

Name _____

Class _____

Date _____

1 Match the words with the definitions.

- 1 logo ☐
- 2 chain ☐
- 3 consumer ☐
- 4 manufacturer ☐
- 5 product ☐

- a a design used by a company to advertise its products
- b a person who buys things for themselves
- c a number of shops owned by the same company
- d something that is made to be sold
- e a company that produces things

☐ 5

2 Complete the sentences with the words in the list.

day | stage | what's | it | call

- 1 Is Beyoncé her real name, or just a _____ name?
- 2 You shouldn't _____ people names – it's cruel.
- 3 Basketball, football, hockey – you name _____, I'll watch it!
- 4 Have you met _____ -his-name yet?
- 5 We're launching a new product, but we haven't named the _____ yet.

☐ 5

3 Complete the text with the words in the list.

names | brand | advertising | themselves | game

When you are launching a new product, publicity is the name of the ¹_____. Large companies can spend millions of pounds on ²_____ – on TV, in magazines, or on the internet. This gives big and famous ³_____ an advantage over new manufacturers, who have to make a name for ⁴_____ first. It's all about getting your ⁵_____ known. If you can do that, you'll be successful.

☐ 5

4 Circle the correct words.

- 1 You *should* / *shouldn't* think of a brand name that's easy to pronounce.
- 2 You *ought to* / *shouldn't* shop here – it's much too expensive!
- 3 Everything is going to be fine, so you really *should* / *shouldn't* worry.
- 4 If you want to make a name for yourself, you *ought to* / *shouldn't* work on your image.
- 5 The logo for your company *should* / *shouldn't* be simple and attractive.

☐ 10

5 Complete the sentences with *don't* / *doesn't have to* or *must*.

- 1 Don't worry, you _____ hand in your homework until next Wednesday.
- 2 He's got a bike, so he _____ get the bus to school every day.
- 3 You _____ let me show you my new computer – it's amazing!
- 4 Help yourself to drinks from the fridge – you _____ ask.
- 5 I _____ remember to post this parcel when I go to town today.

☐ 5

6 Complete the sentences with *had better (not)* and the verb in brackets.

- 1 We _____ (finish) our project by the end of the week or the teacher will be angry.
- 2 Steve _____ (forget) his girlfriend's birthday again this year!
- 3 Yes, you can borrow my laptop, but you _____ (break) it.
- 4 The kids _____ (get up) early tomorrow because there's a lot to do.
- 5 You _____ (drink) any more coffee or you won't be able to sleep.

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7 Complete the sentences with *can*, *can't* or *mustn't*. Sometimes more than one answer is possible.

- 1 You _____ make any noise or you will wake the baby.
- 2 We _____ park the car here – there are no spaces left.
- 3 We _____ park the car here – there's a "No Parking" sign.
- 4 You _____ have as many books as you like. I'll pay for them.
- 5 I'll tell you a secret, but you _____ tell anybody else.

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8 Complete the text with the words in the list.

can't (x2) | must | don't have to | can

My new school is much better than the old one. You should see it! It's huge! The best thing is you ¹ _____ wear a uniform. But you ² _____ wear anything you want – there are still rules. We ³ _____ wear jeans for example, but they ⁴ _____ be clean and have no holes in them. And we ⁵ _____ wear trainers – they're not allowed.

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9 Match the questions with the answers.

- 1 My head has been hurting all day.
 - 2 Do I have to go shopping today?
 - 3 I want to do well in the test next week.
 - 4 I don't like this fried chicken.
 - 5 I mustn't forget to phone mum tonight.
- a You'd better work harder.
 - b You should do it straight after dinner.
 - c You don't have to eat it.
 - d You should go and see the doctor.
 - e Not if you don't want to.

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☐

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10 Complete the conversation with suitable modal verbs. Sometimes more than one answer is possible.

- MARK You should see my new mobile. It's great!
- SARAH Why have you got another new mobile? You ¹ _____ (buy) the latest model as soon as it comes out, you know. It's not necessary!
- MARK I know, but when I saw this one I thought "I ² _____ (have) it!"
- SARAH You ³ _____ (waste) your money like that. Anyway, ⁴ _____ (I / have) a look at it?
- MARK Ok, but you ⁵ _____ (not drop) it!

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TOTAL SCORE 80