

COMPRESIÓ DE TEXTOS ORALS (CTO)

SENTENCE COMPLETION. You will hear a radio programme in which a man who works in a company is being interviewed. For each question, fill in the missing information in the numbered space.

The Story of Skoda

1. In the beginning, Skoda was _____ in the east of Europe, but not in the west.
2. Before Barry joined the company, people used to make _____ about the cars they produced.
3. Skoda became part of the car company Volkswagen in _____.
4. Nowadays, Skoda cars are _____ and classy.
5. Volkswagen wanted to change people's _____ on Skoda cars through advertisements.
6. Although Skoda cars improved they still had a poor _____.
7. People thought that Skoda cars were good _____ as well as being fashionable.
8. According to Barry, a good advertisement should have _____ as well as pictures.
9. An advert for yoghurt used a _____ to change the image of its product.

KEY

COMPREENSIÓ DE TEXTOS ORALS (CTO)- The Success Story of Skoda

1. In the beginning, Skoda was **POPULAR** in the east of Europe, but not in the west.
2. Before Barry joined the company, people used to make **JOKES** about the cars they produced.
3. Skoda became part of the car company Volkswagen in **2000**.
4. Nowadays, Skoda cars are **GOOD** and classy.
5. Volkswagen wanted to change people's **IDEAS** on Skoda cars through advertisements.
6. Although Skoda cars improved they still had a poor **REPUTATION**.
7. People thought that Skoda cars were good **VALUE** as well as being fashionable.
8. According to Barry, a good advertisement should have **MUSIC** as well as pictures.
9. An advert for yoghurt used a **SONG** to change the image of its product.