

**Scanning for Matching Vocabulary Teacher-Example.Answer.Key**

**Cambridge Book 12 Test 5 Section 2 “marketing advice for new businesses”**

**Cambridge Book 13 Test 4 Section 3 “Tuning up your leadership skills”**

Note: First look at the questions and note which sentences the keyword language comes from.

Answers

Cambridge Book 12 Test 5 Section 2 “marketing advice for new businesses”

Keywords in Question	Matching Language in Passage
help to	pays to
how they feel about	what they really like
forms of advertising	these (print, press, direct mail)
provide customers	send them
can give you	throw up some
largely depends on	your greatest asset

Cambridge Book 13 Test 4 Section 3 “Tuning up your leadership skills” (Questions 34-36)

Keywords in Question	Matching Language in Passage
first to	ever since
setting	environment
unpredictable	uncertain
work	operate
decided to cover	focus on
certain aspects	specific areas