

Read the text and choose the best alternative A, B, C, or D for each gap in the text.

The effectiveness of advertising

People still enjoy ads that are creative and entertaining. But it 1 an awkward question: does it actually sell any more chocolates or cars? Although TV viewers tend to be able to 2 a particularly good commercial, many cannot remember the product it 3 And for the most 4 , they try to avoid the rising barrage of ads. Getting their attention is becoming increasingly difficult, because 5 are splintering as people use different kinds of media, such as cable television and the Internet. The choice of products and services available is multiplying, but at the same time, consumers have become more sceptical about 6 made for products. In today's 7 , consumers have the power to 8 and choose as never before.

This new consumer power is changing the way the world shops. The ability to get information about whatever you

want, whenever you want, has given shoppers 9 strength. In markets with highly transparent prices, they are kings. The 10 for business are enormous. For instance, the huge increase in choice makes certain brands more 11 , not less. And as old business divisions crumble, a strong brand in one sector can provide the 12 to enter another. Hence Apple has used its iPod to take away business for portable music players from Sony; Starbucks is 13 to become a big noise in the music business by installing CD-burners in its cafés; and Dell is moving from computers into consumer electronics.

'I am constantly amazed at the 14 level and sophistication of the average consumer,' says Mike George, Dell's chief marketing officer. If Dell changes prices on its website, its customers' buying 15 change literally within a minute.

3 Choose the best alternative, A, B, C or D, for each gap in the text.

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|--------------------------|----------------------|------------------------|-----------------------|
| 1 A raises | B arises | C arouses | D lifts |
| 2 A remind | B memorise | C recall | D retain |
| 3 A included | B featured | C revealed | D offered |
| 4 A part | B time | C ways | D place |
| 5 A groups | B audiences | C samples | D viewers |
| 6 A messages | B suggestions | C proposals | D claims |
| 7 A shopping mall | B open market | C retail sector | D market place |
| 8 A catch | B pick | C hold | D take |
| 9 A record | B unique | C unprecedented | D abnormal |
| 10 A meanings | B suggestions | C connotations | D implications |
| 11 A valuable | B worthwhile | C worthy | D essential |
| 12 A trust | B credibility | C belief | D fame |
| 13 A targeting | B designing | C aiming | D directing |
| 14 A belief | B confidence | C assurance | D esteem |
| 15 A patterns | B systems | C activities | D customs |