Market Leader

Reading Comprehension

1. Why do companies have to come up with new and exciting ideas to entertain their clients? ………………………………………………………………………………………………………………………………………………………………………………………………
2. How much does it cost to entertain someone at the Henley Regatta? ………………………………………………………………………………………………………………………………………………………………………………………………

1. How much does a ride in a MIG-29 jet fighter cost? ………………………………………………………………………………………………………………………………………………………………………………………………
2. How much does it cost to spend a day in a tank? ………………………………………………………………………………………………………………………………………………………………………………………………
3. How much does a corporate hospitality seat at the Wimbledon tennis tournament cost? ………………………………………………………………………………………………………………………………………………………………………………………………
4. Why do companies spend huge amounts of money onentertainment? ………………………………………………………………………………………………………………………………………………………………………………………………
5. What do companies try to offer their clients for entertainment? ………………………………………………………………………………………………………………………………………………………………………………………………

Say whether the following statements are **True** or **False** or **Not Given**.

1. Some companies entertain their clients by letting them use tanks. \_\_\_\_
2. Not many companies have taken clients to racing at Ascot and tennis at Wimbledon. \_\_\_\_
3. Rachel Elnaugh prefers tennis to racing. \_\_\_\_\_
4. Many companies have the same clients every year. \_\_\_\_\_
5. Some companies entertain their clients by taking them to see the movie 'Top Gun" with Tom cruise. \_\_\_\_\_
6. It is expensive to entertain clients in an imaginative way. \_\_\_\_\_\_
7. Entertaining a client for a day at Henley Regatta is cheaper than taking them to Wimbledon tennis tournament. \_\_\_\_\_
8. It is cheaper for companies to spend money entertaining their guests than to find new customers. \_\_\_\_\_\_\_
9. Entertainment firms have many ways to entertain guests and so they don't need new ideas. \_\_\_\_\_
10. Last year, companies spent more than $2bn entertaining clients. \_\_\_\_\_
11. Companies try to give clients an experience that they can forget quickly and easily. \_\_\_\_\_\_
12. Companies no longer entertain their clients by taking them hot air ballooning or to health spas. \_\_\_\_\_