



SUMMIT 1.4
Q1- U7

Mark

Student's Name: _____

Date: _____

Teacher's Name: _____

Part I) Listening:

1. Listen to the conversation. Then choose A, B, or C on the line

Conversation 1

1. The woman is _____

- a. comparison shopping.
- b. bargain hunting.
- c. browsing.

2. The woman _____

- a. has asked to be helped.
- b. is being asked to buy something.
- c. doesn't want to be helped.

3. What did the woman probably say to the salesperson next? _____

- a. That's good to know.
- b. I won't fall for that.
- c. There are no two ways about it.

Conversation 2

1. The woman is _____

- a. comparison shopping.
- b. bargain hunting.
- c. window shopping.

2. The man _____

- a. convinces the woman that all socks are the same.
- b. isn't familiar with different brands of socks.
- c. prefers convenience to quality.

3. What did the woman probably say to her friend next? _____

- a. That's debatable.
- b. That's just wishful thinking.
- c. It's like comparing apples and oranges.

Conversation 3

1. The two people are _____

- a. bargain hunting.
- b. window shopping.
- c. browsing.

2. The woman _____

- a. appreciated being told not to buy the laptop.
- b. is kicking herself for not buying the laptop.
- c. had to be convinced to buy the laptop.

3. What did the woman probably say to her friend next? _____

- a. Let's call it even.
- b. I really owe you one.
- c. Tell you what.

Conversation 4

1. What is the main idea of the conversation? _____

- a. The two people are discussing the ways they use the Internet to shop.
- b. The two people are talking about how ads contribute to an addiction.
- c. The two people are talking about how to improve the Internet.

2. Based on the conversation, which statement is true? _____

- a. The man is looking for a job.
- b. The woman does research at her job.
- c. The man likes being told what to buy.

3. What can you infer from the conversation? _____

- a. The man now knows how to put on a tie.
- b. The woman spends more time looking at ads than doing research.
- c. The woman doesn't click on shopping ads.

Reading

Read the article. Then write A, B, or C on the spaces

MARKETING EXPERTS

ARTICLES | OCT 13 | 26

THE ADVERTISING SPIRAL

How do companies choose the content of their advertisements? The answer depends on the product, but it also depends on where the product is in the advertising spiral. Consider ads for smart phones. The ads these days are quite different than the ads for the first smart phones. Lots of people bought smart phones when they first came out, which suggests that earlier ads were successful. So why did the ads need to be changed if they were so effective? Advertising experts point to the advertising spiral for the answer. The spiral is a model that can explain the stages that a product goes through from the time it hits the market until it becomes familiar to the public.

First, when a product is still a novelty, people know very little about it, so it needs to be introduced to the public. That's the job of an advertisement at the beginning of the spiral. Later, when the product becomes familiar and develops competition, the advertising strategy needs to be adjusted. If the company is lucky, their product continues to be successful and reaches the final stage of the spiral. At this stage, the company has to make efforts to maintain their success. As a result, the advertising strategy must be changed to match the product's position in the market.

Consider, once again, the example of smart phones. When the first smart phones emerged on the market, the public didn't know much about their benefits. In fact, most people didn't even know how to use them. As a result, the first ads were mostly demonstrations; they showed the public all of the things that could be done with this new device—finding a restaurant, checking the weather, etc. Such ads are designed to convince consumers to jump on the bandwagon.

Soon, however, there were lots of smart phones being offered by many different companies, so the first company needed to show that its phone was the best. This is the second stage of the spiral. Perhaps its phone has more features, or it could be dropped without breaking, or maybe it's a bargain compared to other models. As Brian Ito of Techno.com explains, in many cases, the products from different companies are actually quite similar, so it can be difficult for consumers to distinguish among them. Companies use a variety of strategies to show their products are the best, such as including testimonials from famous people and citing impressive statistics and objective information.

Finally, we reach the end of the spiral. The public is now very familiar with the product, its features, and its benefits. However, consumers are equally familiar with competing products. At this point, the company simply wants consumers to be constantly reminded of its product's existence. Their ads no longer need to explain the product or even why it is better than its competitors. Instead, the ads at this stage are more likely to simply show people using the product. An ad for a smart phone might, for example, just show a student using her phone to help her in school. Another ad might rely on snob appeal, perhaps showing a well-dressed man in an expensive car reaching for his phone. According to business professor Anil Shahani, it is at this stage that most companies have trouble holding on to their customers, so the ads take on special importance.

↑ TOP

1. Which statement best summarizes the content of the article?

- a) Advertising is a complex process that requires careful planning.
- b) Consumers will respond to the appropriate stage in the spiral.
- c) Ads should be designed to fit a specific stage in the spiral.

2. According to the article, which image might have been used to advertise the smart phone when it first appeared on the market? _____

- a) Young people at a party making phone calls.
- b) A middle-aged woman using her phone to do an Internet search for information.
- c) Two phones side-by-side with statistics on which one performs better.

3. What might a consumer see in an ad for a laptop in the second stage of the advertising spiral? _____

- a) A student working on a laptop late at night.
- b) Someone using his laptop by a swimming pool.
- c) A laptop screen with brilliant clear colors.

4. Why are ads particularly important in the final stage of the spiral?

- a) Consumers don't know about new features.
- b) Consumers are not as excited about the product anymore.
- c) Consumers can't tell how the product is different from its competitors.

5. What is the general purpose of an advertisement in the first stage of the advertising spiral? _____

- a) to provide information
- b) to adjust the market strategy
- c) to replace earlier products

6. Use context to guess the meaning of a novelty. _____

- a) something that is difficult to understand
- b) something that everybody wants
- c) something new and interesting

7. Use context to guess the meaning of distinguish. _____

- a) decide which to buy
- b) tell the difference
- c) keep track of

Writing

Describe an advertisement that really annoyed you. Describe another advertisement that persuaded you to buy something. Write 2 paragraphs about each, giving reasons for your views. Include what you do and don't like being shown or told in advertisements. Make sure to include the passive form of gerunds and infinitives in your sentences.

Speaking:

1

You think your friend might be a shopaholic. Make up a conversation to give him or her advice. Consider the following questions in your response. Speak for two to three minutes.

- What are some things that your friend might not like being told?
- How can you offer advice so that your friend is willing to listen?
- What will you tell your friend to do?
- What will you tell your friend not to do?
- What will your friend say to you?

2

Where are the best places to get bargains in your town? Offer advice to someone visiting your town. Speak for two or three minutes.

- Which places offer the best prices for which products?
- Which place would you avoid if you want the best prices?