

I. READING

A *brand* is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies use to distinguish their product from others in the market. A brand is seen as one of its company's most valuable assets. It represents the face of the company, the recognizable logo, slogan, or mark that the public associates with the company. *Branding* is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a *brand's identity*, brand communication (e.g. by logos and trademarks), *brand awareness*, *brand loyalty*, and various branding strategies. Legal protection given to a brand name is called a *trademark*.

When a company decides to settle on a brand to be its public image, it must first determine its *brand identity*, or how it wants to be viewed. For example, a company logo often incorporates the message, slogan or product that the company offers. The goal is to make the brand memorable and appealing to the consumer. The company usually consults a design firm or design team to come up with ideas for the visual aspects of a brand, such as the logo or symbol. A successful brand accurately portrays the message or feeling the company is trying to get across and results in *brand awareness*, or the recognition of the brand's existence and what it offers. On the other hand, an ineffective brand often results from miscommunication.

Once a brand has created positive attitude among its target audience, the firm is said to have built *brand equity*. Some examples of firms with brand equity possessing very recognizable brands of products are Microsoft Corp., Coca-Cola, Ferrari, Apple, Facebook and etc. If done right, a brand results in an increase in sales for not just the specific product being sold, but also other products sold by the same company. A good brand generates trust in the consumer, and after having a good experience with one product, the consumer is more likely to try another product related to the same brand. This phenomenon is often referred to as *brand loyalty*.

1. Based on its use in paragraph 3, what does „brand loyalty” represent?

- ☐ A) the tendency of some consumers to always buy a particular brand
- ☐ B) the extent to which consumers are familiar with the qualities or image of a particular brand
- ☐ B) the attributes of a brand as perceived by potential and actual customers
- ☐ Г) the use of an existing name on another type of product

2. According to the information mentioned in the article, what key components form a brand's tool case?

- ☐ A) logo, brand identity, product launch
- ☐ B) brand communication, market segment, product endorsement
- ☐ B) trademark, market share, brand equity
- ☐ Г) brand loyalty, brand awareness, brand communication

3. According to the information in the article, what does a company get after the brand has been launched successfully?

- ☐ A) current assets
- ☐ B) global acknowledgement
- ☐ B) miscommunication
- ☐ Г) national protection

4. Looking back at the article and contemplating, what is the best definition of the word „brand”?

- ☐ A) the action or business of promoting and selling products or services, including market research and advertising
- ☐ B) the term, symbol, or other feature that distinguishes a company or product from its rivals in the eyes of the customer
- ☐ B) the activity or profession of producing advertisements for commercial products or services
- ☐ Г) the activity of promoting the sale of goods, especially by their presentation in retail outlets

5. As the phenomenon is mentioned in the article, how is a symbol adopted by a company to identify its products called?

- ☐ A) slogan ☐ B) motto ☐ B) name ☐ Г) logo

II. COMMUNICATION AND VOCABULARY

6. A: Hello, Andrea. Welcome to HGP Birgit. Did you have any trouble finding us?

B:

- ☐ A) Oh, it was much worse than this!
- ☐ B) No, not at all, but the traffic was terrible.
- ☐ B) Really?! I can't imagine how it could possibly be.
- ☐ Г) Yes, it's always like that on Fridays.

7. A: So what difference will the Internet have on the way people buy music?

B:

- ☐ A) Well, like everywhere else, downloads of singles are growing rapidly in Scotland.
- ☐ B) OK. How do these figures compare within the different user-generated media?
- ☐ B) Interesting What did you find out?
- ☐ Г) That sounds very promising.

8. A: It's been a long time since we last were in contact, Jimmy. How's life treating you?

B:

- ☐ A) Can you give me a hand with the holiday roster?
- ☐ Б) Congratulations - that sounds a bit tough, though.
- ☐ B) Well, there have been a lot of changes in the company since we last met, but I'm fine.
- ☐ Г) Oh, dear, I'm afraid that's the way things are going.

