

ANSWER KEY

Student's Book

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Ex. 1b

- | | |
|----------------------------|--------------------------------|
| a) Brandname | e) Cold calls |
| b) Banner(s) | f) Endorse |
| c) Freebies | g) Billboards |
| d) Word-of-mouth publicity | h) Launch a marketing campaign |

Ex. 4

- | | | |
|------|------|------|
| 1. d | 3. d | 5. b |
| 2. a | 4. c | 6. c |

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Ex. 1

1. a
2. e
3. b = past simple, c = future with will, d = present perfect
4. the action
5. No, because the agent is not always known, or it is not important or necessary to know who did the action.

Ex. 2

- a. are exposed b. are shown c. are asked d. are analysed e. has been used f. be read g. being brainwashed

Ex. 3

- 1 two (1a – celebrities, huge sums of money;
2a – visitors to the shop, a \$10 coupon)
2 the person

Ex. 4

- 1 We are/get sold a load of things we don't really need.
- 2 I was bought a present by my friends.
- 3 You are going to be offered a refund.
- 4 He was taught some new marketing strategies.
- 5 I was shown a great new advert on the Net (by my sister).
- 6 You may be promised a free gift.

Ex. 5

No. In all three sentences, Suzie's friend took the photo of Suzie. In a, we don't know whether Suzie asked her friend to take her photo. All we know is that her photo was taken by her friend. In b and c, Suzie is active in causing the friend to take her photo. She got a friend to take her photo and she had a friend take her photo both mean that Suzie played a part in achieving the result (the photo being taken). The structure get something done is less formal than have something done.

Ex. 6

- 1 tested
- 2 to give
- 3 fix
- 4 to do
- 5 made

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Ex. 1

1 -ic	3 -al	5 -ive	7 -able	9 -ful
2 -ible	4 -ant	6 -y	8 -less	10-ish

Ex. 2

In some cases more than one suffix is possible. You should change the word where necessary.
Effectively, funny, helpful/helpless, optimistic, original, predictable, resistant, sensitive/senseless/sensible, thoughtful/thoughtless, youngish

Ex. 3

Effectively, funnily, helpfully, helplessly, optimistically, originally, predictably, sensitively, senselessly, sensibly, thoughtfully, thoughtlessly

Ex. 4

It makes the answer less definite, it's an approximation for numbers and descriptions.

Ex. 6

Autograph = a) self	Likelihood = b) noun
Collectable = b) adjective	Modernise = b) verb
Creative = b) adjective	Multi-purpose = a) many
Criticism = b) noun	Officially = b) adverb
Endorsement = b) noun	Originality = b) noun
Famous = b) adjective	Post-concert = a) after
Imagination = b) noun	Powerful = b) adjective
Instantaneous = b) adjective	Pre-concert = a) before
Intensify = b) verb	Readiness = b) noun

Ex. 7

- 1 NATION = nationality, (inter)national, (inter)nationalist, (inter)nationalise, (inter)nationalisation
- 2 ABLE = ability, ably, unable, inability, disable, disabled, disability, disablement, disabling.
- 3 PRODUCT = production, (un)productive, productivity, producer, by-product.
- 4 ACT = (in)action, (in)activity, (in)activate, (in)actively, activist, actor, actress, actuary, actual, actually, actuality, enact, enactment, re-enact.
- 5 COOK = cookery, cooker, cookbook, (un)cooked, cooking, cookie.

Ex. 8

- | | |
|------------------|------------------|
| a) increasingly | f) unfortunately |
| b) existence | g) discoveries |
| c) variety | h) effectively |
| d) attention | i) standardise |
| e) unpredictable | j) accessible |

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Ex. 4

Suggested answers

Asking your partner's opinion: So what do you reckon?/ Do you have an/any idea which/what/how ...?/What's your opinion of ...?

Making suggestions: How about ...-ing?/ Shall we ...?/ We could .../Perhaps we'd better ...

Agreeing with your partner: I see your point./Sure./ You're right.

Partially agreeing with your partner: I see your point, but .../OK, but .../I can see what you're saying, but .../I know what you mean, but ...

