

FINAL LISTENING CLASSWORK

Score

Name : _____

V = _____

Date : _____

X = _____

PART 1

Write the correct letter (A-L) from the Options into the appropriate brand column (Oak&Co / FitClub).

No. 0 has been filled as an example.

No	Strategy	Oak&Co	FitClub
0	Business Type	K	L
1	Promotional Media		
2	Target Audience		
3	Activity Frequency		
4	Goal/ Objective		
5	Marketing Activities		

Options:

- | | |
|-----------------------------|---------------------------------|
| A. local corporates | G. visible activities to public |
| B. sales via email | H. individuals |
| C. Increasing revenue | I. two times within 12 months |
| D. one time in a month | J. social networking platform |
| E. advertise publicly | K. Office supplies |
| F. electronic mail campaign | L. community |

PART 2

TRUE/ FALSE

- 1) Liz believes targeted adverts are useful.
- 2) Tom agrees adverts should store private data.
- 3) The adverts help new users recommending products.
- 4) Tom believes cookies are safe.
- 5) Liz thinks cookies help find products.
- 6) Tom claims personal info is connected to other websites.
- 7) Tom feels privacy is protected by the websites
- 8) Liz thinks ads are hard to ignore.
- 9) Liz finds special promotions unattractive.
- 10) Liz feels the adverts are not really annoying.
