

Listening A8-A14 (ЕГЭ)

Вы услышите рассказ о современной рекламе. В заданиях A8-A14 обведите цифру 1, 2 или 3, соответствующую выбранному вами варианту ответа. Вы услышите запись дважды.

Viral Advertising

A8 Viral marketing is used to promote

- 1) only chocolate, health products and football teams.
- 2) Things that potential buyers really need.
- 3) All types of goods and products.

A9 Viral marketing

- 1) is inexpensive compared to traditional advertising.
- 2) is always more successful than “hard sell” advertising.
- 3) randomly contacts huge numbers of people.

A10 Viral advertising

- 1) makes people ill.
- 2) is the practice of placing messages on internet sites.
- 3) only works on teenagers or people with hobbies.

A11 It is called an epidemic when

- 1) huge numbers of people buy what they really need.
- 2) lots of people become internet friends.
- 3) huge numbers of people pass on a sales message.

A12 Many believe that viral marketing is wrong because

- 1) it steals peoples secrets.
- 2) people pretend to be genuinely involved in a group.
- 3) it puts innocent comments on the internet.

A13 Astroturfing is about

- 1) sharing and discussing political opinions.
- 2) spontaneous “word of mouth” opinion sharing.
- 3) falsely creating public opinion.

A14 The writer believes the best way to get an opinion is to

- 1) be cautious about astroturfing techniques.
- 2) hear it in real conversations.
- 3) avoid fake messages.

A8	A9	A10	A11	A12	A13	A14