TEST 1 LISTENING

Listen and complete each sentence with no more than TWO words.Listening

1. Procter and Gamble is looking for a ..... way to approach its customers.
2. Tremors are used to discuss ideas about new products and to help ..... marketing messages.
3. The teenagers get to hear about and use new things before many of their ..... .
4. It is not a new idea to get trendsetters to buy new products to influence a .....
5. "Prosumers" are short for .....consumers.
6. Euro RSCG is a big .....
7. What prosumers say to their friends and colleagues about brands are likely to become ..... 6 to 18 months later.
8. Prosumers..... by categories.
9. Half of prosumers .....companies and products that cannot be found in the Internet.
10. Companies need to be very .....about giving information if they want to affect prosumers.

LIVEWORKSHEETS