

You are going to listen to a recording about a new way for companies to get feedback from their customers. First you will have 45 seconds to study the task below. Then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1-8). Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.



## Consumer reviews

- 0 Experts have shown that online reviews are
- A available for every kind of product.
  - B unpopular among internet users.
  - C unreliable for online customers.
  - D published on the sellers' websites.
- 1 Podium's function is to help
- A reduce the number of subjective online reviews.
  - B increase the number of online reviews.
  - C summarize user ratings found online.
  - D collect ratings for companies new to the internet.
- 2 In a first step, Podium provides people with
- A direct contact with the service needed.
  - B the option of calling businesses online.
  - C an overview of reviews for a business.
  - D a list of search results for a firm.
- 3 What differentiates Podium from others is that Podium
- A makes use of a social media messenger.
  - B wants feedback from all of its users.
  - C uses different channels for feedback.
  - D publishes reviews on social media.

- 4      **Podium wants to avoid that companies**
- A    contact their customers' clients.
  - B    receive negative reviews from users.
  - C    make use of paid online advertisement.
  - D    send customers too many messages.
- 5      **Due to a famous online retailer, customers**
- A    are forced to review each of their purchases.
  - B    use reviews as a tool for every purchase.
  - C    enjoy being able to leave online reviews.
  - D    have started leaving negative reviews.
- 6      **A common problem of the companies Podium works with is that customers**
- A    cannot give them feedback immediately.
  - B    mention the product rather than the salesperson.
  - C    only give feedback on problems they had.
  - D    do not have good access to their shops.
- 7      **The owner of Podium thinks it is astonishing that**
- A    people expect nothing in return for reviews.
  - B    a fifth of the people refuse to leave reviews.
  - C    there are people who enjoy writing reviews.
  - D    companies get far fewer reviews than expected.
- 8      **The owner of Podium especially likes the fact that**
- A    some companies have positive reviews.
  - B    customers' companies are now online.
  - C    companies are presented more realistically.
  - D    Podium has made small companies bigger.

## Consumer reviews

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1	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
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8	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>

Von der  
Lehrperson  
auszufüllen

richtig falsch

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