

**Business Higher Listening 2018 Sample Test 2 Answer Key**

**Part 1**

- 1. over (-)supply (ing)**
- 2. advertising (spend/spending)/advertizing (spend/spending)**
- 3. messages**
- 4. satisfaction**
- 5. unpredictable**
- 6. (customer) data / (customer) databases**
- 7. response (s)**
- 8. (electronic) media**
- 9. (range of) incentive (s)**
- 10. conversion rate**
- 11. waste**
- 12. junk e(-)mails**

**Part 2**

- 13. G**
- 14. H**
- 15. F**
- 16. E**
- 17. B**
- 18. A**
- 19. H**
- 20. D**
- 21. C**
- 22. F**

**Part 3**

**23. C**

**24. A**

**25. C**

**26. A**

**27. A**

**28. C**

**29. B**

**30. B**