

Tekst 7

- 1p 20 What becomes clear about Joe Nicchi's business in paragraphs 1 and 2?
- A His old-fashioned ice cream truck is trending on social media.
 - B His unusual and unique ice cream flavours are very popular.
 - C It is difficult for him to make a living with just selling ice cream.
 - D The concept of his ice cream business is quite traditional.
- 1p 21 "At first I was confused" (paragraph 3)
Why was Joe Nicchi confused?
- A He found it hard to believe that so many young people were interested in his truck.
 - B He was startled by the great number of strangers that reacted to his Instagram posts.
 - C He was surprised by how many people preferred his ice cream over more expensive brands.
 - D He wondered why people wanted something for free that costs very little to begin with.
- 1p 22 What can be concluded from paragraph 4?
- A Influencers were fascinated by the history of Joe Nicchi's ice cream truck.
 - B Joe Nicchi gradually learned how to make use of influencers to promote his ice cream.
 - C Joe Nicchi only served ice cream to influencers who treated him with respect.
 - D Joe Nicchi was not interested in influencers wanting to post about his ice cream.
- 1p 23 Kies bij 23 in alinea 5 het juiste antwoord uit de gegeven mogelijkheden.
- A difficult
 - B expensive
 - C foolish
 - D helpful
- 1p 24 What is the point made by Evan Asano in paragraphs 6-9?
- A Business owners are starting to send influencers who misbehave away.
 - B It is difficult to keep up with the different trends influencers come up with.
 - C The hospitality business depends heavily on getting influencers' approval.
 - D The influencer as a tool to boost sales is starting to lose its effectiveness.

- 1p 25 What becomes clear about Joe Nicchi in paragraph 10?
- A He became an online hit when he publicly resisted influencers.
 - B He finally decided to write about his internet experiences.
 - C He gave in to the pressure to open an Instagram account.
 - D He started a new career as a result of his social media fame.

Tekst 8

- 1p 26 What is the point made about Tucker Gumber in paragraph 1?
- A He has performed at all kinds of festivals.
 - B He is an expert on visiting festivals.
 - C He is trying to set a festival record.
 - D He makes a living from going to festivals.
- 1p 27 What becomes clear about Tucker Gumber in paragraph 2?
- A He has made decisions comparable to those made by some of his relatives.
 - B He is without a steady income as a result of his love of going to festivals.
 - C He prefers to live in the present and refuses to make provisions for the future.
 - D His family share his love for festivals and enthusiastically support his way of life.
- 1p 28 Kies bij 28 in alinea 3 het juiste antwoord uit de gegeven mogelijkheden.
- A displeasing
 - B exciting
 - C realistic
 - D unoriginal
- 1p 29 'He then led by example' (alinea 4)
→ In welke alinea verderop in de tekst wordt beschreven wat Tucker Gumber **tijdens festivals doet**, dat deze uitspraak ondersteunt?
Noteer het nummer van deze alinea.
- 1p 30 What is the function of paragraph 5?
- A to analyse how Tucker Gumber overcame setbacks
 - B to explain why Tucker Gumber wants to be a writer
 - C to show that Tucker Gumber is in need of financial support
 - D to stress that Tucker Gumber knows what he is talking about