

CAE Listening, Paper 4, Part 3

(Use *QSE Advanced* Exam Practice Audio, **Test 5**)

You will hear a radio interview with two advertising executives about David Ogilvy, known for his work in advertising. For questions **15–20**, choose the answer (**A, B, C** or **D**) which fits best according to what you hear.

- 15** Ogilvy is known as the father of advertising because he
- A** started the first advertising company of the 20th century.
- B** developed important new methods for advertising.
- C** created the advertising industry standards.
- D** made the best adverts in the business.
- 16** According to John Wanamaker, advertising has a major flaw in that
- A** it only attracts half as many people as it should.
- B** it is difficult to judge how effective it really is.
- C** it is half as effective on people as it was earlier.
- D** it costs a lot of money.
- 17** What did Ogilvy learn from George Gallup?
- A** He learned to do statistical mathematics.
- B** He learned about how advertising affects people.
- C** He learned to find the cause behind the statistics.
- D** He learned to interview people for useful information.
- 18** Ogilvy noticed that people can remember more of an advert
- A** if its headline contains a quote from a famous person.
- B** if it has 20 per cent larger type.
- C** if its headline explains what the product is.
- D** if it has a headline like in a newspaper.
- 19** Ogilvy believed that a product's unique selling point should
- A** be included as soon as possible.
- B** be shown at the beginning of a newspaper.
- C** make up 95 per cent of an advert.
- D** be the main part of the advert.
- 20** Ogilvy had thought that celebrities
- A** were fashionable ways of advertising products.
- B** endorsing a product helped that product's brand identity.
- C** were one of the weaker ways to advertise products.
- D** should continue to be used for adverts.