



2017-2018 SPRING, WORKSHEET 5

ANSWER KEY

EXERCISES

- A. Choose the sentence that is closest in meaning to the sentence given.**
1. c) They told him it was the best to confirm the booking but he didn't listen to them.
 2. b) Women and men are paid equally in some companies.
 3. c) No one has seen Duboir since September.
 4. a) From time to time, the traffic is so heavy that you can walk there faster than you can go in a car.
 5. c) According to the dealer, the car is as good as new, but we can't be sure he is telling the truth.
 6. c) We gave up the project since it was starting to cost so much.
 7. d) His early novels gave me far more pleasure than this last one did.
 8. a) Except for Sudan, all the underdeveloped countries sent a representative.
 9. d) Would you like me to help you with the washing up?
 10. d) We weren't impressed by the play we saw last night.
 11. c) He can't see the whiteboard unless he wears his glasses.
 12. b) Before the 2050, they will have cut down all the trees in this town.
 13. d) His life has been far from easy and that could have aged him.
 14. a) Many people at the opening were unable to appreciate the worth of the exhibition.
 15. b) Tim didn't need to take any clothes for his two-day trip.
- B. Choose the correct option to complete the paragraphs.**
1. *B) There are two species of camel, with distinct physical features*
 2. *C) however, in chemistry it describes a whole group of related substances*
 3. *C) The economic life of the early colonists in America was essentially based on the land*
 4. *B) As an example, an average male adult today is at approximately 1.75 m tall, which is nearly 12 cm taller than the typical Englishman in the late eighteenth century*
 5. *D) After a while, he returned to Cambridge, where he taught economics at the university.*
 6. *D) The term "scientist" was only invented in the 19th century as a kind of counterpart to the term "artist"*
 7. *C) More importantly, an extraordinary network of low-cost airlines have suddenly come into being*
 8. *B) However, it does cost a lot to look after them*



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9. *D) In an internationally unpopular decision, it was nationalised by Egypt in 1956*
10. *C) Scientists are predicting that this trend will continue*
11. *C) Of these, only the Great pyramid in Egypt remains today*
D) It is now clear that these children can be taught
13. *D) What changes can we expect in the make-up of America's population by the year 2017*
14. *C) Sheets of papyrus were glued together to form long rolls*
15. *D) This does not have to be done all at one time.*

READING

Read the text and answer the questions.

NAMES IN BUSINESS

1. Match each paragraph to its main idea. Write the number of the paragraph on the blank line.

Paragraph 1 - 2

- 2 A A name can have a strong influence on the success of a product.
 1 B Company and product names are chosen in different ways.

Paragraph 3 - 5

- 5 C Companies should be careful that their product names aren't misspelled.
 4 D A name should have a close connection to a product, but not ordinary.
 3 E Many companies employ experts when they need to choose a name.

Paragraph 6 - 9

- 7 F Many electronic products and medicines have names that sound scientific.
 9 G Product names can influence how much money a company makes.
 8 H Companies sometimes need to change their name.
 6 I Different names result in different emotional responses.

2. Answer the questions below.

1. Re-read the first paragraph and write two common ways for how companies chose their names in the past.

Older companies often got their names from their founder.
They can also have names that are initials of word combinations.

2. A good name can save money for a company. **True** or False? (Par. 2)
3. What do some professionals do to find names for new businesses or products? Circle three



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answers. (Par. 3)

- a) They do research about how people will respond to a name.
- b) They give advice about names.
- c) They find customers for the company.
- d) They think about international factors.

4. The most important factor that companies must consider is the **emotion** that people feel when they hear a product name.

5. Which three letters sound technical or scientific in English?

- a) i b) z
- b) x d) e

6. Why do some companies decide to change their name?

- a) They want customers to change their ideas about the company or product.

7. What do the following words refer to in the passage?

(Par. 2) This	that a company or a product with a good name may not need many advertisements
(Par. 3) They	specialists
(Par. 4) It	that a good name should also be easy to remember
(Par. 5) It	the company
(Par. 6) These names	"Nike" and "Reebok"
(Par. 7) It	"Google"
(Par. 8) Those customers	customers who eat too much fat

3. Look at the passage again and try to guess the meaning of each boldly written word. Then, complete the sentences with those words given in the table that are synonyms of the phrases in the parentheses.

- 1. (very carefully) **cautiously**
- 2. (reaction) **response**
- 3. (help) **assist**
- 4. (remember) **recall**
- 5. (clear) **apparent**
- 6. (thought about) **consider**
- 7. (connected to) **related to** a
- 8. (effect) **influence**