

Purple Cow – Reading Tasks

Multiple Choice Questions

1 What does the book "Purple Cow" say businesses should do to stand out?

- A Focus on marketing to the right people
- B Be different and special
- C Take big risks
- D Embrace changes in the market

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Why is it no longer enough for businesses to be ordinary?

- A Customers are bored with ordinary businesses
- B There are too many products and services to choose from
- C Businesses need to be more creative
- D Customers want businesses to take more risks

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What does Seth Godin mean by a "Purple Cow"?

- A A unique and remarkable product or service
- B A business that focuses on a specific target audience
- C A risky marketing strategy that attracts attention
- D A company that adapts to changes in the market

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Which of these businesses is given as an example of a "Purple Cow" in the passage?

- A Amazon
- B Walmart
- C Starbucks
- D Nike

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What is one of the key messages in the book "Purple Cow"?

- A Businesses should focus on word-of-mouth marketing
- B Businesses should constantly adapt to market changes
- C Businesses should find their target audience
- D Businesses should take risks and try new things

Comprehension Questions

- 1 Who is the author of the book "Purple Cow"?
- 2 What does Seth Godin compare businesses to in his book?
- 3 Why does Seth Godin say being ordinary is not enough for businesses today?
- 4 According to the text, what does being remarkable mean for a business?
- 5 How does word-of-mouth marketing help a business grow, according to the text?
- 6 What advice does Seth Godin give to businesses about finding their own "Purple Cow"?
- 7 Why does the text mention that businesses need to take risks to be remarkable?

Discussion Questions

- 1 What makes a business special to you?
- 2 Have you ever noticed something different about a product or service?
- 3 Why do you think some businesses are more popular than others?
- 4 Do you like trying new things when you shop?
- 5 How important is it for a business to be unique?
- 6 Can you think of a time when you told someone about a great product?
- 7 What do you look for when choosing a place to buy something?
- 8 Do you prefer brands that stand out or those that are common?
- 9 How do you feel about taking risks in your life?