

Exam practice Units 5–8

Reading and Use of English Part 1

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0). (8 marks)

A brief history of advertising

In 1477, William Caxton printed what could be **0 B** as Britain's first advert for a book called *The Pyes of Salisbury*. But advertising goes back much further than Caxton's time; almost certainly it emerged along with trading. From **1** _____ displaying one's goods outside, to painting on walls to **2** _____ customers, the origins of advertising go back a long way. Actual examples have been found **3** _____ in the ruins of Pompeii. As advertising developed at the same time and pace as consumer society, it isn't really surprising that the **4** _____ revolution late in the 18th century marked an expansion in advertising.

Advertising had become a serious business, and it wasn't long before people started to offer themselves as **5** _____ in advertising – the earliest known record of an advertising **6** _____ dates back to 1786. Newspapers became the main **7** _____ of advertising goods and services during the first half of the 19th century, a situation that would **8** _____ virtually unchanged until the birth of television in the 20th century.

- | | | | | |
|---|-----------------|---------------|---------------|-----------------|
| 0 | A thought | B described | C called | D explained |
| 1 | A simply | B only | C clearly | D easily |
| 2 | A please | B encourage | C invite | D attract |
| 3 | A reserved | B preserved | C saved | D kept |
| 4 | A industrial | B business | C factory | D manufacturing |
| 5 | A professionals | B authorities | C specialists | D leaders |
| 6 | A agency | B group | C society | D department |
| 7 | A manner | B instrument | C process | D means |
| 8 | A remain | B keep | C rest | D wait |

Reading and Use of English Part 2

For questions 9–16, read the text below and think of the word which best fits each gap. Use only **one** word in each gap. There is an example at the beginning (0). (8 marks)

Can dreams predict the future?

The dreams we have often appear to be supernatural events in which we see **0 ourselves** as characters in extraordinary stories. We meet strange people, we **9** _____ on adventures and we discover amazing places. These situations don't quite **10** _____ sense to us on waking, but at the time they appear as plausible as the events we go through in our everyday lives.

The fact that scientists have not succeeded **11** _____ fully explaining dreams gives them even more of an air of mystery. The exact process through **12** _____ they happen is still unclear. This encourages us to come **13** _____ with more weird and wonderful explanations for dreams and the role they **14** _____ in our daily lives. An example of this is the belief that dreams can be helpful in **15** _____ to predict the future.

Unsurprisingly, this particular theory is backed up by people's accounts of how they've predicted events through dreams, including national disasters. Most people have **16** _____ some point had a dream that has played out in reality.