

**Listening Part 1 Questions 1 – 10**

Complete the table below

Write **ONE WORD ONLY AND / OR A NUMBER** for each answer.

**Kingstown Tours**

Name of tour	Price	Main activities	Other information
Cave Explorers	<i>Example</i> \$93	<ul style="list-style-type: none"> <li>go in a small 1..... to the other side of the lake</li> <li>explore the caves</li> </ul>	<ul style="list-style-type: none"> <li>minimum age of 2..... years</li> </ul>
Silver Fjord	\$220	<ul style="list-style-type: none"> <li>travel by 3..... to the fjord</li> <li>at Easten go for a 4.....</li> <li>cruise on the fjord</li> <li>see mountains and a large 5.....</li> </ul>	<ul style="list-style-type: none"> <li>eat a barbecue lunch</li> <li>see marine life such as seals and 6.....</li> </ul>
High Country	\$105	<ul style="list-style-type: none"> <li>visit a historic home</li> <li>lunch is in the 7.....</li> <li>in the afternoon visit a 8.....</li> </ul>	<ul style="list-style-type: none"> <li>this tour has excellent reviews</li> </ul>
Zipline	\$75	<ul style="list-style-type: none"> <li>travel on a zipline above an old 9.....</li> </ul>	<ul style="list-style-type: none"> <li>reach speeds of 10..... miles per hour</li> </ul>

**Listening Part 2 Questions 11 – 15**

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

Willford Living Museum

- 11** In the early 1800s most land in Willford was
- A** occupied by houses.
  - B** used for farming.
  - C** covered in trees.
- 12** What happened in 1830 in Willford?
- A** Ships started to be built nearby.
  - B** The first trains arrived in the town.
  - C** Valuable substances were found underground.
- 13** By the 1870s Willford was most famous for making
- A** various metal objects.
  - B** all types of clothing.
  - C** plates and cups.
- 14** What does the guide say about visitors to the museum these days?
- A** 900 visitors enter on a typical day.

- B 7,600 visitors arrive every week.  
C 300,000 visitors come each year.

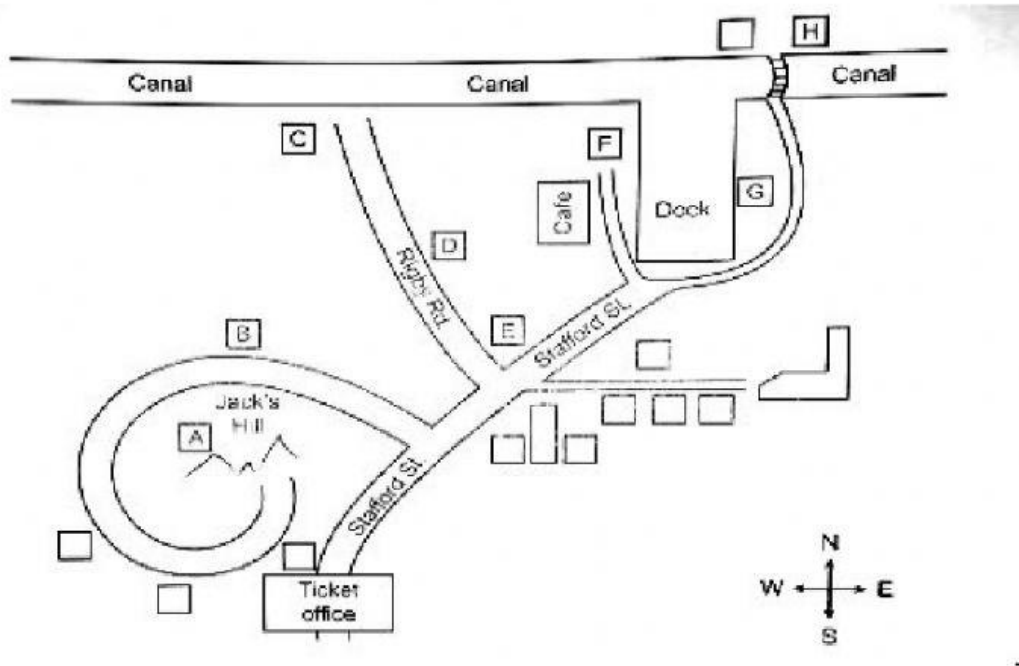
- 15 The museum is also sometimes used  
A as a location for filming.  
B for business conferences.  
C by people getting married.

### Questions 16 – 20

Label the map below.

