

Unit 10: Listening Practice

1  2.01 Listen to a woman talking about her company on the radio. Decide if the statements are *true* (T) or *false* (F).

- 1 Cynthia is used to being on the radio. _____
- 2 Her company exclusively makes woollen clothing. _____
- 3 The business developed from her hobby. _____
- 4 At first the clothes were sold only in local shops. _____
- 5 Cynthia took a course in clothing design. _____
- 6 Product placement boosted sales. _____
- 7 The jumpers are still hand-knitted. _____
- 8 Cynthia doesn't want anything to do with woolly clothes in her retirement. _____

2 Listen again and choose the correct option.

- 1 Why is the company name not really appropriate now?
 - a None of the clothes are made from wool.
 - b The clothes are made from several different materials.
 - c Most of the clothes are made from cotton.
 - d The clothes are for all seasons.
- 2 How did Cynthia feel about her early business?
 - a She was surprised at its success.
 - b She enjoyed her popularity.
 - c She was overwhelmed by the amount of orders she was receiving.
 - d She was disappointed.
- 3 The Woolly brand sells itself because
 - a the garments are expensive.
 - b the garments are unique.
 - c the garments are only made from good quality materials.
 - d a well-known celebrity advertises them.

- 4** Which country outside Britain did she first sell her clothes to?
- a** France
 - b** Germany
 - c** USA
 - d** Denmark
- 5** When did she first realise the importance of brand loyalty?
- a** From the beginning.
 - b** When she got mail from different countries.
 - c** When clients began to order tops in advance.
 - d** When customers wrote to her personally.
- 6** Now her problem is that
- a** she doesn't speak any Asian languages.
 - b** she needs to employ more people.
 - c** she needs to find reliable sales people.
 - d** she needs a translating program for Asian languages.
- 7** What is her main focus for the future?
- a** to work on new designs and materials
 - b** to expand into warmer markets
 - c** to retire
 - d** to learn another language quickly