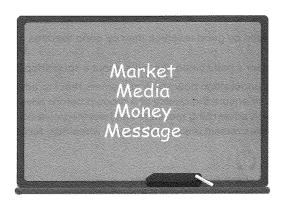
**Directions:** Listen to Track 77.



Business



Directions: Now answer the questions.

- 29. What is the main topic of the talk?
  - A How to analyze various types of advertising
  - (B) How to develop products that people will like
  - C How to use advertising successfully
  - D How to satisfy customer demands
- 30. According to the professor, what might be two results of NOT having a good advertising plan? Choose 2 answers.
  - A Delays in the introduction of new products
  - B The loss of customers
  - C Too much attention focused on one product
  - D The unnecessary spending of money
- 31. Why does the professor talk about teachers?
  - (A) To emphasize the advantages of marketing products to specific groups of people
  - To illustrate how to select the most appropriate media for advertising a product
  - © To prove that it is not necessary to spend money on advertisements
  - ① To show how a poorly communicated message can ruin a business
- 32. In the example about sports equipment, what does the professor imply about spending money on advertising?
  - A It is most effective just before holidays when people give gifts.
  - (B) It may require quick decision making.
  - It is a waste, since many consumers select products based on their previous experiences.
  - (D) It is better guided by good research than by good theories.
- 33. What is the professor's point when she talks about a soup shop?
  - (A) It is difficult to understand how some customers react to advertising.
  - B It is important to ensure the quality of a product before advertising it.
  - C A poorly chosen advertising message can have negative consequences.
  - (D) Some businesses remain unsuccessful even when they focus on the four M's.
- 34. Listen to Track 78. (



- (A) She is eager to share an amusing story.
- B She made up the story she is about to tell.
- © She believes humor in advertising is important.
- (D) She will tell a story about a popular celebrity.