CHT01

NAME:……..

LIVEWORKSHEETS

SECTION 2 *Questions 1-10* CH1_HT1-10.mp3

Questions 1 and 2

*Choose **TWO** letters, **A-E**.*

1-2 Which **TWO** sports will have national matches played at the Brighton Sports Complex?

A football
B volleyball
C tennis
D swimming
E basketball

Questions 3-5

Complete the notes below.

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

Brighton Sports Complex: Dining Facilities

- promote healthy habits by not giving licences to 3 ..... dining establishments
- ingredients are from 4 ..... areas
- open at the same time as the rest of the complex
- located on the 5 ..... floor

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Questions 6-10

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

6 To become a Brighton Sports Complex member, people should

A complete a registration document.
B submit payment at a reception desk.
C present a credit card for deposit.

7 People who wish to use the swimming pool at the complex must

A leave their ID card at an office.
B check availability online.
C pay an additional yearly charge.

8 What will all visitors be able to use for free?

A a parking facility
B a personal locker
C the Wi-Fi

9 Why will it be difficult to park on Millers Road this weekend?

A A route has been closed for repairs.
B A car park will undergo maintenance.
C A private event is occurring in the complex.

10 Attendees of the grand opening can receive

A a paid parking pass.
B apparel for free.
C protective gear with a logo.

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SECTION 3 *Questions 11-20* CH1_HT11-20.mp3

Questions 11 and 12

*Choose **TWO** letters, **A-E**.*

11-12 Which **TWO** tasks the students have already completed?

- **A** an outline for the assignment's structure
- **B** the central part of the document
- **C** the introduction to their report
- **D** data gathering on globalised businesses
- **E** a summary of their research methodology

Questions 13 and 14

*Choose **TWO** letters, **A-E**.*

13-14 Which **TWO** effects did Burger King's approach have when it launched restaurants in India?

- **A** positive opinion of the brand around India
- **B** stores spread throughout the region
- **C** certain products put off consumers
- **D** enhanced image in neighbouring countries
- **E** its menu was seen as inappropriate

Questions 15 and 16

*Choose **TWO** letters, **A-E**.*

15-16 Which **TWO** elements of its ads did a Swedish vodka company change for each region?

- **A** the type of graphics used
- **B** the language of promotional material
- **C** the size of printed advertisements
- **D** the colours used in materials
- **E** the brand names of products

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Questions 17-20

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

17 The advertisements shown for Calvin Klein caused problems because

- **A** they were considered not contemporary enough.
- **B** they focused too much on younger consumers.
- **C** they were deemed inappropriate by some consumers.

18 A design feature that Calvin Klein introduced in its 2013 line was

- **A** new and brighter colours.
- **B** clothes tailored to each age group.
- **C** aspects of traditional outfits.

19 How will the students include graphs in their report?

- **A** in an appendix at the end
- **B** in a separate printed leaflet
- **C** inserted throughout the text

20 What will the students probably do next?

- **A** find images to use for their assignment
- **B** go to a library to check out reference books
- **C** create their own marketing plan

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