

Name: _____

Date: _____

Unit 6 Test Purposes

- Listen to a talk and make inferences (Listening Skill)
- Listen to a talk and identify main ideas and details (Listening Comprehension)
- Interpret abbreviations and symbols in notes (Note Taking Skill)
- Understand and use target vocabulary from the unit (Vocabulary)
- Recognize percentages and fractions in different forms (Vocabulary Skill)
- Use the conjunctions *and* and *but* (Grammar)
- Recognize consonant sounds linked to vowels (Pronunciation Skill)
- Use phrases to show information sources (Speaking Skill)
- Report information in a marketing survey (Speaking Prompt)

I. Listening Skill

Listen to a podcast about colors and buying choices. Choose the best response.

1. The host of the program, Dani Kovac _____.
 - A. wants to think she is responsible for her buying decisions
 - B. thinks that colors of products affect her more than most people
 - C. avoid the colors she dislikes when she buys products

2. Dani Kovac _____ the connection between color and buying choices.
 - A. has strong opinions about
 - B. wants to know more about
 - C. is not particularly interested in

3. Dr. Imka Naidoo thinks that _____.
 - A. people should take blue pills in order to feel calm
 - B. red logos speed up people's heart rates
 - C. brands should use different colors for different consumers

4. Nelson Chu _____.
 - A. feels unsure about whether colors change buying choices
 - B. has done research on colors and buying choices
 - C. is basing his ideas on personal opinion and experience

1 point for each correct answer		
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II. Listening Comprehension

A. Listen again. Read the statements. Write *T* (true) or *F* (false). Then correct each false statement to make it true.

5. _____ Dr. Imka Naidoo works at a university.

6. _____ A 1996 study showed that the color of drugs changed how well they worked.

7. _____ Blue light can have the effect of making people feel calmer.

8. _____ Nelson Chu works in marketing.

9. _____ According to Nelson Chu, people connect the color green with low prices.

B. Listen again. Choose the best response.

10. The podcast is about _____.

- A. how colors affect our brains
- B. why different companies use different colors
- C. whether color changes buying choices

11. What type of brands does Dani Kovac say black is connected to?

- A. bargain brands
- B. brands you can trust
- C. inexpensive brands.

12. According to Dr. Naidoo, red _____ people in Britain and China.

- A. is a poor brand choice for
- B. has the same effect on
- C. has a different meaning for

13. Nelson Chu thinks color changes buying choices because people _____.
A. need quick clues about what to buy
B. are too busy to look at prices
C. want to buy the healthiest products
14. According to Nelson Chu, inexpensive products are often _____.
A. red
B. yellow
C. green

<i>1 point for each correct answer</i>		<i>10</i>
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III. Note-taking Skill

Look at the below notes. Write the underlined abbreviations and symbols as full words.

Dr. Naidoo gradtd (15.) <u>uni</u> 2002
1st job was in (16.) <u>govt</u>
Rsrchd color (17.) <u>b/c</u> of prsnl interest
Her study fnd men like red (18.) <u>≥</u> women

15. _____

16. _____

17. _____

18. _____

<i>1 point for each correct answer</i>		<i>4</i>
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IV. Vocabulary

A. Match each underlined word with the correct synonym.

19. ____ Our company studies the behavior of shoppers.
20. ____ We're having an event to promote our business.
21. ____ Many consumers are buying items online these days.
22. ____ Can you tell me how to get to the clothing section?
23. ____ The average shopper spends 30 minutes buying food.

- A. sell
- B. actions
- C. normal
- D. advertise
- E. area
- F. active
- G. buyers

B. Complete the sentences with the correct word or phrase from the word bank:

according to a little bit because of reach rescue section trend

24. She felt ____ nervous about buying the shoes online.
25. Social media influencers can make a lot of money, ____ Tonya.
26. A good marketing campaign can ____ a company having money troubles.
27. It's a popular ____ to wear those hats right now.
28. It takes me 30 minutes to ____ the closest grocery store.

<i>1 point for each correct answer</i>		<i>10</i>
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V. Vocabulary Skill

Choose the percentage or fraction that is different from the others.

29. _____
A. 12%
B. twenty percent
C. one fifth
D. 1/5

30. _____
A. 66%
B. sixty-six percent
C. one sixth
D. 2/3

31. _____
A. 50%
B. fifty percent
C. one half
D. 1/50

32. _____
A. 75%
B. fifty-seven percent
C. three quarters
D. 3/4

<i>1 point for each correct answer</i>		<i>4</i>
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VI. Grammar

Complete the dialogue with *and* or *but*.

Rahim: I like the advertisement, (33.) _____ I think it needs more information.

Susannah: We're very short on time, (34.) _____ it already has a lot of details in it . . .

Rahim: It has lots of information about the product, (35.) _____ it's missing our contact information!

Susannah: Oh, dear. You're right. I can ask Greta to fix it, (36.) _____ I think she has gone home for the day.

Rahim: We may have to take some of the other details off. Our research shows that people like simple advertisements, (37.) _____ they are more likely to buy those products.

Susannah: I couldn't agree more. The customer comments don't need to be there, (38.) _____ the logo can be much smaller.

Rahim: Hmm . . . I don't know. Last time, we included customer comments, (39.) _____ we had a lot of positive feedback. I know we need to get rid of something, (40.) _____ I can't figure out what's unimportant.

Susannah: Customer comments are sometimes useful, (41.) _____ people can also just look at online reviews. This product is very popular, (42.) _____ there is a lot of positive feedback online.

Rahim: OK, in that case, let's go with your idea. I hope that Greta is still here!

<i>1 point for each correct answer</i>		<i>10</i>
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VII. Pronunciation Skill

Listen to the sentences. Choose the pair of words with a linking sound.

43. Did you make a decision about what to bring?
A. make a
B. a decision
C. about what
44. The stores on Main Street are busy around the holidays.
A. stores on
B. are busy
C. the holidays
45. The group spent an average of three hours on social media per day.
A. group spent
B. average of
C. social media
46. She doesn't want to make advertisements for a living.
A. She doesn't
B. make advertisements
C. a living

<i>1 point for each correct answer</i>		4
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VIII. Speaking Skill

Reorder the words to make a sentence.

47. survey / , / preferred water to soda / according / the / to / 65% of adults

48. showed / disliked the program / results / that / 20% of television viewers / the

49. to the question / less / answered / than / yes / half

50. said / about / one quarter / before making a decision / they / do research

<i>1 point for each correct answer</i>		4
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IX. Speaking Prompt

Work with a partner. Look at the results of the marketing survey. You have 90 seconds to present the information to your partner.

Student 1

Number of people: 150

Topic: cleaning products

- 30%: "I like natural products"
- 1/4: "I buy products online"
- 80 people: "prices are important"

Student 2

Number of people: 100

Topic: clothing

- 66%: "I buy from local stores"
- 1/2: "I get ideas from magazines"
- 74 people: "I often go to the same stores"

20 points Section IX		20
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Total points Sections I–IX		70
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Speaking Rubric

Student name: _____

Date: _____

Assignment: Report information from a marketing survey.

		Points (0–5)	
Discourse competence	Includes the details of the marketing survey.		/ 5
	Rewords the information from the sample, i.e., uses the quotes to make a third-person report.		/ 5
Linguistic competence	Uses appropriate words related to marketing surveys.		/ 5
	Uses phrases to indicate the source of information.		/ 5

Total points: _____

Comments: