

Mid-course Test - Homework

LISTENING

SECTION 1 Questions 1 – 10

Questions 1 – 6

Complete the form below.

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

Student Union Registration Form	
Name:	Stefan Unger
Degree programme: 1	
Department: 2	
Leisure activities: 3	
Language(s) (apart from English): 4	
Type of accommodation: 5	
Contact number: 6	

Questions 7 – 10

Answer the questions below.

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

- 7 When can students use the photocopier?
- 8 Where are events usually held?
- 9 Which Union officer is responsible for van hire?
- 10 What will Union members be able to get a discount on?

SECTION 4 *Questions 31 – 40*



Questions 31 – 35

Complete the sentences below.

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

Mobile phones now have the technology to

- send **31** of where the sender is.
- watch **32** in real time.
- send **33** with texts.
- inform students about lectures which are **34**
- transfer **35** to a computer.

Questions 36 – 40

Which group of people are the main users of mobile phones for the following purposes?

*Write the correct letter, **A**, **B** or **C** next to Questions 36 – 40.*

- | | |
|----------|---------------|
| A | women |
| B | men |
| C | men and women |

Ways of Using Mobile Phones

- | | |
|-----------|--------------------------------|
| 36 | to access information |
| 37 | to stay in touch |
| 38 | for business |
| 39 | to store personal photos |
| 40 | as a camera |

READING

READING PASSAGE 3

You should spend about 20 minutes on **Questions 27 – 40**, which are based on Reading Passage 3.

Ditching that Sainly Image

Charities, it is still widely believed, are separate from government, staffed entirely by volunteers and spend every penny donated on the cause they support. Noble stuff, but in most cases entirely wrong. Yet these misapprehensions underpin much of the trust and goodwill behind giving. And there is concern that such outdated perceptions could blow up in charities' faces as people begin to discover what the voluntary sector is really about.

High-profile international programmes of awareness-raising activities, such as Make Poverty History, have dragged the voluntary sector into the spotlight and shown charity workers to be as much business entrepreneurs as they are angels of mercy. But with the spotlight comes scrutiny, and unless charities present compelling cases for political campaigning, six-figure salaries and paying the expenses of celebrities who go on demanding trips to refugee camps for nothing, they may get bitten. 'If people become more sceptical about how charities use their donations, they will be less inclined to give money,' says Nick Aldridge, director of strategy at the Association of Chief Executives of Voluntary Organisations (ACEVO).

A wide range of initiatives have been undertaken to secure long-term trust in the sector by explaining what charities do and publishing the figures. But it's still difficult to give donors a complete picture because, unlike profit-driven businesses, charities can't measure achievement purely by the bottom line.

The report *Funding Success* suggests this might explain some of the communication difficulties charities face. Nevertheless, it suggests there are sound reasons for trying. Many funders, it claims, regard high overheads on, for example, premises, publicity and so on, that are properly accounted for, as a sign of an efficiently run organisation, rather than a waste of resources. Detailed reporting can be an important element in efforts to increase transparency. Better information might also unlock more money by highlighting social problems, and explaining what might be done to address them.

Some charities are already taking steps in this direction. The Royal National Institute for the Deaf (RNID) introduced annual impact reporting, to tell people about the effects of its work in a broader sense than an annual report would usually allow.

Each impact report looks back at what has been achieved over the previous 12 months and also states the charity's aims for the year ahead. Brian Lamb, director of communications at the RNID, says the sector has been complacent about transparency because of the high level of trust it enjoys. 'We have not been good at educating the public on issues such as why we do a lot of campaigning,' he says. 'But the more high-profile the sector becomes, the more people will ask questions.'

Baroness Onora O'Neill, chair of the Nuffield Foundation, says building trust goes deeper than providing information. She points out that the additional reporting and accounting requirements imposed on institutions across all sectors in recent years may have made them more transparent, but it has not made them more trusted. '... If we are to judge for ourselves, we need genuine communication

in which we can question and observe, check and even challenge the evidence that others present.' Laying out the evidence of what has been done, with all its shortcomings, may provide a rather better basis for placing – or refusing – trust than any number of glossy publications that trumpet unending success.

Not everyone thinks the public needs to be spoon-fed reams of information to maintain confidence. 'There isn't any evidence that there is a crisis of confidence in charities,' says Cathy Pharoah, research director at the Charities Aid Foundation. The facts support her claim. In a Charity Commission report published in November last year, the public awarded charities 6.3 out of 10 on trust. Pharoah believes key donors are savvier than they are portrayed. 'There is heavy dependence on middle-class donors for charity income, and I would be amazed if they didn't realise charities had to pay to get professional staff,' she says.

