

Use of English: Grammar

- 1 Complete the text with the correct passive form of the verb in brackets.

Peer-to-peer marketing

(1) _____ (employ) at present by companies enabling them to advertise for free. It
(2) _____ (believe) that viral marketing is a popular form of peer-to-peer marketing. Viral advertising
(3) _____ (use) for many years, but companies using this method are now targeting children as young as four years old.

When playing games on the computer, both online and offline, children (4) _____ (show) a series of advertisements. The purpose of these adverts is for children to subconsciously associate them with the game they are playing. According to statistics, during the last three months, an estimated 2500 adverts
(5) _____ (click on) by children ranging from seven to thirteen years old.

/5

- 2 Rewrite the sentences using the words given. Use no more than six words.

- Mum usually does his washing.
HAS
He usually _____
by his mum.
- Her friend called her after dinner.
BY
She got _____.
- The mechanic checked my car
free of charge.

CHECKED

I _____ free of charge.

- 4 They got Tom to cook our dinner.
COOKED
We _____ by Tom.

- 5 They'd sent us the bill in the post.
SEND
We'd had _____ in the post.

/5

- 3 Choose the correct alternative.

- Sadly none of/most of the celebrities gave their autograph to the thousands of fans waiting outside the cinema.
- Neither of/All of their customers are loyal to the brand and they would never buy anything else.
- He couldn't believe that each/every pair of trousers he tried on was either too baggy or too tight.
- The fact that no/some freebies were given out at the event came as an unpleasant surprise to the guests.
- Most/Most of salesmen push their clients to buy their products because they need to hit their targets.

/5

Gateway B2 Unit 7

Didier Musso



Gateway B2 Unit 7:

Unveiling the Magic of Words: A Report on "**Gateway B2 Unit 7**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Gateway B2 Unit 7**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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