SECTION 1

Questions 1-10

Complete the form below.

Write **NO MORE THAN TWO WORDS AND/OR A NUMBER** for each answer.

Tourism Survey

Example	***Answer***
Name:	*Robert Goddard*
Destination:	Melbourne
First time visited Melbourne?	**1**.....
Best thing about the city:	**2**.....
Favourite attraction:	**3**.....
Best thing about	
the destination's dining options:	**4**..... of food
Method of transport	
to destination:	by **5**.....
Age group:	**6**.....
Income level:	**7**.....
Purpose of visit:	• on business • **8**.....
Occupation:	• **9**..... • writer for a travel magazine
Opinion about accommodation:	**10**.....

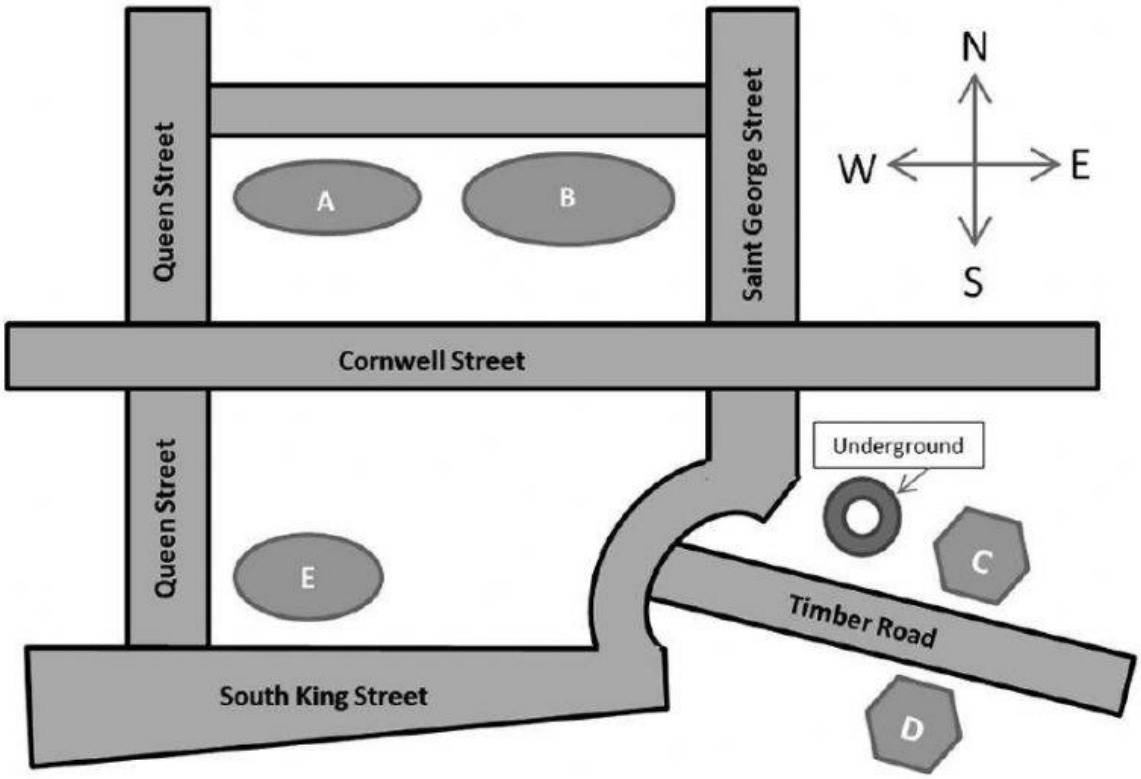
LIVEWORKSHEETS

SECTION 2

Questions 11-15

Label the map below.

Write the correct letter, **A-E**, next to questions **11-15**.



11 Science Museum

12 National History Museum

13 Car Park

14 Shopping Mall

15 Primary School

LIVEWORKSHEETS

Questions 16-20

What is the improvement of each main point of interest in the area?

*Choose **FIVE** answers from the box and write the correct letter, **A-G**, next to questions **16-20**.*

A New entrance

B Free lunch provided

C Free information provided

D Increase in size

E Additional signs

F New exhibitions

G New structure

16 CarPark

17 Primary School

18 Science Museum

19 National History Museum

20 Shopping Mall

LIVEWORKSHEETS

SECTION 3

Questions 21-23

Choose the correct letter, **A**, **B** or **C**.

21 The proposal will

- **A** be reviewed by two examiners.
- **B** be added to the final grade.
- **C** be returned with feedback.

22 The proposal will consist mostly of

- **A** topics
- **B** methods
- **C** results

23 For the practice paper, the tutor has directed the students to make sure to

- **A** pay attention to time limits.
- **B** write at least 6,000 words.
- **C** keep on topic.

Questions 24-30

Complete the sentences below.

Write **ONE WORD AND/OR A NUMBER** for each answer

There is no need to **24**..... lots of people.

Pay attention to the **25**..... of the final report.

Prepare two **26**....., one for the teacher, another for the students themselves.

The deadline of the final paper is **27**.....

The students can **28**..... their topics before the beginning of April.

Students deciding to change topics must deliver a **29**..... to the teacher in advance.

At the beginning of the report, the hypothesis and an outline of the **30**..... are needed.

LIVEWORKSHEETS

SECTION 4

Questions 31-40

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

Advertising Effect

The important factor to consider

• The **31**..... that customers must travel affects the probability that they will buy the product.

Methods of communication

• Advertising slogans are easier to remember if there is a **32**..... played with them.

• Mandy's Candy Store appeals to people's sense of **33**..... to draw in customers.

• To an ad campaign for digital products, it is **34**..... that is extremely important.

Effect on your product sales

• The customer's **35**..... after he or she experiences the ad is most important.

Marketing strategies

• On international flights, it is wise for advertisements to be displayed in the common **36**..... of most passengers.

• Very few young people buy **37**.....

• The UNESCO website would be a good place to advertise for companies aiming to improve the **38**.....

• One good location to place ads for suntan lotion is the **39**.....

• A good scene for a water purification commercial would be wonderful sights of a **40**.....

LIVEWORKSHEETS