 **Practice 5**

Read the advertisement carefully and answer the questions that follow. Choose the correct answer and write its number in the brackets provided.

## International School of Business

- You can now study our MBA anywhere, anytime.

What makes our MBA one of the leading postgraduate Business degrees in Melbourne, Australia, is its complete flexibility. You can choose how, when, and where you would like to study it—anywhere in the world, anytime it is convenient for you. All you need is a computer and an Internet connection!

**Other courses include:**

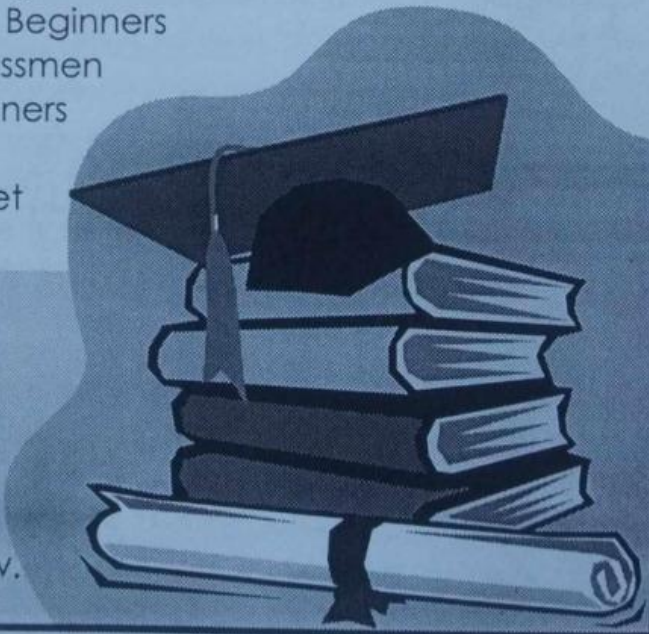
- Elementary Business English for Adults
- Internet Marketing for Beginners
- Accounting for Businessmen
- Business Law for Beginners
- Business Mathematics
- Business on the Internet

**Place your  
future with us.**

Call us at **6323 2344**

or email us at

**mba@isob.com** now.



1. What is the name of the school offering the courses?

- (a) National School of Business
- (b) International School of Business
- (c) International School of Economics
- (d) International School of Commerce

2. What is an MBA?

- (a) It is a postgraduate Biology degree.
- (b) It is a postgraduate Business degree.
- (c) It is an undergraduate Biology degree.
- (d) It is an undergraduate Business degree.

3. What is so special about the school's MBA?

- (a) It is expensive.
- (b) It has many vacancies.
- (c) It is flexible with regards to time and location.
- (d) It is only available for students living in Melbourne, Australia.

4. How many courses are there for beginners?

- (a) One
- (b) Two
- (c) Three
- (d) Four

5. In how many ways can one contact the school for more details?

- (a) One
- (b) Two
- (c) Three
- (d) Four



## Practice 6

Read the advertisement carefully and answer the questions that follow. Choose the correct answer and write its number in the brackets provided.



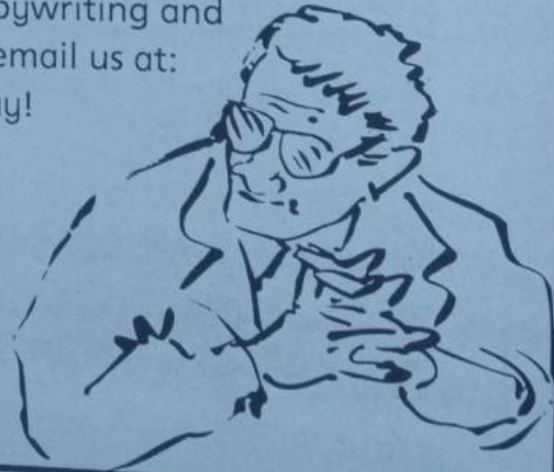
Creative Concepts Pte Ltd

### Are Your Advertisements or Brochures Selling Your Products or Services?

You can have the greatest product in your industry, but if your advertisements lack a killer headline, words that sell for you, and a design or concept that is out-of-the-box, you can forget about the readers calling for your services.

**Bell George**, president of **Creative Concepts Pte Ltd**, is an expert in the field of creative marketing for more than 20 years. He has been a writer, a designer, and an art director, and knows exactly what you want to achieve. So for creative, professional, and affordable copywriting and design, call us at: 6232 5454 or email us at: [bell@creativeconcepts.com](mailto:bell@creativeconcepts.com) today!

**Special Promotion:**  
Contact us between  
1–5 May, 2010 and  
receive a company  
catalogue for free!



1. What is the name of the company offering the services?

- (a) Bell George Pte Ltd
- (b) Concepts Creative Pte Ltd
- (c) Creative Concepts Pte Ltd
- (d) Bell George Creative Concepts Pte Ltd

2. What services does the company offer?

- (a) Brochure-making services
- (b) Copywriting and designing services
- (c) Writing and photograph-taking services
- (d) Art advertisements and marketing services

3. Who is Bell George?

- (a) The founder of Creative Concepts Pte Ltd
- (b) The design of Creative Concepts Pte Ltd
- (c) The president of Creative Concepts Pte Ltd
- (d) The employee of Creative Concepts Pte Ltd

4. What occupations has Bell George assumed in the last 20 years?

- (a) He has been a writer, a designer, and an artist for the past 20 years.
- (b) He has been a model, a father and a salesman for the past 20 years.
- (c) He has been an artist, a photographer, and a writer for the past 20 years.
- (d) He has been a writer, a designer, and an art director for the past 20 years.

5. During which period will a customer receive a company catalogue for free?

- (a) 1 to 5 May 2009
- (b) 1 to 5 May 2010
- (c) 1 to 5 May 2011
- (d) 1 to 5 May 2012