

Listening Comprehension Task - Roasters, organic food and a startup

A. Listen to conversation between a news reporter and a representative from the coffee chain, Roasters. Answer the multiple choice questions.

1. Why won't Roasters open in Crowcombe?
 - a. The company was swayed by public opinion.
 - b. The company cannot get planning approval.
 - c. The company feared it would not get enough custom.

2. What is unique about Crowcombe?
 - a. It has more coffee shops than any other town of its size.
 - b. It is the only town in the south west offering alternative therapies.
 - c. It does not have any national chain stores.

B. You'll hear a commentator talking about the importance of organic food. Complete the notes, using one word or a short phrase.

We support naturally grown produce partly because it (3) _____. Naturally grown produce is healthier than (4) _____ food. Whether farm animals have an illness or not, they are given growth promoting drugs, (5) _____ and anti-parasite drugs on a daily basis. Consumers dislike the idea of animals raised in (6) _____. The use of pesticides is monitored every year, for which more than £ (7) _____ of public money is spent. Billions of pounds are spent on cleaning up the mess made by (8) _____. (9) _____ are the ones who benefit from GM products. Organic food becomes less expensive as consumers (10) _____. It's also important to reduce (11) _____ in farm workers. However, shopping (12) _____ is difficult, since there are competing interests.

C. In this part, you will hear a conversation between two or more speakers. You then have to answer 6 multiple choice questions which test your understanding of the speakers' attitudes and opinions. You can listen to the audio twice.

13. Why did Madeleine decide to open the store?
 - a. Because she lost her job as a journalist.

- b. Because she wanted to encourage people to be more creative
- c. Because she wanted to help rejuvenate the town.

14. Madeleine copied the hardware store by...

- a. only stocking top quality goods.
- b. stocking everything that a customer could possibly need.
- c. only selling things that big retailers don't stock.

15. Madeleine attracts people into the store by...

- a. offering discounts to students and teachers.
- b. inviting art students to sell work in her store.
- c. building a relationship with another establishment.

16. Which of the following does Madeleine provide?

- a. A venue where clubs can meet free of charge
- b. A craft group for mothers with small children.
- c. A place where people can socialise and have a drink.

17. Why does Madeleine think other shops have closed down in the area?

- a. The owners were not passionate about their goods.
- b. Nobody wanted to buy what was on offer.
- c. The stores were not very well stocked.

18. In Madeleine's opinion, what quality does she have which makes her a good businesswoman?

- a. She enjoys working with numbers
- b. She feels at ease with customers
- c. She is creative and resourceful