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Ex. 2

Suggested answers

1. The most commonly used media for advertising
2. The positive and negative aspects of advertising
3. Recommendations

Ex. 3

1. T 2. T 3. F (*A number of* goes with plural countable nouns.) 4. T 5. T 6. T 7. T

Ex. 4

- | | |
|----------------|------------------------------------|
| 1. each advert | 5. all day/every day |
| 2. correct | 6. Every one of the actors has ... |
| 3. correct | 7. I have no interest ... |
| 4. correct | 8. have worked |

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Ex. 6a

- | | |
|--|----------------|
| 1. chic/classic/glamorous/smart/
sophisticated/trendy | 4. baggy/loose |
| 2. scruffy | 5. plain |
| 3. tight | 6. check |

Ex. 6c and 7

Your own answers.

Page 95 - Grammar

Ex. 1

- 1 ✓
- 2 Don't worry, the money has been received.
- 3 After being seen by the doctor, she left the hospital.
- 4 I was told the truth. (The original is grammatically correct but an unusual use.)
- 5 This is the apartment that we are staying in. (The original is grammatically correct but an unusual use.)
- 6 The packages are being sent by airmail next week.
- 7 I'm being met by two friends at the airport.

Ex. 2

1. has his hair cut
2. picked up by her mum
3. are getting their house decorated
4. them deliver
5. was thought to have known exactly what he was looking for
6. got/had the present wrapped by
7. have them print

Ex. 3

1. each 2. None 3. All 4. no 5. one 6. has

Page 95 - Vocabulary

Ex. 1

- | | |
|---------------------|------------------|
| 1. sensibly | 5. unpredictable |
| 2. misunderstanding | 6. increasingly |
| 3. pointless | 7. immediately |
| 4. originality | |

Ex. 2

- | | |
|-------------|------------------|
| 1. freebie | 5. word-of-mouth |
| 2. endorse | 6. brand |
| 3. calls | 7. billboard |
| 4. campaign | |

Ex. 3

1. not smart; everyday (clothes)
2. start a new fashion
3. would never wear that
4. go together because of the colour, pattern or style
5. not tight, not fitting closely
6. having a pattern of lines of different colours

Workbook

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Ex. 1a

- | | | |
|-----------------------|----------------------------|--------------|
| 1. marketing campaign | 3. word-of-mouth publicity | 5. banners |
| 2. freebies | 4. brand name | 6. billboard |

Ex. 1b

- | | | |
|-------------|------------|--------|
| 1. make | 3. giving | 5. use |
| 2. launched | 4. endorse | |

Ex. 1c

- | | |
|-----------------------------|--------------|
| 1. cold | 4. banner |
| 2. (word-of-mouth)publicity | 5. billboard |
| 3. (marketing) campaign | |

Ex. 2

1. F 2. T

Ex. 3

1. c 2. d 3. b 4. b 5. a 6. c

Ex. 4

Your own answers.

Ex. 5

- | | | |
|-----------|-----------------|--------------|
| 1. convey | 3. subsequently | 5. catering |
| 2. shape | 4. approach | 6. pervasive |

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Ex. 1

1. g 2. c 3. b 4. a, d, f 5. e

Ex. 2

- | | |
|--------------------------|-------------------------------|
| a. are now accepted | e. be blamed |
| b. are still being asked | f. have been banned |
| c. are broadcast | g. be more tightly controlled |
| d. is believed | |

Ex. 3

1. A lot of people have been sent invitations (by the company) to the exhibition. / Invitations to the exhibition have been sent (by the company) to a lot of people.
2. Their teacher was given a present (by the students) on her birthday. / A present was given (by the students) to their teacher on her birthday.
3. Fake perfume was sold to us at the market. / We were sold fake perfume at the market.
4. A reduction was offered (by the shop) if we paid in cash. / We were offered a reduction (by the shop) if we paid in cash.

Ex. 4

- | | |
|--------------------------------|------------------------------|
| 1. having your hair styled | 4. Have someone else do |
| 2. have your garden landscaped | 5. have your nails manicured |
| 3. to have your car serviced | |

Ex. 5

- | | | |
|--------------------------------|------------------------------|------------------------------|
| 1. having your hair styled | 3. to have your car serviced | 5. have your nails manicured |
| 2. have your garden landscaped | 4. Have someone else do | |

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Ex. 1

Prefixes	Suffixes	
concert	magnify	hopeless
postpone	collectable	lovely
multi-storey	action	management
pre-concert	dangerous	skilful
	global	originality
	modernise	credible
	lucky comic	criticism
	neighbourhood	tallish
	inventive	darkness

Ex. 2

- | | |
|------------------|------------------|
| a. withdrawal | f. famous |
| b. detrimental | g. disorders |
| c. appearance | h. unfortunately |
| d. controversial | i. decision |
| e. artificially | j. creativity |

