

Test_Unit_1

Student name _____

Group/Class _____

Date _____ Score _____

GRAMMAR

1 Complete the sentences with the correct words.

despite even though it is true that much as while

- 1 _____ people these days have more friends than ever, they've never met the vast majority of them in person.
- 2 _____ social networking has been accused of affecting friendships, it seems that it has also been blamed for an undesirable impact on our character.
- 3 _____ adolescents having more online than offline relationships, which was thought to be detrimental to friendship, it seems that there is much to be gained from online relationships, such as improved offline friendships.
- 4 _____ the majority of social network users now inhabit a hyper-connected world, which allows them to access information day and night, but it is also disconcerting that it has resulted in people becoming narcissists.
- 5 Empirical evidence seems to suggest that online friends have little negative impact, _____ people nowadays often have fewer offline than online friends.

Score: / 5

2 Check (✓) the correct sentences and rewrite the incorrect sentences.

- 1 Much it is tempting to be the CEO of your own company, it may be that this is not the best use of your talents. ☐

- 2 Although entrepreneurs often have really good ideas, they generally struggle to raise the necessary equity to get their ideas off the ground. ☐

- 3 Crowdfunding has recently become a viable option for entrepreneurs to fund the early stages of a business. Nevertheless, most crowdfunded ventures fail. ☐
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- 4 Despite have what seems to be an excellent product, many startups fail because of poorly conceived campaigns. ☐
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- 5 In spite of a campaign is well written, it may mean very little, and a video can be far more effective in getting the message across. ☐
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Score: / 5

3 Choose the correct alternatives to complete the sentences.

- 1 _____ there is a common perception that only adolescents overuse social media, this is largely unfounded.
A Nevertheless **B** It is true that **C** Although
- 2 It's very easy to build up huge numbers of online friends, but _____, it's difficult to differentiate between genuine and fake contacts.
A nevertheless **B** even though **C** despite
- 3 People make a lot of negative assumptions about the impact of social media on our lives _____ they have no empirical evidence to prove them.
A much as **B** even though **C** nevertheless
- 4 YouTube vloggers can earn a lot of money _____ having to do very little other than write about their lives.
A despite **B** in spite of the fact **C** it is true that
- 5 _____ the Internet can be an effective tool for targeted advertising, nothing beats word of mouth.
A Nevertheless **B** Much as **C** Despite

Score: / 5

VOCABULARY

4 Complete the words in the sentences. The first letter is given, and there is one space for each letter.

- 1 It's possible to n _____ our relationships with our offline friends online as well as in face-to-face situations.
- 2 It's very a _____ to be checking social media when we are out socializing.
- 3 Evidence has shown that overuse of social networking sites can result in a loss of e _____ —the ability to see the world from others' points of view.
- 4 It's not only a _____ who spend most of their time in the virtual world; adults also focus their attention online rather than offline.
- 5 There's a t _____ link between teenagers' tendency to be constantly hyper-connected and their emotional health.

Score: / 5

5 Choose the correct words to complete the sentences.

The Rise of Targeted Advertising

There are many (1) _____ in the way advertising campaigns are run these days; one in particular is the use of targeted advertising. Algorithms (2) _____ the products and services a person might be interested in based on information gathered from his or her personal profiles on social networking sites. The aim is eventually to (3) _____ all untargeted advertising, where users are subjected to advertisements they have absolutely no interest in. It all sounds good in theory, but one negative (4) _____ is that people find it (5) _____ to be bombarded with targeted advertisements because it suggests that they are permanently under surveillance.

- | | | | |
|---|-----------------|----------------|----------------|
| 1 | A repercussions | B detriments | C advancements |
| 2 | A determine | B eradicate | C comprise |
| 3 | A comprehend | B assert | C eradicate |
| 4 | A advancement | B repercussion | C detriment |
| 5 | A disconcerting | B assert | C comprise |

Score: / 5

6 Use the words at the end of the lines to form words that fit in the blanks.

In a humanitarian crisis that is threatening the health and well-being of a community, it's essential to (1) differentiate between what (2) _____ is needed in the short term and what is needed subsequently over a longer period of time. The first step is to (3) _____ the scale of the crisis and quickly gather evidence as to what needs to be done. In the early stages, it's vital to (4) _____ the possibility of the spreading of disease by ensuring that people have access to clean water, enough to eat, and a place to stay.

DIFFERENT

AID

DETERMINED

ERADICATION

Once the immediate crisis is over, governments invariably (5) _____ to do better.

RESOLUTION

But the public's (6) _____ of what a government is doing based on media reporting, and the reality of what is being done, are often completely at odds.

PERCEIVE

Score: / 5

READING

Read the article about a popular reality TV show called *Dragons' Den*.

Dragons' Den

One of the most surprising TV hits of recent years has been *Dragons' Den*, a curious blend of business and entertainment.

First launched in Japan, *Dragons' Den* (known as *Lions' Den* or *Shark Tank* in some countries) was developed into its present format in the U.K. and is now an international brand with versions airing in over 30 countries across the globe, from Afghanistan to Vietnam.

The show is based on a simple idea: entrepreneurs explain their business idea or invention to a panel of wealthy venture capitalists ("Dragons") and request a specific sum of money in exchange for equity in their company.

The entrepreneurs are often individuals from diverse backgrounds with small startups and little experience of business, whereas the backers are mostly self-made multimillionaires eager to help others and willing to invest their own money in projects that they believe will offer a good return on their capital.

The show's name suggests that entrepreneurs will face tough questioning from the panel members, who want to know the background to the idea and details of what the company has achieved so far. Despite having an interesting original idea, many entrepreneurs arrive without a viable business plan and so are rejected.

The entrepreneurs are looking for not only a vital injection of capital, but also the experience and advice of a Dragon to nurture their business over the subsequent months. Although they often come into the den with a favorite Dragon in mind, based on that person's personality or business experience, would-be entrepreneurs are usually happy to accept any Dragon as a backer—provided that they do not have to give away too much equity in their business.

Dragons often emphasize their relevant experience and contacts when they want to invest, especially when competing with each other for the chance to invest. At times they work together to become joint investors.

It is true that some products launched on the show have gone on to become household names. However, other products that were rejected by the Dragons have also become successful due to the TV exposure they received.

7 Choose the correct alternatives to complete the sentences.

- 1 The style of the show around the world is based on the *Japanese/UK* show.
- 2 The entrepreneurs are *asking for a loan/offering a share* in the company.
- 3 Dragons invest to *make money/be philanthropic*.
- 4 Investment decisions are made on the
business potential of the idea/quality of the product.
- 5 As well as money, the entrepreneurs are looking for *partnership/advice*.

Score: / 5

8 Choose T (True) or F (False).

- 1 *Dragons' Den* is a purely serious business program. T / F
- 2 Entrepreneurs are asked about the history of the business. T / F
- 3 Entrepreneurs have to accept an offer from a Dragon if he or she offers the full amount of capital. T / F

4 Only one Dragon can invest in each business.

T / F

5 Just being on the TV show is enough to help some products.

T / F

Score: / 5