

Tekst 7

- 1p 21 'It was also introduced a week after Snapchat's biggest rival, Instagram, dominated the headlines with a new feature.' (paragraph 1)
What does the writer suggest with this remark?
- A Companies should try to avoid getting negative publicity.
 - B Instagram users are better-behaved than Snapchat users.
 - C People use the internet to make clear they feel insulted.
 - D Snapchat tried to win back media attention from a competitor.
- 1p 22 'these shocking techniques' (paragraph 2)
What is the term for these techniques, used later on in paragraph 2?
- A 'the material online'
 - B 'outrage marketing'
 - C 'social media campaign'
 - D 'viral backlash'
- 1p 23 Kies bij 23 in alinea 3 het juiste antwoord uit de gegeven mogelijkheden.
- A a cruel
 - B a daring
 - C a fashionable
 - D an effective
 - E an irrelevant
- 1p 24 'Abercrombie and Fitch and Snapchat are still incredibly popular brands.' (paragraph 4)
What is the function of this sentence?
- A to introduce a new point for further discussion
 - B to support a statement made earlier in the paragraph
 - C to undermine the claim made by Americus Reed
- 1p 25 What is the point made in paragraph 5?
- A Customers tend to boycott companies that make use of offensive marketing tricks.
 - B Publicly complaining about distasteful marketing methods can unintentionally boost the sale of a product.
 - C Raising awareness of delicate social issues can best be done through social media.
 - D Use reasonable arguments when you are asked to explain why you feel offended by an advertisement.