

LISTENING

- 1** You will hear an interview with a young woman called Tina Jakes who is talking about the advertising business she started with a friend when she finished university. First, make notes on these questions.

1 What do you think she might enjoy about her work?

2 What are the most important qualities for a career in advertising?

- 2** Read questions 1–7 on the right. Underline the main idea in each question. The first one has been done for you.

- 3** Listen to the first part of the interview and choose the best answer (A, B or C) to question 1.

- 4** Look at this paragraph from the interview and underline the parts which gave you the answer.

I didn't, really! It was Marcus's idea. I'd just graduated with a degree in psychology, and there aren't many opportunities available in that field. To be honest, I had a low opinion of the advertising industry at that time – you know: it's the business of lying to people to persuade them to buy things they don't need. But Marcus is a brilliant graphic designer, and he was looking for a partner in his new advertising business, so I thought – why not? Try it.

- 5** What parts of the extract above might lead you to the wrong answer?



PREPARE FOR THE EXAM

Listening Part 4

- 6** Listen to the complete interview. For questions 2–7, choose the best answer (A, B or C).



- 1 Tina didn't want to go into advertising at first because
 A she thought it was a dishonest business.
 B she wanted to be a psychologist.
 C she knew it was difficult to find a job.
- 2 What does Tina enjoy most about her work?
 A the opportunity to use her imagination
 B the personalities of the people she works with
 C the satisfaction of doing a good job
- 3 Tina does not enjoy her job when
 A she has to work on her own.
 B clients don't have a clear idea of their requirements.
 C there is a lot of pressure to complete a project on time.
- 4 How does she use a computer in her work?
 A to put together some initial ideas
 B to present a campaign to clients
 C to put the final touches to a campaign
- 5 Tina gets her ideas from
 A surfing the internet.
 B looking closely at a client's needs.
 C having meetings with her colleagues.
- 6 What does she look for in a new employee?
 A the ability to get on with others
 B a degree-level qualification
 C a wide variety of interests
- 7 When talking about her spare-time activity, Tina reveals
 A a desire to be a professional musician.
 B that she is very focused on her career.
 C a lack of concern for her personal finances.

- 7** Listen again and check your answers.



EXAM TIPS

- Underline the main idea in each question and the key words in each option.
- The questions are in the order you will hear them, and are usually introduced by a question from the conversation.

