1 Do you often buy things on impulse?

•Yes. I can’t resist the temptation of delicious food, fashionable clothes, and latest electronic products.

•No, I am self-controlled and will always think twice before I make a purchase.

2 What recent product or service do you think is impressive?

The latest mobile phone I saw on TV impresses me a lot. First, it’s very smart. Second, it has a flexible 3D screen. Finally, it has an in-built projector, which is convenient for you to project pictures or movies on any flat surface.

3 If you could start a business or invent a product or service, what would it be?

I want to invent a kind of chip which can give people knowledge when it is placed in human brains. The traditional ways of teaching and learning cost too much time and energy, however, with limited effect. The invention of this chip will significantly improve human cognitive capability and get them better prepared for the future.

4. Imagine there is a Coke machine in the center of town. It sells 100 cans of Coke a day. Pepsi comes in and puts a machine right next to the Coke machine. After that, how many cans would each machine sell?

Probably each machine would sell more than 100 cans.

5. You want to introduce a new product to the market, for example a new lipstick. The product you want to compete with sells for 50 yuan. Should you price your product above or below your competition?

I probably would price my product above my competition because we intuitively feel that if something costs more, it’s better. People will pay more provided the difference is small. They’ll think, “Well, why not? I deserve the best.”

6. What special ingredients are used to make a hamburger look delicious in advertisements?

Maybe oil, lacquer and cigarette smoke are used in taking the picture of a hamburger.

4 What time does a watch or clock nearly always show in advertisements, and why?

It’s 10 past 10, because it’s a positive image: It looks like either a smile or a tick.

6 Why do you rarely see the color blue in a food commercial?

Because it suppresses the appetite.

7. Talk about what solutions you can offer to solve the problems in the following situations:

1) There is always one sock left when the other is worn or missing.

It is suggested that you buy more than two pairs of socks of the same color and style next time. On the one hand, you can wear them interchangeably, which is good for prolonging the life of those socks. On the other hand, it will not be a problem anymore if one of them is worn or missing.

2) You always worry about your flowers and plants when you leave your home since nobody will water them.

To solve this problem, we can design a kind of special device that is able to automatically water flowers and plants on a regular basis. Maybe the machine can even sensibly detect the environmental changes and correspondingly modify the amount of water supplied. With these functions, we won’t need to worry about our flowers and plants anymore.

8. Talk about how to get people to walk to work:

• using the Internet to get people to realize the benefits of it.

• inviting a celebrity spokesperson to promote the idea.

• putting articles about walking to work in popular newspapers.

• getting doctors to promote the benefits of walking to work.

• organizing a Walk to Work Week.

9. Talk about a business idea.

I would like to talk about FlipBed clock. If you set the clock, you can go to sleep knowing that you won’t have to get out of bed in the morning. FlipBed will flip you out of bed. The speed can be adjusted for slow and fast flip. Besides, there are different versions available. If you buy our product, satisfaction is guaranteed. We think that FlipBed will be a hit with office workers and students who often stay up late and have difficulty getting up in the morning. You will see our advertisements for this product on TV and in newspapers. We’ve also set up our official website, i.e. [www.flipbed.com](http://www.flipbed.com). We promise that FlipBed will be sold in supermarkets or via the Internet very soon. For more information, please go to www.flipbed.com.