

Module G גרסה א'

1. What does the writer explain in lines 1-10?
B) Why new market research techniques are needed.

2. Why do market researchers "go directly to the brain" (line 11) ?
They do so in order to – *get a more accurate picture of consumer preferences.*

3. What point is made in lines 11-20?
C) There is scientific support for the way many products are advertised.

4. What do we learn about neuromarketing agencies from lines 21-23? ONE answer.
We learn why they – are becoming more popular.

5. Why do businesses want to know if their ads "elicit emotions" (lines 23-24)?
They want to know this because – *emotions are a key factor in "brand loyalty".*

6. Give TWO objections to neuromarketing. Take each one from a different paragraph.
(1) Neuromarketing – *is irresponsible.*
(2) Neuromarketing – *isn't ethical / manipulates people.*

7. What does Patricia Smith mean by saying "there's no 'buy' button in the brain"?
C) Consumers cannot be manipulated easily.