

For questions 17-24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

Write your answers IN CAPITAL LETTERS on the separate answer sheet.

Example: (0) **RELATION**

Brick and mortar

The term 'brick and mortar' is used in 0_____ to any type of business, usually a shop, that has some degree of physical presence – to speak 17_____, an actual place you can come to, rather than just a website. The term owes its origin to the 18_____ shift towards buying and selling over the Internet in the early 2000, when the online-only approach slowly started gaining traction.

There is a reason that the brick and mortar approach has been losing popularity. Anybody with a semblance of business acumen can see the 19_____ appeal of shifting towards the online model. Not needing to rent and maintain a place means that the saved funds can help keep the prices at a more 20_____ level. It also has much higher 21_____, as increasing your business will often mean that you have to move to a bigger building. Conversely, your online 22_____ can be resized quickly and within much lower budgets.

However, most of this criticism can be deemed 23_____, as there are plenty of industries where personal touch is more important. This is especially common in businesses with older target audiences, where clientele is less comfortable doing their shopping online. This leads many experts to believe that brick and mortar is likely to make a 24_____ in the nearest future.

0 RELATE
17 PLAIN
18 GRADE
19 RESIST
20 COMPETE
21 SCALE
22 OPERATE
23 FOUND
24 COME

Answers and explanations

17. **Plainly.** An expression ‘to speak plainly’ usually introduces a simplified explanation of something complex – here we have a condensed description of the concept of the brick and mortar approach.

18. **Gradual.** A gradual shift is one that happens slowly over a longer period of time.

19. **Irresistible.** The rest of the paragraph talks about the perks of moving towards the online model. As we talk about the advantages, the ‘irresistible appeal’ is the attractiveness that is too big to resist.

20. **Competitive.** Competitive prices are those that are at a similar level to those that competing businesses have. This means that at this price point you are as likely to get clients as anybody else with a similar pricing strategy. Competitive is normally used positively.

21. **Scalability.** To scale something means to increase or decrease the size of something. Here we talk about making a business operation bigger. All we need then is to get the right noun form and spell it correctly – always check your spelling in C1 Use of English Part 3! And one more thing – do not choose ‘scaling’ as an answer; don’t be tempted to use -ing to make the words, it will normally be seen as incorrect.

22. **Operation.** ‘Online operation’ simply means your online platform that you use to offer goods or services.

23. **Unfounded.** Unfounded criticism is one that is thought not to be valid or true. If you deem something unfounded, then you believe there is no reason to believe it.

24. **Comeback.** Note that ‘comeback’ is a noun here. When somebody or something makes a comeback, they return after a setback or a failure they had suffered in the past.