She believes the biggest threats to trust are the kind of scandals that blighted the Scottish voluntary sector in 2003. Two high-profile charities, Breast Cancer Research (Scotland) and Moonbeams, were exposed for spending a fraction of their profits on their causes. The revelations created intensely damaging media coverage. Even charity stalwarts were shocked by how quickly the coverage snowballed as two bad stories turned into a sector-wide crisis. 'Those two incidents caused a media frenzy as journalists took every opportunity to undermine the sector,' says Fiona Duncan, director of external affairs at Capability Scotland. After suffering a media grilling herself, Duncan launched Giving Scotland to redress the balance. Fourteen charities, plus the Scottish Council for Voluntary Organisations and the Institute of Fundraising Scotland, joined together to put out communications restoring confidence in charities. The Scottish Executive pledged £30,000 and, with donations from corporate supporters, the campaign was able to secure advertising worth £300,000 for a lightning two-week campaign over Christmas 2003.

Two months before the campaign was launched, The Herald newspaper published a poll revealing that 52 per cent of people were less likely to give because of the scandals. Giving Scotland did a similar poll in February 2004 and this time more than half of the population said they were more likely to consider giving because of the campaign. 'We learned about strength in numbers and the importance of timing – because it was Christmas, we were able to get good coverage,' says Duncan.

It was an effective rearguard campaign. The numerous proactive initiatives now underway across the UK give charities the chance to prevent the situation ever getting that bad again – but their success will depend on whether they are prepared to shed their saintly image and rally to the cause of creating a newer, bolder one.

Questions 27 – 33

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

Write the correct letter in boxes 27 – 33 on your answer sheet.

- 27 What do we learn about charities in the first paragraph?
- A People trust charities because they are approved by government.
 - B Not all the funds a charity receives go on practical aid for people.
 - C Charities do not disclose their systems for fear of losing official status.
 - D People who work for charities without pay are not fit for the job.
- 28 Why, in the writer's view, is it hard for charities to inform the public properly?
- A They calculate success differently from other businesses.
 - B They are unable to publish a true financial report.
 - C The amount of resources needed changes radically year by year.
 - D Donors may be disappointed if they see large profits in the accounts.
- 29 One of the conclusions of the report 'Funding Success' is that
- A charities must cut down on any unnecessary expenditure.
 - B raising more money for their cause should be a charity's main aim.
 - C charities should give the public an assessment of the results of their work.
 - D clarifying the reasons for administration costs would not dissuade donors.
- 30 Baroness O'Neill's main recommendation is that charities should
- A follow the current government requirements on reporting.
 - B encourage the public to examine and discuss the facts.
 - C publicise any areas in which they have been effective.
 - D make sure the figures are laid out as clearly as possible.
- 31 What is Cathy Pharoah most concerned about?
- A the public's adverse reaction to the money spent on charity personnel
 - B the effect on general donations if any charity misuses their funds
 - C the reliance of many charities on a single sector of the population
 - D the findings of a Charity Commission report on public confidence
- 32 Why does Fiona Duncan think the 'Giving Scotland' campaign succeeded?
- A The message came over strongly because so many organisations united.
 - B People did not believe the critical stories that appeared in newspapers.
 - C Private donors paid for some advertising in the national press.
 - D People forgot about the scandals over the Christmas holidays.

- 33 The writer suggests that in the future, charities
- A may well have to face a number of further scandals.
 - B will need to think up some new promotional campaigns.
 - C may find it hard to change the public's perception of them.
 - D will lose the public's confidence if they modernise their image.

Questions 34 – 40

Do the following statements agree with the information given in Reading Passage 3?

In boxes 34 – 40 on your answer sheet, write

TRUE *if the statement agrees with the information*
FALSE *if the statement contradicts the information*
NOT GIVEN *if there is no information on this.*

- 34 Charity involvement in some prominent campaigns has meant that they are undergoing more careful examination by the public.
- 35 Famous people insist on a large fee if they appear for a charity.
- 36 The new RNID documents outline expected progress as well as detailing past achievements.
- 37 People have been challenging the RNID on their promotional activities.
- 38 The two charities involved in a scandal have altered their funding programmes.
- 39 Following the scandal, the media attacked the charity sector as a whole.
- 40 Charity donations in Scotland are now back to their pre-scandal level.