

LISTENING

1 You will hear an interview with a young woman called Tina Jakes who is talking about the advertising business she started with a friend when she finished university. First, make notes on these questions.

1 What do you think she might enjoy about her work?

2 What are the most important qualities for a career in advertising?

2 Read questions 1–7 on the right. Underline the main idea in each question. The first one has been done for you.

3 Listen to the first part of the interview and choose the best answer (A, B or C) to question 1.

4 Look at this paragraph from the interview and underline the parts which gave you the answer.

I didn't, really! It was Marcus's idea. I'd just graduated with a degree in psychology, and there aren't many opportunities available in that field. To be honest, I had a low opinion of the advertising industry at that time – you know: it's the business of lying to people to persuade them to buy things they don't need. But Marcus is a brilliant graphic designer, and he was looking for a partner in his new advertising business, so I thought – why not? Try it.

5 What parts of the extract above might lead you to the wrong answer?



PREPARE FOR THE EXAM

Listening Part 4

6



Listen to the complete interview. For questions 2–7, choose the best answer (A, B or C).

1 Tina didn't want to go into advertising at first because

- A she thought it was a dishonest business.
- B she wanted to be a psychologist.
- C she knew it was difficult to find a job.

2 What does Tina enjoy most about her work?

- A the opportunity to use her imagination
- B the personalities of the people she works with
- C the satisfaction of doing a good job

3 Tina does not enjoy her job when

- A she has to work on her own.
- B clients don't have a clear idea of their requirements.
- C there is a lot of pressure to complete a project on time.

4 How does she use a computer in her work?

- A to put together some initial ideas
- B to present a campaign to clients
- C to put the final touches to a campaign

5 Tina gets her ideas from

- A surfing the internet.
- B looking closely at a client's needs.
- C having meetings with her colleagues.

6 What does she look for in a new employee?

- A the ability to get on with others
- B a degree-level qualification
- C a wide variety of interests

7 When talking about her spare-time activity, Tina reveals

- A a desire to be a professional musician.
- B that she is very focused on her career.
- C a lack of concern for her personal finances.

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Listen again and check your answers.



EXAM TIPS

- Underline the main idea in each question and the key words in each option.
- The questions are in the order you will hear them, and are usually introduced by a question from the conversation.