Write the correct letter, A – H, next to Questions 16 – 20.

### Willford Living Museum



- 16 Old bakery .....  
17 Doctor's surgery .....  
18 Cooper's Cottage .....  
19 Stables .....  
20 Old school .....

### Listening Part 3

### Questions 21 – 22

Choose **TWO** letters, A – E.

According to the students, what are the **TWO** most important benefits of market research?

- A Selecting the best advertising  
B Reducing the levels of risks  
C Building confidence among employees  
D Saving money in the long run  
E Identifying new opportunities

### Questions 23 – 24

Choose **TWO** letters, **A – E**.

Which do the students agree are **TWO** valid criticisms of market research?

- A It does not reveal any new information.
- B Its benefits are hard to measure.
- C It takes too much time to carry out.
- D It makes use of too much specialist language.
- E Its findings are sometimes wrong.

### Questions 25 – 26

Choose **TWO** letters, **A – E**.

The students are surprised by the success of which **TWO** sources of information.

- A face-to-face communication
- B official government statistics
- C the media and social media
- D online surveys of public opinion
- E filming customers as they shop

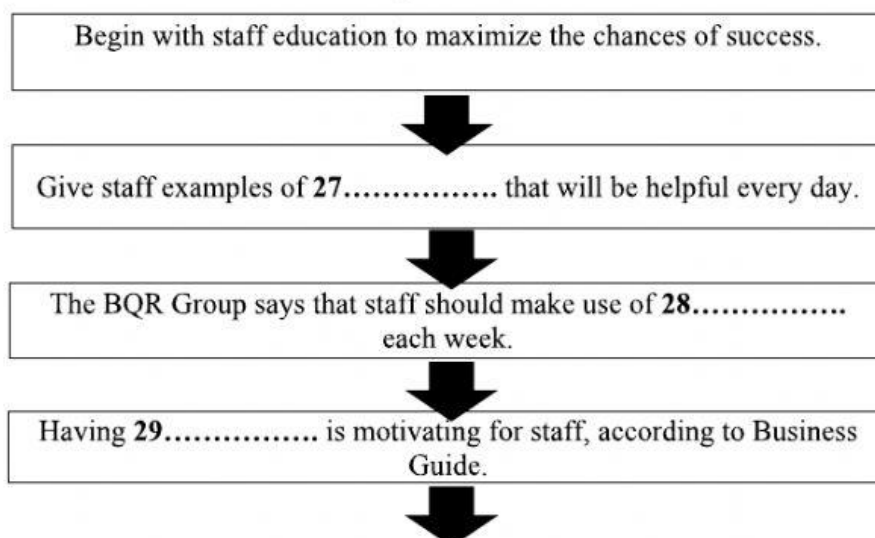
### Questions 27 – 30

Complete the flow-chart below.

Choose FOUR answers from the box and write the correct letter, A – F, next to **Questions 27-30**.

- |   |                           |
|---|---------------------------|
| A | written records           |
| B | online studies            |
| C | specific questions        |
| D | individual responsibility |
| E | proper planning           |
| F | regular meetings          |

#### Market Research Using a Business's Own Resources



Provide detailed feedback about any changes that you decide to make



Allow staff to have 30..... to ensure continued participation.

#### Listening Part 4

#### Questions 31 – 37

Complete the notes below.

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Write **ONE WORD ONLY** for each answer

Drinking Water
<b>Introduction</b> <ul style="list-style-type: none"><li>• Drinking water is essential for human life.</li><li>• The '8 glasses a day' rule is a myth, except for the 31.....</li></ul>
<b>Some effects of water on the body</b> <ul style="list-style-type: none"><li>• Drinking before 32..... may assist weight loss.</li><li>• Dr. Amaldi's study shows that water speeds up 33.....</li><li>• A US research study showed that dehydrated bodies cannot control 34..... so well</li><li>• There is no evidence that drinking water results in better 35.....</li></ul>
<b>The brain</b> <ul style="list-style-type: none"><li>• Women who drank lots of water had fewer 36.....</li><li>• Men suffered more 37..... with insufficient water.</li></ul>

#### Questions 38 – 40

Complete the summary below.

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

#### Too much water?

Drinking too much water is not a common problem. Australian research has shown that people have difficulty 38..... when they have drunk enough. But occasionally people have become sick from too much water, particularly groups of 39..... This may be because they have high levels of 40..... in their blood. The best advice is to drink when you are thirsty.