1.What is the conversation mainly about?

a. Preparing for a test
b. A strategy for attracting customers
c. Business opportunities in the field of health
d. Differences between two business models

2.What does the professor imply about the upcoming test?

a. It will not contain questions about the health-club model.
b. It will ask about ways to improve the customer's self-image.
c. It will require students to discuss marketing strategies for libraries.
d. It will not require students to give examples of successful businesses.

3.Based on the conversation, indicate whether each of the following is offered by health clubs. <u>Select the appropriate answers.</u>

a. Low membership fees
b. High-quality facilities
c. Exercise classes
d. Positive self-image
e. Special presentations

4.What does the professor imply about public libraries?

a. They tend to be more popular than health clubs.
b. They cannot offer as many services as health clubs.
c. They should not spend money on high-quality equipment.
d. They need to give greater emphasis to strategic marketing.

5.Why does the student say this:

a. To introduce a personal story about exercising
b. To point out a flaw in the health-club model
c. To give an example that supports the professor's point
d. To explain why he disagrees with the professor

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