

NAMES: LISTENING ACTIVITY

- a Look at the brand names. How do you pronounce them? What do these companies make?



- b (17)) Listen to a radio programme about brand names. Which of the brands...?
- 1 is named after a Greek goddess _____
 - 2 is named after the company's founder _____
 - 3 has a name which means 'three stars' _____
 - 4 is named after a very large number _____
 - 5 has a name which means 'sound' plus 'boy' _____
- c Listen again and answer the questions.
- 1 What do the 'I' and 'K' in IKEA stand for?
 - 2 What did Samsung originally sell?
 - 3 What was Nike's original name?
 - 4 Why did Sony's founders choose its name?
 - 5 What does the man say about the spelling of 'Google'?