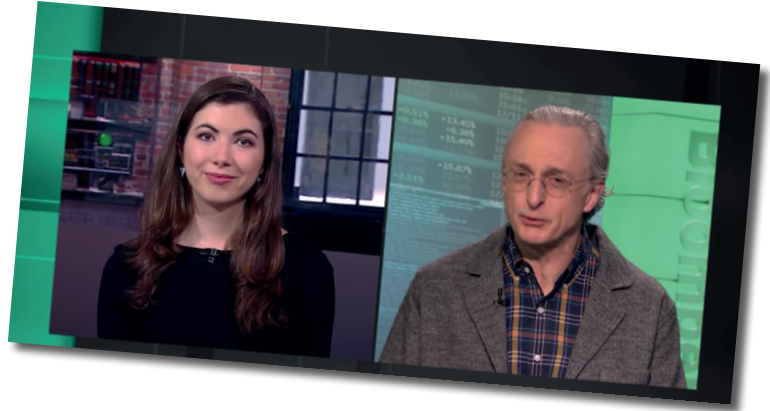


# QUIZ

## PINTEREST IS A HIDDEN UNICORN



**1. Sarah Frier, the reporter, says that the heads of Pinterest are ...**

- a) disruptive.
- b) nice.
- c) overbearing.

**2. The report says that Pinterest wants its users to think of it as being a little like ...**

- a) Google.
- b) Instagram.
- c) both Google and Instagram.

**3. Which sentence about Pinterest is not true?**

- a) Competitors are moving onto its territory.
- b) The company has fewer users than Instagram.
- c) It is not highly valued by investors.

**4. In the podcast, Pinterest executives were ... in answering questions on key points.**

- a) open
- b) evasive
- c) hostile

**5. Sarah Frier thinks that the present direction of Pinterest ...**

- a) is quietly working towards a goal.
- b) needs a radical shake-up.
- c) will not adapt to market conditions.

**6. The main focus of the conclusion is whether Pinterest ...**

- a) might be sold at some future date.
- b) can survive with its current business model.
- c) will become a social network.

1.	
2.	
3.	
4.	
5.	
6.	

Answers : 1. b) nice - 2. a) Google - 3. c) It is not highly valued by investors - 4. b) evasive - 5. a) is quietly working towards a goal - 6. a) might be sold at some future date.