

Purple Cow - Reading Tasks Warmer/Answers

Warmer

1

Divide students into small groups and give them a few minutes to brainstorm a list of products or services they think are "remarkable" and stand out in the market. Afterward, ask each group to share one example with the class and explain why they chose it.

2

Display images of various animals, including a cow, and ask students to think of and write down what would make an animal remarkable. Encourage them to be creative and come up with unique features or characteristics. After 5 minutes, have them share their ideas in pairs.

3

Give students a brief scenario where they have to market a new ice cream flavor (like "spicy chocolate") and brainstorm creative ways to make it stand out from traditional flavors. Each student should write down one marketing idea. Afterward, have them share their ideas with a partner.

Multiple Choice Questions

Correct Answers:

- 1 b
- 2 b
- 3 a
- 4 c
- 5 d

Comprehension Questions - Answers

- 1 The author of the book "Purple Cow" is Seth Godin.
- 2 Seth Godin compares businesses to a purple cow in his book.
- 3 Seth Godin says being ordinary is not enough for businesses today because there are so many products and services available.
- 4 Being remarkable for a business means doing something worth talking about.
- 5 Word-of-mouth marketing helps a business grow by spreading the word through people telling others about it.
- 6 Seth Godin advises businesses to find something unique and different from everyone else to stand out.
- 7 The text mentions that businesses need to take risks to be remarkable because standing out can be scary but necessary for success.

