

Listening

You will hear Neil Ivey, a director of MediaCom (see Unit 9), talking about advertising and the Internet.

18 Listen to the interview and, for each question, choose the best answer, A, B or C.

- 1 Why, according to Neil Ivey, is Internet advertising so successful at selling cars?
 - A Customers feel more receptive towards car advertising while online.
 - B Internet advertising provides useful information rather than publicity.
 - C Advertisements on the Internet are more interesting than TV commercials.
- 2 What is 'direct-response advertising'?
 - A Advertising where companies can respond immediately to questions from customers.
 - B Advertising which allows sales people to get in touch directly with the customer.
 - C Advertising where the customer can get in contact with the advertiser.
- 3 What method of advertising household products on the Internet does Neil outline?
 - A People go directly to the advertiser's website when looking for a solution to a problem.
 - B People looking for a solution on the Internet are told about the advertiser's website.
 - C When you go to a search engine, you see banner ads for the product.
- 4 What are 'viral ads'?
 - A Advertisements invented by people who are not advertisers to make fun of real advertisements.
 - B Amusing advertisements which people send to their friends by email.
 - C Advertisements which infect computers with destructive programmes.
- 5 How could a small e-commerce company compete with large corporations?
 - A by offering something that cannot be bought elsewhere on the Internet
 - B by having a more attractive website than large manufacturers
 - C by undercutting big manufacturers

