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.**

13 **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).**

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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.

7 **Listen again and check your answers.**

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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.



LIVEWORKSHEETS