

ESL 204 GG 2204

Home / My courses / ESL-204-2204-GG / Grammar Quizzes / Grammar Quiz 1 (Units 1-2): Adverb Clauses

Information

Flag question

Section 1

Complete the sentences. Choose the correct answer.

Question 1

Not yet answered

Marked out of 1.0

1.0

Flag question

It is hard to say why we like trying something scary. Even though _____, we are sure to try it again the next chance we get.

Select one:

- a. our friends will join us
- b. we haven't travelled around much
- c. doing it is terrifying
- d. we are excellent at the sport

Question 2

Not yet answered

Marked out of 1.0

1.0

Flag question

Airline companies avoid pictures showing their airplanes flying over the ocean _____ the photo makes customers fear crashing and drowning in the water.

Select one:

- a. even if
- b. in case
- c. even though
- d. unless

Question 3

Not yet answered

Marked out of 1.0

1.0

Flag question

While some people are intensely aware of the risk they face in any situation, _____.

Select one:

- a. others never take risks at all
- b. others always consider the risks before taking any action
- c. others underestimate the risk to their health and well-being
- d. others just copy their friends' behaviour

Question 4

Not yet answered

Marked out of 1.0

1.0

Flag question

_____ more teenage males engage in risky behaviour than do same-age females, they must be deriving some benefit from it.

Select one:

- a. Although
- b. Unless
- c. If
- d. Even if

Question 5

Not yet answered

Marked out of 1.0

1.0

Flag question

Hazard is not the same as risk. Typhoons and tsunamis are very hazardous, but if you _____ close to the ocean, your risk of experiencing either of them is low.

Select one:

- a. didn't live
- b. live
- c. won't live
- d. don't live

Quiz navigation

1	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20			

Finish attempt ...

Next page



ESL 204 GG 2204

Home / My courses / ESL-204-2204-GG / Grammar Quizzes / Grammar Quiz 1 (Units 1-2): Adverb Clauses

Information

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Section 2

Complete the sentences. Choose the correct answer.

Question 6

Not yet answered

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Some parents reckon they need not have their child vaccinated as the vaccination of the other children renders the disease so uncommon as to present no danger. However, their children are still at risk of getting sick since _____.

Select one:

- a. each unvaccinated child increases the risk of infection
- b. unvaccinated children are not allowed to attend school during an outbreak of the disease
- c. their child can spread diseases to other children
- d. it is not fair to rely on the other parents

Question 7

Not yet answered

Marked out of 1.0

🚩 Flag question

The Precautionary Principle, the notion that no innovation should proceed until its potential danger to humanity has been exhaustively examined, is faulty _____ this extreme caution is likely to deny us many lifesaving benefits available from modern science.

Select one:

- a. even though
- b. whether or not
- c. only if
- d. since

Question 8

Not yet answered

Marked out of 1.0

🚩 Flag question

It's hard to combat teenagers' willingness to try recreational drugs. _____ they can accept that a drug may be harmful to their health, they cannot weigh the distant, long-term risk against its immediate attractions.

Select one:

- a. in case
- b. even if
- c. whether
- d. only if

Question 9

Not yet answered

Marked out of 1.0

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Not surprisingly, big business finds the Precautionary Principle threatening _____ it imposes new duties and responsibilities on private corporations.

Select one:

- a. because
- b. unless
- c. now that
- d. even if

Question 10

Not yet answered

Marked out of 1.0

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Brand preference means that consumers would rather buy a certain brand of product, while brand insistence means that _____.

Select one:

- a. consumers will postpone a purchase if their brand is not available
- b. consumers have a preference for brands they used while growing up
- c. consumers are aware of the name and packaging of a certain brand
- d. consumers are flexible regarding the product brand they buy

Quiz navigation

i	1	2	3	4	5	i	6	7
8	9	10	i	11	12	13	14	15
i	16	17	18	19	20			

[Finish attempt ...](#)

[Previous page](#)

[Next page](#)

[◀ Model Notetaking: Does Money Buy Greater Happiness?](#)

Jump to... 

