**WEEK 1 4 SECTION GROUPS** 

**ANSWERS TO PAGES 84-87**

**Page 84 STUDENTS’ BOOK**

**Ex 1b**

1. Brandname
2. Banner(s)
3. Freebies
4. Word-of-mouth publicity
5. Cold calls
6. Endorse
7. Billboards
8. Launch a marketing campaign

**Ex 4**

1d

2a

3d

4c

5b

6c

**Page 86 GRAMMAR**

**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**

aare 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)

**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 apart in achieving the result (the photo being taken). The structure get something done is less formal than have something done.

**Ex 6 SPEAKING**

1 tested

2 to give

3 fix

4 to do

5 made

**PAGE 87 WORD FORMATION**

**Ex. 1**

1 –ic

2 –ible

3 –al

4 –ant

5 –ive

6 –y

7 –able

8 –less

9 –ful

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

Collectable = b) adjective

Creative = b) adjective

Criticism = b) noun

Endorsement = b) noun

Famous = b) adjective

Imagination = b) noun

Instantaneous = b) adjective

Intensify = b) verb

Likelihood = b) noun

Modernise = b) verb

Multi-purpose = a) many

Officially = b) adverb

Originality = b) noun

Post- concert = a) after

Powerful = b) adjective

Pre-concert = a) before

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

b existence

c variety

d attention

e unpredictable

f unfortunately

g discoveries

h effectively

I standardise

J accessible