

## Listening

You will hear Neil Ivey, a director of MediaCom (see Unit 9), talking about advertising and the Internet.

### 18 Listen to the interview and, for each question, choose the best answer, A, B or C.

- 1 Why, according to Neil Ivey, is Internet advertising so successful at selling cars?
  - A Customers feel more receptive towards car advertising while online.
  - B Internet advertising provides useful information rather than publicity.
  - C Advertisements on the Internet are more interesting than TV commercials.
- 2 What is 'direct-response advertising'?
  - A Advertising where companies can respond immediately to questions from customers.
  - B Advertising which allows sales people to get in touch directly with the customer.
  - C Advertising where the customer can get in contact with the advertiser.

- 3 What method of advertising household products on the Internet does Neil outline?
  - A People go directly to the advertiser's website when looking for a solution to a problem.
  - B People looking for a solution on the Internet are told about the advertiser's website.
  - C When you go to a search engine, you see banner ads for the product.
- 4 What are 'viral ads'?
  - A Advertisements invented by people who are not advertisers to make fun of real advertisements.
  - B Amusing advertisements which people send to their friends by email.
  - C Advertisements which infect computers with destructive programmes.
- 5 How could a small e-commerce company compete with large corporations?
  - A by offering something that cannot be bought elsewhere on the Internet
  - B by having a more attractive website than large manufacturers
  - C by undercutting big manufacturers

