

LISTENING

SECTION 1 Questions 1–10

Questions 1–6

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

Free activities in the Burnham area

Example

The caller wants to find out about events on

- A** 27 June.
- B** 28 June.
- C** 29 June.

- | | |
|--|--|
| <p>1 The 'Family Welcome' event in the art gallery begins at</p> <ul style="list-style-type: none">A 10 am.B 10.30 am.C 2 pm. <p>2 The film that is now shown in the 'Family Welcome' event is about</p> <ul style="list-style-type: none">A sculpture.B painting.C ceramics. <p>3 When do most of the free concerts take place?</p> <ul style="list-style-type: none">A in the morningB at lunchtimeC in the evening | <p>4 Where will the 4 pm concert of Latin American music take place?</p> <ul style="list-style-type: none">A in a museumB in a theatreC in a library <p>5 The boat race begins at</p> <ul style="list-style-type: none">A Summer Pool.B Charlesworth Bridge.C Offord Marina. <p>6 One of the boat race teams</p> <ul style="list-style-type: none">A won a regional competition earlier this year.B has represented the region in a national competition.C has won several regional competitions. |
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Questions 7–10

Complete the sentences below.

Write **ONE WORD ONLY** for each answer.

Paxton Nature Reserve

- 7 Paxton is a good place for seeing rare all year round.
- 8 This is a particularly good time for seeing certain unusual
- 9 Visitors will be able to learn about and then collect some.
- 10 Part of the has been made suitable for swimming.

SECTION 2 Questions 11–20

Questions 11–15

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

Changes in Barford over the last 50 years

- 11 In Shona's opinion, why do fewer people use buses in Barford these days?
- A** The buses are old and uncomfortable.
 - B** Fares have gone up too much.
 - C** There are not so many bus routes.
- 12 What change in the road network is known to have benefited the town most?
- A** the construction of a bypass
 - B** the development of cycle paths
 - C** the banning of cars from certain streets
- 13 What is the problem affecting shopping in the town centre?
- A** lack of parking spaces
 - B** lack of major retailers
 - C** lack of restaurants and cafés
- 14 What does Shona say about medical facilities in Barford?
- A** There is no hospital.
 - B** New medical practices are planned.
 - C** The number of dentists is too low.
- 15 The largest number of people are employed in
- A** manufacturing.
 - B** services.
 - C** education.

Questions 16–20

What is planned for each of the following facilities?

Choose **FIVE** answers from the box and write the correct letter, **A–G**, next to Questions 16–20.

Plans

- A** It will move to a new location.
- B** It will have its opening hours extended.
- C** It will be refurbished.
- D** It will be used for a different purpose.
- E** It will have its opening hours reduced.
- F** It will have new management.
- G** It will be expanded.

Facilities

- 16** railway station car park
- 17** cinema
- 18** indoor market
- 19** library
- 20** nature reserve

SECTION 3 Questions 21–30

Questions 21–26

Complete the table below.

Write **ONE WORD ONLY** for each answer.

Subject of drawing	Change to be made
A 21 surrounded by trees	Add Malcolm and a 22 noticing him
People who are 23 outside the forest	Add Malcolm sitting on a tree trunk and 24
Ice-skaters on 25 covered with ice	Add a 26 for each person

Questions 27–30

Who is going to write each of the following parts of the report?

*Write the correct letter, **A–D**, next to Questions 27–30.*

- A** Helen only
- B** Jeremy only
- C** both Helen and Jeremy
- D** neither Helen nor Jeremy

Parts of the report

- 27** how they planned the project
- 28** how they had ideas for their stories
- 29** an interpretation of their stories
- 30** comments on the illustrations

SECTION 4 Questions 31–40

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

ETHNOGRAPHY IN BUSINESS

Ethnography: research which explores human cultures

It can be used in business:

- to investigate customer needs and **31**
- to help companies develop new designs

Examples of ethnographic research in business

Kitchen equipment

- Researchers found that cooks could not easily see the **32** in measuring cups.

Cell phones

- In Uganda, customers paid to use the cell phones of entrepreneurs.
- These customers wanted to check the **33** used.

Computer companies

- There was a need to develop **34** to improve communication between system administrators and colleagues.

Hospitals

- Nurses needed to access information about **35** in different parts of the hospital.

Airlines

- Respondents recorded information about their **36** while travelling.

Principles of ethnographic research in business

- The researcher does not start off with a hypothesis.
- Participants may be selected by criteria such as age, **37** or product used.
- The participants must feel **38** about taking part in the research.
- There is usually direct **39** of the participants.
- The interview is guided by the participant.
- A lot of time is needed for the **40** of the data.
- Researchers look for a meaningful pattern in the data.