. price tag 4. receipt

2 1. special offer 5. exchange
2. guarantee 6. refund
3. bargain 7. reduce
4. make up your mind 8. on sale

3 **across** : 1 cashier 3 trial period 4 charge 5 discount
Down : 1 credit card 2 cash 6 save up

4 Your own answers.

English in Use

1. Can I 5. can't make
2. Have you got 6. I'll take
3. How much 7. How would
4. What have you

Writing Page 45

- 1 1. to 4. In
2. As 5. my
3. far

- 2 1. seems 4. opinion
2. view 5. see
3. believe

3 Student's own answers

Check Your Progress Page 46

Vocabulary

- 1 1. bargains 4. an advertising agency
2. free simple 5. discount
3. Reduce

- 2 1. tempted 4. purchase
2. cash 5. make
3. receipt

3 Your own answers.

Grammar

- 4 1. was given 4. are attracted
2. were distributed 5. won't be sold
3. will be advertised

- 5 1. The letter will be delivered tomorrow.
2. Thousands of books are sold by this bookshop every year.
3. Our e-mail wasn't received by the customer.
4. Danish is spoken in Denmark.
5. When will the flyers be printed?

- 6 1. are advertised 6. was invented
2. see 7. would they have made
3. is built 8. will be designed
4. stopped 9. who
5. have spent 10. do you think

Speaking Page 47

- 8 1. c 2. e 3. g 4. d 5. b

Writing

- 9 1. my opinion 4. seems to me

2. far as I'm concerned
5. feel
3. see it

Translation

- 10**
1. These products are made in China.
 2. The marketing strategy will be organised by an advertising agency.
 3. The budget will be discussed tomorrow.
 4. Five thousand free samples were distributed to our customers.
 5. Hundreds of goods are sold here every day.