TEST Units 1-2: Reading & Listening

Passage 1

Answer questions 1-6 which are based on the reading passage below.

Vancouver Reading Passage

Vancouver is quite different from virtually any other city in North America. Despite the fact it is a large modern cosmopolitan city, it seems to have a relaxed, small-town, close-to-nature feel about it. There is little comparison with other large Canadian cities such as Toronto or Montreal, which are more akin to the large eastern US centres like New York and Chicago. Vancouver, like all large North American cities, is a conglomerate of high-rise cubic office towers, although urban planners have kept the heights down. There are, however, some notable exceptions such as the Marine Building at the north foot of Burrard Street, once the tallest structure in the British Empire, the courthouse at Howe & Robson, and the library at Georgia & Hamilton.

Vancouver offers a wide range of attractions catering to all tastes but those with only a day to spare cannot be better advised than to take one of the many organised excursions recommended by the Vancouver Tourist Office.

Stanley Park, a 1,000-acre nature preserve, is Vancouver's best-known landmark and a must for any visitor. It was established in 1887 and, in the opinion of many, is the most beautiful urban park in the world. Contrary to popular belief, this park was not established through the foresight of the city council of the day, but at the urging of a real estate developer called Oppenheimer. He is now considered the father of Stanley Park. All areas of the park are accessible to the public except for Dead Man's Island, which has a small naval base.

The Eco Walk is a fun and informative way to see the park. The guide gives information on the trees, plants, birds and animals as well as on the rich aboriginal culture and legends of the park. The walking is medium paced, taking 3 hours to complete and covering 5 miles of relatively flat paved and gravelled trails over the selected seawall and forest paths. This walk is suitable for families, including active seniors.

There is also a world-class aquarium in the park and was the first to have killer whales in captivity and probably the first one to stop making them into a side-show. The aquarium feels the purpose of keeping the whales, namely re-educating the public and stopping the hunting of them, has been accomplished. In 2000, the last remaining killer whale at the aquarium was sold to Sealand in California, where it died shortly after arriving.

The main threat to the park is the sheer volume of people who want to be in it. Efforts are being made to restrict the amount of automobile traffic passing through it. One of the ultimate goals is to eliminate the causeway leading to Lions Gate Bridge, but this will not likely occur until well into the 21st century.

Beaches are also a big attraction and temperatures are usually high enough to tempt most people to have a swim. However, one of the biggest days on these beaches is on New Year's Day when the annual "Polar Bear Swim" attracts several hundred die-hard individuals out to prove that Vancouver is a year-round swimming destination.

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Chinatown is North America's third largest, in terms of area, after San Francisco and New York. It is steeped in history and is well worth walking around. It is most active on Sundays when people head to any of a wide selection of restaurants that offer dim sum. Chinatown also contains the world's thinnest building at only 1.8 metres wide.

Questions 1-6: Answer the questions below.

Choose NO MORE THAN THREE WORDS AND/OR A NUMBER from the passage for each answer.

1. What makes Vancouver similar to the big cities of North America? _____
2. What famous building was once the highest in the British Empire? _____
3. What was the profession of the park's founding father? _____
4. What is one of the final aims of the park? _____
5. What event tries to encourage people to swim? _____
6. What can you eat in Chinatown? _____

Passage 2

Marketing Advice for New Businesses

If you're setting up your own business, here's some advice on getting customers.

Know where your customers look

Your customers aren't necessarily where you think they are. So if you're advertising where they're just not looking, it's wasted money. That's why it pays to do a bit of research. Every time someone contacts your company, ask them where they found out about you. And act on this information so you're advertising in the right places.

Always think like a customer

What makes your customers tick? Find out, and you're halfway to saying the right things in your advertising. So take the time to ask them. A simple phone or email survey of your own customers, politely asking why they use you, what they really like and what they don't, is invaluable.

Make sure customers know you're there

If a customer can't see you, they can't buy from you. There are loads of opportunities to promote your business — print, press, direct mail, telemarketing, email and the internet — and using a mix of these increases your chances of being seen (and remembered).

Ignore your customers and they'll go away

It sounds obvious, but companies that talk to their customers have much better retention rates than those that don't, so it's worth staying in touch. Capture your customers' email addresses upfront. Follow up a transaction to check they're happy with the service and, if possible, send them updates that are helpful, informative and relevant.

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Know what works (and what doesn't)

Do what the professionals do, and measure all your advertising. That'll tell you what you're doing right – and where there's room for improvement. You never know, it might just throw up some information that could change your business for the better.

Remember word-of-mouth: the best advertising there is

A recent survey found that consumers are 50% more likely to be influenced by word-of-mouth recommendations than by TV or radio ads. So your reputation is your greatest asset. If your current customers are impressed with your company, they'll be more inclined to recommend you to others. On the flip side, if they experience bad service they probably won't complain to you – but you can be sure they will to their friends.

Questions 7-12: Complete the sentences below.

Choose ONE WORD ONLY from the text for each answer. Write your answers in boxes 7-12 on your answer sheet.

7. Some …… will help you to discover the most effective places to advertise.
8. A …… of your customers will show you how they feel about your company.
9. A …… of forms of advertising will make it more likely that potential customers will find out about you.
10. If you can, provide customers with useful …… about your business.
11. Measuring the effects of your advertising can give you …… that will improve your business.
12. Success in finding new customers largely depends on your …… .

IELTS Listening Practice (22pt)

Section 1.

Questions 1-10. Write NO MORE THAN THREE WORDS AND/OR A NUMBER for each answer.

Name: ***Ralph Pearson***

Contact address: **1**……. Drayton DR6 8AB

Telephone number: 01453 586098

Name of group: Community Youth Theatre Group

Description of group: amateur theatre group (**2**…….. members) involved in drama **3**……

Amount of money requested: **4**……

Description of project: to produce a short **5**…….. play for young children

Money needed for:

- **6**……. for scenery
- costumes

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- cost of **7**……..
- **8**……..
- sundries

How source of funding will be credited: acknowledged in the **9**…….. given to the audience

Other organisations approached for funding (and outcome): National Youth Services – money was **10**……..

Section 2.

Questions 11-15. Choose the correct answer, A, B or C.

11 Joanne says that visitors to Darwin are often surprised by

A the number of young people.

B the casual atmosphere.

C the range of cultures.

12 To enjoy cultural activities, the people of Darwin tend to

A travel to southern Australia.

B bring in artists from other areas.

C involve themselves in production.

13 The Chinese temple in Darwin

A is no longer used for its original purpose.

B was rebuilt after its destruction in a storm.

C was demolished to make room for new buildings.

14 The main problem with travelling by bicycle is

A the climate **B** the traffic **C** the hills

15 What does Joanne say about swimming in the sea?

A It is essential to wear a protective suit.

B Swimming is only safe during the winter.

C You should stay in certain restricted areas.

Section 4.

Questions 31-37. Answer the questions below, write NO MORE THAN THREE WORDS AND/OR A NUMBER.

31. How many English speakers are there around the world today? _____

32. Aside from French, which other language does the speaker say was more widely spoken than English in the 19th century? _____

33. Who does the speaker believe will determine the future of English? _____

34. What is the alternative name for English pidgin and creole languages? _____

35. What does "longi" mean? _____

36. According to the speaker, which language has a history which is very similar to English? _____

37. What kind of languages are Spanish, French, and Italian? _____

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