

## Unit 4: Listening Practice

**1**  4.01 Listen to a presentation and choose the correct option.

- 1 Who is giving the presentation?
  - a a student
  - b a competitor
  - c an employee of the company
- 2 What is the subject of the presentation?
  - a a fast-food restaurant chain
  - b a brand of crisps
  - c a brand of drink

**2** Listen again and decide if these statements are *true* (T) or *false* (F).

- 1 'Chips' and 'crisps' sometimes mean the same thing. \_\_\_\_\_
- 2 The speaker talks about social media as part of a marketing strategy. \_\_\_\_\_
- 3 Lay's is the brand name used by the company all over the world. \_\_\_\_\_
- 4 The speaker highlights the importance of visual symbols in marketing. \_\_\_\_\_
- 5 The speaker attends a well-known tertiary education establishment. \_\_\_\_\_
- 6 The 'Choose a flavour' campaigns are always global. \_\_\_\_\_
- 7 The campaigns have positive results for both the company and the customer. \_\_\_\_\_
- 8 During the campaign, Lay's make tens of thousands of new flavours. \_\_\_\_\_

**3** Listen again and complete the notes in the table.

| History                                                                | Campaign                                                               |
|------------------------------------------------------------------------|------------------------------------------------------------------------|
| Founded in 1932 by a(n) <sup>1</sup> _____                             | General public asked to choose a new <sup>6</sup> _____                |
| Merged with Fritos in <sup>2</sup> _____                               | Uses different <sup>7</sup> _____ to have conversations with customers |
| In 1965, merged with Pepsi Cola to create <sup>3</sup> _____           | Targets <sup>8</sup> _____ people                                      |
| Still uses the original name Walkers in <sup>4</sup> _____             | Improves <sup>9</sup> _____ awareness and involves loyal customers     |
| Incorporated the name Walkers into the global Lay's <sup>5</sup> _____ | Good marketing <sup>10</sup> _____ for the 21st century                |