

## PART FOUR

## Questions 19–33

- Read the article below about promoting Honduran companies.
- Choose the best word to fill each gap from **A, B, C** or **D** on the opposite page.
- For each question **19–33**, mark one letter (**A, B, C** or **D**).
- There is an example at the beginning, (**0**).

### FINANCIAL HELP FOR HONDURAN COMPANIES

A \$160 million project to make the 'Made in Honduras' label better known abroad has just been announced in Tegucigalpa. The 'Brandname Fund', as it is called, is a project backed by the Honduran government to **(0)** ..... <sup>A</sup>..... local companies a larger share in world markets. It is the first ever government **(19)** ..... of its kind.

A government spokesman announced that the fund would be **(20)** ..... in the next few days, and would help Honduran companies to **(21)** ..... specific brands.

But business people are doubtful about the scheme's likely **(22)** ..... . Critics say that not enough money has been put into the fund to make it really **(23)** ..... . They say that the **(24)** ..... is too little to help the many small companies whose limited **(25)** ..... prevent them from making a serious impact on international markets.

The Honduran economy was once completely **(26)** ..... to foreign investment, but it opened up to foreign companies five or so years ago under sweeping reforms **(27)** ..... by the new government. The moves have so far **(28)** ..... more than \$20 billion worth of foreign investment.

But although certain Honduran **(29)** ..... , such as clothing and textiles, bananas and coffee, do quite well, no single Honduran brand has yet **(30)** ..... the top rank. The fund is a serious **(31)** ..... to change this. The government **(32)** ..... , however, that brands selected for promotion abroad should be of international quality and **(33)** ..... of making a real impact in the global market.

- |    |              |             |                 |              |
|----|--------------|-------------|-----------------|--------------|
| 19 | A function   | B event     | C advertisement | D campaign   |
| 20 | A launched   | B fired     | C pronounced    | D engaged    |
| 21 | A invent     | B promote   | C support       | D develop    |
| 22 | A benefits   | B assets    | C profits       | D dividends  |
| 23 | A definite   | B certain   | C effective     | D capable    |
| 24 | A addition   | B quantity  | C amount        | D size       |
| 25 | A properties | B stocks    | C qualities     | D resources  |
| 26 | A closed     | B shut      | C denied        | D refused    |
| 27 | A provided   | B presented | C introduced    | D discovered |
| 28 | A claimed    | B caught    | C persuaded     | D attracted  |
| 29 | A products   | B types     | C makes         | D names      |
| 30 | A brought    | B reached   | C obtained      | D performed  |
| 31 | A trial      | B attempt   | C concern       | D business   |
| 32 | A defines    | B reserves  | C presumes      | D insists    |
| 33 | A confident  | B worthy    | C capable       | D aware      |