


**Directions:** Listen to Track 77. 

Business

Market  
Media  
Money  
Message

**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
- ☐ (B) To illustrate how to select the most appropriate media for advertising a product
- ☐ (C) To prove that it is not necessary to spend money on advertisements
- ☐ (D) 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.
- ☐ (C) 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.
- ☐ (C) She believes humor in advertising is important.
- ☐ (D) She will tell a story about a popular celebrity.