

HACKERS TEST

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

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.

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
- D** 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

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
 - D** 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