Name _____ Class _____ Date _____

TEST 3

1 Match the words with the definitions.

0 image [c]
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 the way other people see something
d a number of stores owned by the same company
e something that is made to be sold
f a company that produces things

[ ] 5

2 Complete the sentences with the words in the list.

himself | ~~big~~ | stage | what's | it | call

0 Usain Bolt is a *big* name in running.
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 Zuckerberg made a name for _____ in the tech industry.

[ ] 5

3 Complete the text with the words in the list.

names | brand | advertising | themselves
game | ~~product~~

When you are launching a new [0] *product*, publicity is the name of the [1] _____. Large companies can spend millions of dollars 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.

0 We lost another game! We (*ought to*) / *shouldn't* practice more often.
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*.

0 We're leaving here at 10 o'clock exactly, so you *must* get here before then.
1 Don't worry, you _____ hand in your homework until next Wednesday.
2 He has a bike, so he _____ take 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 mail this package when I go to town today.

[ ] 5

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

0 You look like you have broken your finger. You *'d better go* (go) to the hospital.
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.

10

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

0 *Can* I ask you a question, please?
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.

10

8 Complete the text with the words in the list.

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

My new school is much better than the old one. You [0] *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 sneakers – they're not allowed.

10

9 Match the questions with the answers.

0 Can I have a look at your notes, please? *d*
1 My head has been hurting all day.
2 Do I have to go shopping today?
3 I want to do well on the test next week.
4 I don't like this fried chicken.
5 I must not forget to call mom tonight.

a You'd better work harder.
b You should do it right after dinner.
c You don't have to eat it.
d Of course you can.
e You should go and see the doctor.
f Not if you don't want to.

10

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

MARK You [0] *should see* (see) my new cell phone. It's great!
SARAH Why do you have another new cell phone? 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!

10

TOTAL SCORE 80

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