

II Br –j.angielski -podstawowy

Shopping and services. Test – Module 7.

Imię i nazwisko: _____

Klasa: _____

1 Wybierz właściwe słowo, aby uzupełnić zdania.

Choose the correct word to complete the sentences.

- 1 I need to get online to check the **balance** / **cashpoint** / **loan** in my account.
- 2 Have you seen the latest advertisement? It's on every **billboard** / **commercial** / **slogan** in town.
- 3 I got this pair of trainers at a **fair** / **value** / **designer** price.
- 4 How much do they **charge** / **afford** / **queue** for cinema tickets in your town?
- 5 Look at those jeans! They are \$10 **out** / **down** / **off**!
- 6 Let's go to this shoe shop. I need a pair of **boots** / **slippers** / **trainers** for my PE lessons.

___/6

2 Przeczytaj pytania i napisz właściwe słowo.

Read the questions and write the correct words.

1 Where do you buy ...

A sausages, ham and steaks? _____

B chains, necklaces and earrings? _____

C medicines, tissues and shampoo? _____

2 What do you call ...

D one of a group of shops that belong to the same company and look similar everywhere? _____

E a machine into which you put money to buy coffee, sweets etc.? _____

F a short film on TV advertising a product? _____

G an arrangement that someone has with a bank, etc. to keep their money there? _____

___/7

3 Przetłumacz polskie części zdań na język angielski.

Translate the Polish parts of the sentences into English.

1 How much (**to kosztuje**) _____ to get to the city centre by tram?

2 Can I (**zapłacić kartą**) _____?

- 3 I (kupiłam) _____ this CD (za połowę ceny) _____ – it was the last one on the shelf.
- 4 The goods the shop sells (są wystawione) _____ in the shop window.
- 5 If you don't like this watch, you can (zwrócić go) _____ to the shop.
- 6 I decided to _____ (wplacać) PLN 20 a month (na moje konto oszczędnościowe) _____.
- 7 It's my nephew's birthday tomorrow, so I'm going to the toy shop (żeby kupić mu klocki) _____.

____/7

4 Przeczytaj poniższy tekst. Dobierz właściwy nagłówek (A–F) do każdego fragmentu tekstu. Wpisz odpowiednią literę w miejsca 1–4. Uwaga: dwa nagłówki zostały podane dodatkowo i nie pasują do żadnego fragmentu tekstu.

- A Positive listener attitudes
- B A big fall in radio advertising
- C An inexpensive option
- D Losing first place
- E Listeners' complaints
- F radio advertising is going up

1 __

Since its beginnings in the early 1900s, radio has lived through two bad moments when it seemed it would no longer have the position of leading mass medium. The Golden Age of radio, when radio advertising was enough to sponsor whole programmes, ended with the age of television. When the Internet became more and more widespread at the end of the 20th century, some people believed that would bring an end to radio advertising.

2 __

Despite those pessimistic predictions, radio is doing well enough to attract a large number of advertisers nowadays. Although the figures are better for television and the Internet, recent research has shown that the number of radio advertising orders has been growing steadily over the last decade.

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The increase in radio advertising is caused by the fact that radio is a very special type of mass medium, as most listeners create a kind of private relationship with their favourite radio station. They can listen to it for most of the day because it does not distract them from their duties. What is more, almost 80% of regular radio listeners in the USA have said that they are not annoyed by radio commercials, because thanks to them they can listen to radio broadcasts for free.

4 __

Probably the biggest advantage of radio ads is that compared to TV commercials and web advertisements, they are quite cheap. The production of a professional-sounding commercial requires very basic audio equipment. The low costs of producing a radio commercial also mean that it can be broadcast a lot of times during a short period of time, so it is quite likely to be remembered by the listeners.

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Total/24

Send your answers till **11.05.2020 r.**

Proszę przestać prace do **11.05.2020 r.**

POZDRAWIAM