

LESSON 22B (SB- P.178- 179)

Your name: _____ Class: _____ Date: _____

Part 4: Talks

Directions: In this section, you will hear a speaker giving a talk and will answer questions about the talk. The talks will not be printed on the test. Select the response that best answers the question. You will hear the talks only once. - Track 4

Questions 15 - 17 refer to the following talk.

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| <p>15. Who is speaking?</p> <ul style="list-style-type: none">A. An office workerB. An office managerC. A nutrition specialistD. A television chef | <p>16. What does the speaker say office workers should do?</p> <ul style="list-style-type: none">A. Eat smaller lunchesB. Try to work in the afternoonC. Take a nap after lunchD. Eat less in general |
| <p>17. According to the speaker, why do we feel sleepy in the afternoon?</p> <ul style="list-style-type: none">A. We eat too many snacks.B. We don't eat enough for breakfast.C. Our brains don't get enough oxygen.D. Our digestive systems are working inefficiently. | |

Listen & fill in the blanks.

Today I'm going to tell you about falling asleep in the afternoon. I'm sure you've noticed that most people feel (1) _____ after a big meal. But do you know why that is? Well, after eating a lot of food, most of the oxygen in your body is being (2) _____ by your digestive system. In order to help process the meal. Consequently, your (3) _____ doesn't get as much oxygen as it needs to work efficiently. So with less (4) _____ getting to the brain it is difficult to stay mentally active. Because of this you tend to feel sleepy after a big meal. This is why lots of people who work in offices, as you all do, are less (5) _____ in the afternoon. As an expert in nutrition, I suggest that you eat (6) _____ meals for lunch and eat (7) _____ snacks in between meals.

Questions 18 - 20 refer to the following talk.

18. Who is this talk for?
- A. Experienced sales staff
 - B. Production personnel
 - C. Market researchers
 - D. People in business
19. What is the topic of the program?
- A. Starting your own business
 - B. Helping your business grow
 - C. Locating your customers
 - D. Doing good market research
20. According to the speaker, how can you get people to return to your business?
- A. Have attractive product displays
 - B. Build good customer relations
 - C. Make selling a priority
 - D. Sell in large quantities

Listen & fill in the blanks.

Welcome to the Planning your Business (8) _____ at KCD radio. On today's program, I will give some instructions on how to expand your (9) _____. There are two basic ways your business can (10) _____. First, you can increase the number of customers. To be able to do this successfully, you must (11) _____ the market to find out who needs your products and where those people are located. Second, you can increase the frequency of (12) _____ by customers who already exist. This means giving good (13) _____ to those people who make purchases from you so that they develop loyalty to your company. These should be your two top (14) _____ if you really want to expand your company.

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