9. A: You know our profits have been down 20% since last year. B:

- ☐ A) Oh blast! I had no idea.
- ☐ Б) Argh! How awful!
- ☐ B) What? Another loan?
- ☐ Г) Goodness me! You're not in the red, are you?

10. Fred was in after he won the lottery.

- ☐ A) grass ☐ Б) clover
- ☐ B) barley ☐ Г) wheat

11. In the Tropics there is usually most days, and the roads often get flooded.

- ☐ A) thunderstorm ☐ Б) torrential rain
- ☐ B) overcast ☐ Г) hurricane

12. is used for someone you are engaged to.

- ☐ A) Mate ☐ Б) Acquaintance
- ☐ B) Wife ☐ Г) Fiancé

13. around the park every morning is enough for me. It keeps me fairly fit.

- ☐ A) Rowing ☐ Б) Jogging
- ☐ B) Hang-gliding ☐ Г) Scuba-diving

14. She doesn't have to practice much at all. She can play by

- ☐ A) lips ☐ Б) tongue
- ☐ B) nose ☐ Г) ear

15. Catherine Rhodes is considered to be one of the big in the fashion industry.

- ☐ A) rifles ☐ Б) pistols
- ☐ B) guns ☐ Г) weapons

III. GRAMMAR

16. When I arrived the lesson, so I didn't find it easy to follow.

- ☐ A) started ☐ Б) had already started
- ☐ B) had been starting ☐ Г) starts

17. If the trend continuous, the average income by 115% by 2030.

- ☐ A) will increase ☐ Б) will be increasing
- ☐ B) increases ☐ Г) will have increased

18. I wish that man tapping his fingers on the table. It's getting on my nerves.

- ☐ A) was going to stop ☐ Б) would stop
- ☐ B) stopped ☐ Г) had stopped

19. When you write your essays, you copy ideas from books without referencing them properly.

- ☐ A) ought to ☐ Б) don't have to
- ☐ B) would ☐ Г) mustn't

20. The University of St Andrews is the oldest university in Scotland.

- ☐ A) which was founded in 1413
- ☐ Б) , which was founded in 1413,
- ☐ B) , that as founded in 1413,
- ☐ Г) , was founded in 1413

21. „How are you going to deal with the problem?“

- ☐ A) I asked Mr Brown if he was going to deal with the problem.
- ☐ Б) I asked Mr Brown whether was he dealing with the problem.
- ☐ B) I asked Mr Brown how was he going to deal with the problem.
- ☐ Г) I asked Mr Brown how he was going to deal with the problem.

22. A recent government report has warned that we act immediately to reduce pollution, there will be serious consequences for the planet.

- ☐ A) provided that ☐ Б) in case
- ☐ B) unless ☐ Г) as soon as

23. Our sports facilities among the best in the country.

- ☐ A) are asked to be ☐ Б) are thought to be
- ☐ B) are related to be ☐ Г) are said to be

24. India is an country.

- ☐ A) amazed ☐ Б) amazingly
- ☐ B) amazing ☐ Г) amusing

25. You phone me when you get there.

- ☐ A) must ☐ Б) shall
- ☐ B) ought to ☐ Г) should

26. If only I about the other costs before I bought it!

- ☐ A) had thought ☐ Б) have thought
- ☐ B) thought ☐ Г) would think

27. This course has taught all creatures on the planet.

- ☐ A) respect ☐ Б) me respecting
- ☐ B) me to respect ☐ Г) respecting

28. I can't sleep at night. I think I should the amount of coffee I drink.

- ☐ A) cut off ☐ Б) cut down on
- ☐ B) cut out ☐ Г) cut off from

29. The burglars got in through the kitchen window

- ☐ A) , which the owners had forgotten to shut.
- ☐ Б) , that the owners had forgotten to shut.
- ☐ B) , the owners had forgotten to shut.
- ☐ Г) what the owners had forgotten to shut.

30. They should to the gallery this week. They're showing Picasso's most famous paintings.

- ☐ A) go along with ☐ Б) go on
- ☐ B) go along ☐ Г) go off