

Integrated Speaking Practice (Academic): Response Tips

To respond to this particular question, you should explain the two pricing strategies described by the professor. You should include relevant points and examples from the lecture (and not from any other source). To begin your response, you could define what a pricing strategy is as explained at the beginning of the lecture. You could briefly mention that companies need to determine an initial price when they first bring their products to the market.

Then you would explain the first approach. You could say that one strategy sets prices high but the prices become lower at a later stage. In your response, you would need to explain that companies using this strategy make high profits at early stages of the product lifecycle (when the product first comes out). You would then need to include the example mentioned in the lecture. The initial high price approach works well with innovative high-tech products—for example, when video cameras (or video recorders, or cell phones) first came out.

In your response, you would also need to explain the second pricing strategy mentioned in the lecture. The other pricing strategy sets prices low to attract new customers and encourage existing customers to switch brands. You might include the detail that this strategy is used when the market is already saturated with a product. Then you would need to give the example of the computer company from the lecture. A computer manufacturer offers computers at low prices. It will make little profit from the computer itself but customers are encouraged to buy other related products the same company manufactures like software or printers, and so the company makes a profit.

You do not need to repeat all of the details from the lecture. You need to only give sufficient details to explain the two strategies.

As with all speaking tasks, your response should be intelligible, should demonstrate effective use of grammar and vocabulary, and should be well developed and coherent. This task is scored using the Integrated Speaking Rubrics.

Independent Speaking Practice (Explain a Choice): Question

Directions: You will now be asked to give your opinion about a familiar topic. Give yourself 15 seconds to prepare your response. Then record yourself speaking for 45 seconds.

Some people think it is more fun to spend time with friends in restaurants or cafés. Others think it is more fun to spend time with friends at home. Which do you think is better? Explain why.

Preparation Time: 15 seconds

Response Time: 45 seconds