

PART 1: Video**A. Watch the professor's lecture and answer questions 1–8.**Questions 1–5**Read the statements and choose TRUE or FALSE.**

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|---|------|-------|
| 1. The Polaroid Corporation invented instant cameras. | TRUE | FALSE |
| 2. The current world market leader in cameras is Polaroid. | TRUE | FALSE |
| 3. Polaroid was the first company to develop digital photography. | TRUE | FALSE |
| 4. Clever marketing campaigns saved the company's image. | TRUE | FALSE |
| 5. The company eventually went bankrupt. | TRUE | FALSE |

Questions 6–8**Choose the best words to complete the sentence.**

Companies are likely to **(6)** *fail / grow* when they neither **(7)** *play / think* outside the box nor **(8)** *innovate / interrupt*.

B. Read the questions first. Then watch the lecture again. Answer questions 9–11.Questions 9–11**Choose the best answer.**

9. According to the lecture, which of these was the Polaroid brand most associated with?
- A. one-hour photo development
 - B. digital photography
 - C. the worldwide camera market
 - D. self-developing film
10. How many reasons does the lecturer supply for the failure of Polaroid?
- A. 2
 - B. 4
 - C. 8
 - D. 20
11. Which of these expressions does NOT signal what the lecture will be about?
- A. "Last week we looked at . . ."
 - B. "Today I want to focus on . . ."
 - C. "We're going to discuss . . ."
 - D. ". . . which I'm going to talk about . . ."

PART 2

Questions 12–17

Read the sentences from lectures. Then put the sentences into the correct column.

Language to signal that you're taking a poll	Language to signal a transition in the presentation

12. How many of you have ever experienced poor customer service?
13. Now that I've told you about the brand, I'm going to describe the product.
14. Raise your hand if you've ever heard of this brand name.
15. How many of you have ever participated in a focus group?
16. I'd like to move on to talk about successful business innovation experts.
17. Let me turn now to the importance of combining research with design.

Questions 18–21

Mark the **FOUR** expressions used to contribute ideas to a discussion or to enter a discussion.

- _____ I'd like to say something here regarding the statistics.
- _____ Would anyone like some water?
- _____ I noticed that no one has mentioned the main competitors.
- _____ It's a good angle, but it's not the most important thing.
- _____ I think that concludes today's meeting; thanks, everyone.
- _____ Can I add something to that point about the business plan?
- _____ We have a lot of ground to cover, so let's stay focused.
- _____ I think it was interesting that you chose this example.