Ex. 5

✓ **Words that form verbs by adding -en or -n:** bright, cheap, dark, deaf, deep, flat, hard, high, long, loose, red, sad, sharp, short, soft, strong, sweet, tight, weak, wide, worse

Words that don't form verbs by adding -en or -n: high, narrow, thin

Change of spelling: flatten, heighten, lengthen, redden, sadden, strengthen (Note that heighten, lengthen, and strengthen are formed from the noun)

Verb forms that are the same as the adjective: narrow, smooth, thin

Ex. 6

- | | | |
|-----------|---------------|--------------|
| 1. widen | 3. strengthen | 5. darkening |
| 2. loosen | 4. deafened | |

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Ex. 1

- | | | |
|------------|-----------------|---------|
| 1. every | 4. no | 7. None |
| 2. each of | 5. a, number of | |
| 3. none of | 6. all | |

Ex. 2

- | | | |
|-------------|---------|---------|
| a. A number | d. Most | f. each |
| b. every | e. no | g. All |
| c. None | | |

Ex. 3

- | | | | | | | | |
|------|------|------|------|------|------|------|------|
| 1. B | 2. C | 3. B | 4. A | 5. A | 6. B | 7. B | 8. C |
|------|------|------|------|------|------|------|------|

Ex. 4

1. I can remember every detail of the actor's biography.
2. None of the people I talked to at the concert enjoyed it.
3. (correct)
4. A number of people have complained about that advert.
5. Most of the students in my class speak English.
6. Each of the programmes in the series was excellent.

Ex. 5

- | | | |
|---------|---------|-------------|
| a. is | e. for | i. every |
| b. few | f. When | j. couldn't |
| c. to | g. Most | k. admitted |
| d. been | h. all | l. none |

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Ex. 3

- | | | | |
|----------|------------|----------|----------|
| 1. think | 3. suppose | 5. Let's | 7. see |
| 2. don't | 4. mean | 6. so | 8. right |

Ex. 4

- | | |
|---------|---------|
| a. 6 | c. 4, 8 |
| b. 2, 5 | d. 3, 7 |

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Ex. 1

- | | | |
|---------------------|-----------------------|-----------|
| 1. purpose, present | 4. previously | 7. in, up |
| 2. to | 5. recommendation | |
| 3. based | 6. consideration, All | |

Ex. 2

1. A fashion show.
2. The school authorities, because they want to decide whether to organise a similar project next year.
3. No, it criticises not putting the show on the school website and not advertising on the radio.
4. Inviting a famous model to attract people from outside the area.

Ex. 3

Suggested answers:

1. that was held, should be organised, was well received, was fairly well publicised, was not put, were served, was done, was presented, was ... appreciated, would be donated
2. The purpose of this report is ... All in all, My main suggestion
3. However
4. all (those involved), no (long queues), more (money)
5. to assess the success, a costly oversight, the previously mentioned lack of publicity, this would ensure

Ex. 4

Your own answers.

Page 65 - Grammar

Ex. 1

- | | |
|---------------------------------------|------------------------------------|
| a. has just been reported | e. is being undermined |
| b. were altered/had been altered | f. were received |
| c. had not been stated/was not stated | g. will be more tightly controlled |
| d. is being done | h. to be banned |

Ex. 2

1. get Dave to check/have Dave check
2. did you have your hair done/did you get your hair done
3. to have my photo taken/to get my photo taken, have it done/get it done
4. had the garage fit/got the garage to fit
5. Have you had your dog vaccinated

Ex. 3

- | | |
|---|---|
| 1. Each of the contestants / Every one of the contestants | 5. no food |
| 2. None of the students | 6. I have been living/have lived in this flat |
| 3. (correct) | 7. most of the new phones |
| 4. there was none left | 8 Matt can't have given Lucy |

Page 65 - Vocabulary

Ex. 1

- | | | |
|---------------|-------------|------------|
| 1. billboards | 3. freebies | 5. banners |
| 2. publicity | 4. endorse | 6. brand |

Ex. 2

- | | |
|----------------|------------------|
| 1. helpful | 5. successful |
| 2. predictable | 6. instantaneous |
| 3. innovative | 7. autobiography |
| 4. thirtyish | 8. multi-purpose |

Ex. 3

- | | | | | | | |
|------|------|------|------|------|------|------|
| 1. A | 2. C | 3. A | 4. B | 5. B | 6. A | 7. B |
|------|------|------|------|------|------|------|