

PTE Writing Practice Test 10

Question 1: Summarize Written Text

Read the passage below and summarize it using one sentence. Type your response in the box at the bottom of the screen. You have 10 minutes to finish this task. Your response will be judged on the quality of your writing and on how well your response presents the key points in the passage.

Brand Loyalty:

Brand loyalty exists when consumers repeat-purchase your brand rather than swapping and switching between brands. It is widely agreed that it is far more expensive to have to find a new customer than to keep existing ones happy, so brand loyalty is crucial for achieving high- profit margins. For charities, it is important to set a marketing objective of improving brand loyalty. If existing donors can be persuaded to set up a direct debit to the charity, its cash flow will improve significantly. Although some brands stay fresh for generations (Marmite is over 100 years old) others become jaded due to changes in consumer tastes and lifestyles. At this point, the firms need to refresh the brand image to keep the products relevant to the target market. A clear objective must be set. For instance: what brand attributes do we want to create? What do we want the brand to stand for? This occurs when a firm aims to change a brand's image, so that the brand appeals to a new target market. Twelve years into its life cycle, McVie's decided to reposition its Hobnobs biscuit brand. Hobnobs had been positioned as a homely, quite healthy biscuit for middle-aged consumers. Research pointed McVie's in a new direction: younger, more male, and less dull. So new packaging was designed and then launched in conjunction with a new, brighter advertising campaign. In 2013 Hobnobs sales were worth 36 million pounds, 9 percent up on the previous year.

Question 2: Write Essay

You will have 20 minutes to plan, write and revise an essay about the topic below. Your response will be judged on how well you develop your position, organize your ideas, present supporting details, and control the elements of standard written English. You should write 200 - 300 words.

A healthy diet is more important for keeping fit than exercise. To what extent do you believe this statement? Give example or personal experiences.

Sample Answers

Question 1: Summarize Written Text

Brand loyalty exists when consumers repurchase a product of a brand rather than swapping or switching between brands. Moreover, finding new customers is also more expensive than keeping present customers happy. Meanwhile, some brands remain fresh for years, while others get jaded as customer tastes and lives evolve. So, it's critical to

have a marketing goal of increasing brand loyalty. Consequently, firms must now update their brand image in order to maintain their products relevant to their target market. This occurs when a company wants to transform a brand's image to appeal to a new target market. For instance, McVie's chose to reposition its Hobnobs biscuit brand after twelve years on the market. In 2013 Hobnobs sales were worth 36 million pounds, 9 percent up on the previous year.

Question 2: Write Essay

Losing weight and developing strength requires both good nutrition and exercise. Some individuals feel that nutritious therapy is more vital than exercising regularly to keep in shape. Others think that physical fitness activity is crucial to their success. In my opinion, nutritional habits will have a far more significant impact on your body composition and physique goals than any other fitness component. In the following paragraphs, I shall elaborate on my point of view in detail. A balanced diet is one in which we consume an appropriate quantity of various nutrients, protein, and carbs at any time of the day. Globally, the intake of energy-dense foods high in saturated fat, salt, and sugar has increased. This is because exercise stimulates hunger, especially lengthy endurance training or weight lifting. So, giving in to more carbs and sugary food will ultimately ruin the weight loss goal even after strict exercise regimes. Additionally, a new study claims that diet is far more crucial than physical activity, including walking, fidgeting, and formal workout. Following that, when a person eats a well-balanced diet, they only deliver vital nutrients to the body, which decreases the risk of obesity and keeps individuals healthy and fit. One method to approach healthy eating, for example, is to adopt the Mediterranean diet, which has been shown to promote excellent health. While avoiding processed foods, the Mediterranean diet emphasizes plant-based foods such as bread, whole grains, low and non-fat dairy, fish and poultry, nuts, seeds, and olive oil. On the contrary, workout aids weight loss by burning primarily fat; diet alone will not suffice. Exercise also helps to improve your metabolism, which means you burn more calories throughout the day. Besides that, it assists with long-term weight reduction and other favourable consequences on our lives, including a reduced risk of chronic disease, stress, and high blood pressure. To sum up, both exercise and nutrition are essential for long-term weight reduction and good health. Physical fitness activity is crucial for increasing strength, the muscular mass, and flexibility and managing conditions such as heart disease and diabetes. However, while exercise can aid in weight loss, nutrition is a far more significant element for weight loss.