

Name \_\_\_\_\_

Class \_\_\_\_\_

Date \_\_\_\_\_

### 1 Put the letters in order to make making and selling words.

- 0 seamedrtintve     advertisement  
 1 crsonmesu     \_\_\_\_\_  
 2 iagme     \_\_\_\_\_  
 3 golo     \_\_\_\_\_  
 4 cahni     \_\_\_\_\_  
 5 mafarearnuctu     \_\_\_\_\_  
 6 rndba     \_\_\_\_\_  
 7 pctruods     \_\_\_\_\_

### 2 Complete the sentences with words in Exercise 1.

- 0 A brand is a particular product that a company makes.  
 1 \_\_\_\_\_ buy and use products.  
 2 A \_\_\_\_\_ can be a group of stores or hotels owned by the same company.  
 3 A \_\_\_\_\_ is a company that makes products usually in a factory.  
 4 A company makes \_\_\_\_\_ to sell in the market.  
 5 An \_\_\_\_\_ gives information about a product in magazines or on TV.  
 6 Companies use celebrities to help them with their \_\_\_\_\_.  
 7 A \_\_\_\_\_ is a design which is the official sign of a company.

### 3 Put the dialogue in order.

- A: Why? \_\_\_\_\_  
 A: What's the matter, Max? 1  
 A: You'd better not do that again. \_\_\_\_\_  
 B: You know I find it difficult to remember people's names? Well, I called her boyfriend the wrong name. \_\_\_\_\_  
 B: I know. She's really angry with me. \_\_\_\_\_  
 B: My mom's really angry. \_\_\_\_\_

### 4 Complete the expressions with a word from the list. There is one extra word.

- big | game | ~~stage~~ | make | what's-his | it | date | them | call**
- 0 Madonna is not her real name; it's her stage name.  
 1 Choose what you like for your salad. Lettuce, tomato, cucumber, you name \_\_\_\_\_.  
 2 You mustn't \_\_\_\_\_ your little brother names. It's not nice!  
 3 Bill Gates is a \_\_\_\_\_ name in the computer industry.  
 4 I hear you are getting married! Have you named the \_\_\_\_\_ yet?  
 5 Eating healthy food is the name of the \_\_\_\_\_ if you want to feel good.  
 6 In any profession, it is important to \_\_\_\_\_ a name for yourself.  
 7 Look! It's \_\_\_\_\_-name – you know, the husband of that famous singer.

### 5 Choose the correct definitions.

- 0 She is a big name in fashion.  
 a be famous  
 b wear the latest fashion
- 1 How do you make a name for yourself in the legal industry?  
 a invent a brand  
 b become respected
- 2 You name it, we have it.  
 a have everything  
 b don't make fun of
- 3 That's the name of the game.  
 a Don't worry, be happy.  
 b That's how something works.
- 4 Please don't call him names. He's gets upset very easily.  
 a Don't make fun of him.  
 b Don't say nice things.
- 5 Have you named the date yet?  
 a given your baby a name  
 b decided when to hold an event

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### Answer Key

- 1
- 1 consumers
  - 2 image
  - 3 logo
  - 4 chain
  - 5 manufacturer
  - 6 brand
  - 7 products
- 2
- 1 Consumers
  - 2 chain
  - 3 manufacturer
  - 4 products
  - 5 advertisement
  - 6 image
  - 7 logo
- 3
- 1 f
  - 2 a
  - 3 d
  - 4 c
  - 5 e
- 4
- 1 it
  - 2 call
  - 3 big
  - 4 date
  - 5 game
  - 6 make
  - 7 what's-his-
- 5
- 1 b
  - 2 a
  - 3 b
  - 4 a
  - 5 b