[Grammar Quiz 2 \(Units 1-2\): Adjective Clauses ▶](#)

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[ESL-204-2204-GG](#)



ESL 204 GG 2204

Home / My courses / ESL-204-2204-GG / Grammar Quizzes / Grammar Quiz 1 (Units 1-2): Adverb Clauses

Information

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Section 3

Complete the sentences. Choose the correct answer.

Question 11

Not yet answered

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A car will never be popular amongst 18-year-old males _____ it is red, convertible, and capable of reaching 200 km/h in 8 seconds.

Select one:

- a. only if
- b. unless
- c. while
- d. if

Question 12

Not yet answered

Marked out of 1.0

Flag question

Managers know that _____ they don't leave their clientele feeling well treated, these clients will switch to a different product.

Select one:

- a. only if
- b. if
- c. even if
- d. unless

Question 13

Not yet answered

Marked out of 1.0

Flag question

People fear that marketing campaigns manipulate us. However, manipulation works _____ it is so subtle that consumers do not notice it.

Select one:

- a. whether or not
- b. only if
- c. even if
- d. unless

Question 14

Not yet answered

Marked out of 1.0

Flag question

Globalization has changed the way we make our purchase decisions. It means that almost any product is available anywhere at any time. _____ we are no longer limited by regional or seasonal availability, we expect exotic products from all over the world.

Select one:

- a. by the time
- b. now that
- c. whether or not
- d. after

Question 15

Not yet answered

Marked out of 1.0

Flag question

Companies that offer flexible working schedules realize that workers' level of productivity does not change _____.

Select one:

- a. only if they have the same office hours every day
- b. unless they arrive at 9:00 sharp every day
- c. even if they come to the office every day
- d. whether they come regularly to the office or work at home

Quiz navigation

i	1	2	3	4	5	i	6	7
8	9	10	11	12	13	14	15	
i	16	17	18	19	20			

[Finish attempt ...](#)

◀ Model Notetaking: Does Money Buy
Greater Happiness?

Jump to...

Grammar Quiz 2 (Units 1-2): Adjective
Clauses ▶

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[ESL-204-2204-GG](#)



ESL 204 GG 2204

Home / My courses / ESL-204-2204-GG / Grammar Quizzes / Grammar Quiz 1 (Units 1-2): Adverb Clauses

Information

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Section 4

Complete the sentences. Choose the correct answer.

Question 16

Not yet answered

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_____ we cannot question that advances have been made by women at executive levels, there are still more large Canadian corporations run by men than there are ones run by women.

Select one:

- a. because
- b. while
- c. when
- d. if

Question 17

Not yet answered

Marked out of 1.0

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Some firms employ larger-than-life product characters, such as McDonald's with its Ronald McDonald or Michelin Tires with its Michelin Man. However, only if these characters are harmless in appearance, _____.

Select one:

- a. the resulting product recognition is positive
- b. will a positive product recognition be formed
- c. they will result in a positive product recognition
- d. a positive product recognition will result

Question 18

Not yet answered

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Marketers target people with low self-esteem using advertisements that suggest these people will not be happy or attractive _____ they buy the company's products.

Select one:

- a. unless
- b. only if
- c. whether
- d. when

Question 19

Not yet answered

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Even if a consumer is purchasing something for the first time, _____.

Select one:

- a. s/he will research the product online before buying it.
- b. s/he will be influenced by advertising.
- c. s/he will recommend the product to others.
- d. his/her past experience and habits will influence his/her decision.

Question 20

Not yet answered

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Declining birth rates, especially in Europe, are one problem for marketers. Furthermore, _____ Baby Boomers have begun to retire, consumption is likely to go down.

Select one:

- a. while
- b. if
- c. now that
- d. in case

Quiz navigation

1	2	3	4	5	6	7	
8	9	10	11	12	13	14	15
16	17	18	19	20			

[Finish attempt ...](#)

[Previous page](#)

[Finish attempt ...](#)

[◀ Model Notetaking: Does Money Buy Greater Happiness?](#)

[Grammar Quiz 2 \(Units 1-2\): Adjective Clauses ▶](#)

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