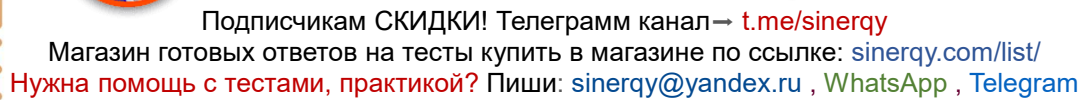




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All three courses offer a stimulating mix of academic knowledge and professional skills in subjects ...: consumer behaviour, branding, digital marketing and the analysis of marketing ... All programmes ... over four years to include ... a professional placement or a study abroad year. Students have access to dedicated professional careers support, and ... a thriving marketing community with social and professional events organised by student-led Marketing and Entrepreneurship

all recognised ... the Chartered Institute of Marketing (CIM) as an Accredited Degree.

[illegible]

Last year our degree ... training in the inter-related disciplines of business management, economics and marketing, with an opportunity to apply ... knowledge to the wide variety of global and local challenges ... the food industry, giving you the skills needed to gain a career in the food industry ... in the wider business world.

Next year BSc Business and Management (Marketing) ... one of the subject pathways within the business and management programme ... by Henley Business School.

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Complete the gap with the right option:

This ­­­­­­... graduates from these programmes to receive exemptions from all but one of the CIM Certificate in Professional Marketing modules.

4. Read the text

The University of Reading ... three innovative and very distinct marketing degrees, all recognised ... the Chartered Institute of Marketing (CIM) as an Accredited Degree. This ­­­­­­... graduates from these programmes to

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placement or a study abroad year. Students have access to dedicated professional careers support, and ... a thriving marketing community with social and professional events organised by student-led Marketing and Entrepreneurship

Complete the gap with the right option:

in-depth understanding of the science ... marketing

6. Read the text

[illegible]

Last year our degree ... training in the inter-related disciplines of business management, economics and marketing, with an opportunity to apply ... knowledge to the wide variety of global and local challenges ... the food industry, giving you the skills needed to gain a career in the food industry ... in the wider business world.

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Complete the gap with the right option:

with a strong focus ... the psychology behind consumer decision-making

7. Read the text

[illegible]

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Business and Management (Marketing) is a new programme pathway, ... allows business students the opportunity to focus an increasing proportion of their ... on marketing topics as they progress through their degree.

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Complete the gap with the right option:

the psychology behind consumer decision-making ... inform marketing strategy and practice.

8. Read the text

The University of Reading ... three innovative and very distinct marketing degrees, all recognised ... the Chartered Institute of Marketing (CIM) as an Accredited Degree. This ­­­­­­... graduates from these programmes to receive exemptions from all but one of the CIM Certificate in Professional Marketing modules. BSc Consumer Behaviour and Marketing offers students ... in-depth understanding of the science ... marketing, with a strong focus ... the psychology behind consumer decision-making ... inform marketing strategy and practice. BSc Food Marketing and Business Economics ... a specialist programme enabling students to develop business and marketing skills in the context of the food industry. BSc Business and Management (Marketing) is a new programme pathway, ... allows business students the opportunity to focus an increasing proportion of their ... on marketing topics as they progress through their degree.

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Complete the gap with the right option:

the opportunity to focus an increasing proportion of their ... on marketing topics as they progress through their degree.

11. Read the text

[illegible]

Last year our degree ... training in the inter-related disciplines of business management, economics and marketing, with an opportunity to apply ... knowledge to the wide variety of global and local challenges ... the food industry, giving you the skills needed to gain a career in the food industry ... in the wider business world.

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Complete the gap with the right option:

Last year our degree ... training in the inter-related disciplines of business management, economics and marketing





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the wide variety of global and local challenges ... the food industry

[illegible]

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giving you the skills needed to gain a career in the food industry ... in the wider business world.

[illegible]

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placement or a study abroad year. Students have access to dedicated professional careers support, and ... a thriving marketing community with social and professional events organised by student-led Marketing and Entrepreneurship

Complete the gap with the right option:

one of the subject pathways within the business and management programme ... by Henley Business School.

17. Read the text

[illegible]

Last year our degree ... training in the inter-related disciplines of business management, economics and marketing, with an opportunity to apply ... knowledge to the wide variety of global and local challenges ... the food industry, giving you the skills needed to gain a career in the food industry ... in the wider business world.

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Complete the gap with the right option:

All three courses offer a stimulating mix of academic knowledge and professional skills in subjects ...: consumer behaviour, branding, digital marketing and the analysis of marketing

18. Read the text

[illegible]

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Complete the gap with the right option:

consumer behaviour, branding, digital marketing and the analysis of marketing ...

19. Read the text

[illegible]

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opportunity to apply ... knowledge to the wide variety of global and local challenges ... the food industry, giving you the skills needed to gain a career in the food industry ... in the wider business world.

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Complete the gap with the right option:

Students have access to dedicated professional careers support, and ... a thriving marketing community with social and professional events

22. Read the text

[illegible]

Last year our degree ... training in the inter-related disciplines of business management, economics and marketing, with an opportunity to apply ... knowledge to the wide variety of global and local challenges ... the food industry, giving you the skills needed to gain a career in the food industry ... in the wider business world.

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Complete the gap with the right option:

social and professional events organised by student-led Marketing and Entrepreneurship ...

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23. Match the tense indicators with the corresponding tense

24. Match the tense indicators with the corresponding tense

25. Match the tense indicators with the corresponding tense

26. Match the words to make collocations

27. Match the words to make collocations

28. Match the words to make collocations

29. Match the words to make collocations

30. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire

31. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC)

32. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

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Complete with the right option:

while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ...

33. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

As a ... that makes custom, luxury gifts

34. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

including floral arrangements and other ... like snacks and bath bombs

35. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

Bouquet Bar emphasized that Mother's Day is an ... time of year for them.

36. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

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Complete with the right option:

Typically, the ... is one of their busiest times of year

37. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

they ... significant increases

38. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

significant increases in ... throughout the weeks

39. Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it.

Complete with the right option:

throughout the weeks leading ... to it.

40. Choose the right definition to the given term

Marketing

41. Choose the right definition to the given term

Advertisement

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You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals!

4....

Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones.

5....

Avoid overused marketing hype words like «amazing» and «revolutionary». Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it.

6. ...

Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the « sent from name» field.

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Match the heading with the paragraph:

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

51. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

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1. ...







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so make sure that you clearly state your brand within the « sent from name» field.

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Match the heading with the paragraph:

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

57. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

[illegible]

Send out special, time limited offers such as «Get 50% off your next visit - claim within the next 24 hours.» It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering.

3....

You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals!

4....

Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results.

For example, add a link to your website to drive clicks from smartphones.

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Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results.

For example, add a link to your website to drive clicks from smartphones.

Avoid overused marketing hype words like «amazing» and «revolutionary». Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it.

Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the « sent from name» field.

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Mark the statement as True, False, Not mentioned:

Marketing texts should be no more than 10 words.

61. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

[illegible]

Send out special, time limited offers such as «Get 50% off your next visit - claim within the next 24 hours.» It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering.

You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as

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possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals!

4....

Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results.

For example, add a link to your website to drive clicks from smartphones.

5....

Avoid overused marketing hype words like «amazing» and «revolutionary». Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it.

6. ...

Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the « sent from name» field.

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Mark the statement as True, False, Not mentioned:

Special time limited offers encourage customers.

62. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

[illegible]

Send out special, time limited offers such as «Get 50% off your next visit - claim within the next 24 hours.» It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering.

3....

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3....

You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals!

4....

Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones.

5....

Avoid overused marketing hype words like «amazing» and «revolutionary». Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it.

6. ...

Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the « sent from name» field.

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Mark the statement as True, False, Not mentioned:

Get to the most important point of the message at once.

64. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

[illegible]

Send out special, time limited offers such as «Get 50% off your next visit - claim within the next 24 hours.» It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they

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should act now, so that they don't miss out on the discount or special product you are offering.

3....

You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals!

4....

Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones.

5....

Avoid overused marketing hype words like «amazing» and «revolutionary». Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it.

6. ...

Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the « sent from name» field.

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Mark the statement as True, False, Not mentioned:

Texts should include the logo.

65. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

[illegible]

Send out special, time limited offers such as «Get 50% off your next visit - claim within the next 24 hours.» It will give your

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Send out special, time limited offers such as «Get 50% off your next visit - claim within the next 24 hours.» It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering.

3....

You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals!

4....

Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones.

5....

Avoid overused marketing hype words like «amazing» and «revolutionary». Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it.

6. ...

Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the « sent from name» field.

7. ...

Use your data lists to segment your target audience and get your timing right.

Offer your customers something useful.

Write text messages with urgency and a call to action with a deadline.

Offer an option to stop messages.

Mark the statement as True, False, Not mentioned:

It's a good recommendation to use many marketing hype words like «amazing» and «revolutionary».

67. Read the text:

According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.

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[illegible]

3...

4....

5....

6. ...

7. ...

Offer an option to stop messages.

Offers to stop messages should be used.

1. ...

One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By

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Noun -



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72. Choose the correct option for the questions.

Verb...

73. Choose the correct option for the questions.

Preposition –

74. Choose the correct option for the questions.

Pronoun –

75. Choose the correct option for the questions.

Linking word -

76. Choose the correct option for the questions.

Adverb –

77. Choose the correct option for the questions.

Article –

78. Choose the correct option for the questions.

Gerund –

79. Choose the correct option for the questions.

Infinitive –

80. Choose the correct option for the questions.

Past participle –

81. Choose the correct option for the questions.

Auxiliary verb –

82. Choose the correct option for the questions.

Phrasal verb –

83. Choose the correct option for the questions.

Action verb –

84. Choose the correct option for the questions.

Non Action verb –

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85. Choose the correct option for the questions.

Choose the verb which can't be auxiliary –

86. Watch the video and match the words to make collocations used in the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

87. Watch the video and match the words to make collocations used in the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

88. Watch the video and match the words to make collocations used in the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

89. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False , Not mentioned :

If it's hard now to make a good marketing video it doesn't mean that it always has to be.

90. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False , Not mentioned :

The speaker shows three important elements of a video marketing strategy.

91. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False , Not mentioned :

He starts with the pre-production checklist stage.

92. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False , Not mentioned :

This strategy is mostly used in European marketing.

93. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False , Not mentioned :

We have to be very conscious about the first 10-15 seconds of the video.

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94. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

New York Times did the study and found out that «you» in the intro can increase viewers by 97%.

95. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

APP stands for Agree, Promise and Preview.

96. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

During the Preview stage you give the sense how you plan to deliver the content.

97. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

Schedules are not important for creating a marketing video.

98. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

There is a link in the description below the video to download a useful table to prioritize the content and track it for the production.

99. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

A lot of university research was done for identifying the best strategy for creating marketing videos.

100. Watch the video

<https://www.youtube.com/watch?v=5miRI0sLI-Q>

Mark the statement True, False, Not mentioned :

The checklist should include traits of your viewers, primary goals, calls-to-action, basic keyword research.

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