

1.What is the conversation mainly about?

- a. Preparing for a test
- b. A strategy for attracting customers
- c. Business opportunities in the field of health
- d. Differences between two business models

2.What does the professor imply about the upcoming test?

- a. It will not contain questions about the health-club model.
- b. It will ask about ways to improve the customer's self-image.
- c. It will require students to discuss marketing strategies for libraries.
- d. It will not require students to give examples of successful businesses.

3.Based on the conversation, indicate whether each of the following is offered by health clubs. Select the appropriate answers.

- | | |
|----------------------------|--------------------------|
| a. Low membership fees | c. Exercise classes |
| b. High-quality facilities | d. Positive self-image |
| | e. Special presentations |

4.What does the professor imply about public libraries?

- a. They tend to be more popular than health clubs.
- b. They cannot offer as many services as health clubs.
- c. They should not spend money on high-quality equipment.
- d. They need to give greater emphasis to strategic marketing.

5.Why does the student say this:

- a. To introduce a personal story about exercising
- b. To point out a flaw in the health-club model
- c. To give an example that supports the professor's point
- d. To explain why he disagrees with the professor