

Worksheet Listening 12

Multiple choice

You will hear an interview with Dr Margaret Patterson, a University lecturer, about using the senses in marketing. Listen to the interview and choose the answer which fits best according to what you hear.

1. What is Dr Patterson's attitude to the use of sophisticated scent marketing?
 - a. She is a little concerned about some instances of it.
 - b. She does not think people should be so anxious about it.
 - c. She regards it as a brilliant innovation in the world of marketing.
 - d. She is not terribly impressed by it.
2. According to Dr Patterson, people feel they have been tricked by scent marketing when
 - a. food smells are used to encourage them to spend more.
 - b. products on display have a different smell from what they expect.
 - c. they find out that the smell has no connection to the products on display.
 - d. the smell is so inviting they find themselves making unplanned purchases.
3. What does Dr Patterson say about the choice of smell in the toy shop?
 - a. It should have been more subtle.
 - b. It is known to put people in a good mood.
 - c. It is not possible to be certain why it was chosen.
 - d. It would only have worked in a city like London.
4. What is Dr Patterson's attitude to the milk board campaign?
 - a. She is not surprised it attracted complaints.
 - b. She shares people's dislike of the smell they used.
 - c. She thought it was an original concept.
 - d. She regards it as a skilful use of scent marketing.
5. What is Dr Patterson's reaction to the complaint by allergy sufferers?
 - a. She is unsure why they complained.
 - b. She sympathises with them on the grounds that scent marketing poses a risk.
 - c. She thinks they should be warned about places where scent marketing is used.
 - d. She considers more research is necessary to identify scents which cause problems.
6. What is Dr Patterson's opinion of people who design scent logos?
 - a. She believes all companies need their services.
 - b. She thinks it's a rewarding profession.
 - c. She has great admiration for their knowledge and professionalism.
 - d. She thinks they are unfairly held responsible for a loss of business.

Gap-fill

You will hear part of a radio report on travel show about guidebooks by a travel writer called Tim Cole. Complete the sentences.

Travel guidebooks

Tim complains about ending up at a(n) _____ thanks to misinformation in a guidebook.

Tim recommends checking the _____ of a guidebook before buying it.

Tim believes that it is when making _____ that guidebooks can be the most unreliable.

Tim dislikes guidebooks which contain a lot of _____ because he thinks they aren't useful.

Tim says he has _____ problems with digital travel guides.

Until digital guidebooks can be individually _____ Tim prefers to use a hard copy.

On his trip to Hawaii, Tim decided to rely on Twitter tourism because he wanted _____ information.

The most memorable experience Tim had via Twitter was swimming in a(n) _____ at night.

