FINAL LISTENING CLASSWORK

Score

Name : _____

Date : _____

V = _____

X = _____

PART 1

Write the correct letter (A-L) from the Options into the appropriate brand column (Oak&Co / FitClub).
No. 0 has been filled as an example.

No	Strategy	Oak&Co	FitClub
0	Business Type	K	L
1	Promotional Media		
2	Target Audience		
3	Activity Frequency		
4	Goal/ Objective		
5	Marketing Activities		

Options:

A. local corporates
B. sales via email
C. Increasing revenue
D. one time in a month
E. advertise publicly
F. electronic mail campaign
G. visible activities to public
H. individuals
I. two times within 12 months
J. social networking platform
K. Office supplies
L. community

PART 2

TRUE/ FALSE

1) Liz believes targeted adverts are useful. _____
2) Tom agrees adverts should store private data. _____
3) The adverts help new users recommending products. _____
4) Tom believes cookies are safe. _____
5) Liz thinks cookies help find products. _____
6) Tom claims personal info is connected to other websites. _____
7) Tom feels privacy is protected by the websites _____
8) Liz thinks ads are hard to ignore. _____
9) Liz finds special promotions unattractive. _____
10) Liz feels the adverts are not really annoying. _____

LIVEWORKSHEETS