

A) Choose the correct answer:

1. Unlike text or images, what can videos combine besides visuals?
a. sound b. storytelling c. both a & b
2. How many viewers can a short video on social media can reach withing minutes?
a. billions b. thousands c. neither a & b

B) Fill in the blanks to complete the sentence:

1. When customers see a _____ being used or hear a real person's story, they connect emotionally with the brand.
2. Even behind-the-scenes clips or live streams can humanize a _____ and make it feel more approachable.

C) What chances do videos give to businesses? Mention 2.

1. _____
2. _____