

LISTENING COMPREHENSION

Watch the videos about Business Cards, then answer the questionnaire.

- **How to Design a Business Card | Do's and Don'ts for Business Card Design.** URL: http://youtube.com/watch?v=4p_JVwpmf7U
- **Most Creative Business Card Designs and Ideas ever seen.**
URL: <https://www.youtube.com/watch?v=zHbwoO2kPVI>
- **5 rules to smart business card etiquette - Personality Development Video.** URL: https://www.youtube.com/watch?v=8BhkUmWs_Dc

Questionnaire

Activity 1. Identify the parts of the Business Card (write the number in the correct place).

1. Name & Surname.
2. Occupation/ Job Title.
3. Street Address.
4. Website.
5. Logotype /Picture.
6. Personal Phone number.
7. Personal e-mail address.

Please note: The card owner is self-employed, a freelancer. This is why there is no Company Name on the Business Card.



Activity 2. Say if the sentences are True or False.

1. A Business card is a small piece of card stock or another material with information about a person, a company or an organization.
 - True
 - False
2. Business cards help promote business.
 - True
 - False
3. Business cards contain the information required to contact the owner.
 - True
 - False
4. Business cards should be original and memorable, to grab the attention of the reader.
 - True
 - False
5. Business cards are always thin and flat, with a rectangular shape.
 - True
 - False
6. Company Business cards designs normally follow Branding Guidelines (Fonts & Colour schemes), and they include Logotypes.
 - True
 - False
7. You must give your Business cards to everyone you meet for the first time.
 - True
 - False

8. The correct way to give a Business card is to use your right hand or both hands.

- True
- False

9. The correct way to receive a Business card is to thank the person, read it and make a positive remark.

- True
- False

10. You should carry your Business cards in a special case, to protect them from damage.

- True
- False

11. You should always carry some Business cards and know where you put them, so they are easy to find.

- True
- False

12. It is important not to use high resolution pictures on Business cards.

- True
- False

13. It is important that Business cards are easy to read.

- True
- False

14. Some Business cards designs include a portrait.

- True
- False

15. Some Business cards inform of the owner's Job title.

- True
- False