

SECTION A – MOLLY CARLUKE

My home area is well-known for food and drink, but some local specialties aren't marketed much outside the region. People come here for the seafood, and they're quite taken aback when they get to try the local oatcakes – and that started me thinking. You can buy a similar processed variety in supermarkets, but they don't come up to the standard of the local hand-made ones. I wanted to win the prize because I needed funding to get my idea off the ground. Making oatcakes at home is one thing, but setting up a proper bakery that conforms to all the health-and-safety rules required quite a bit of thought and investment. I think I was aiming too high with the original business plan I drew up, but fortunately my tutor at college was able to bring me down to earth. I'd never have made it without her.

Questions 1 – 5

- What is Molly's home area well-known for?
 - Tourism and hotels
 - Food and drink
 - Handmade clothes
 - Adventure holidays
- Why did Molly start thinking about local oatcakes?
 - Visitors were surprised when they tried them.
 - Supermarkets stopped selling them.
 - Her tutor asked her to make them.
 - They were cheaper than other foods.
- What does Molly think about the supermarket variety of oatcakes?
 - It is more popular than the local variety.
 - It is easier to make at home.
 - It is not as good as the local hand-made ones.
 - It conforms better to health rules.
- Why did Molly want to win the prize?
 - To find a college tutor
 - To promote seafood in her area
 - To learn how to make oatcakes
 - To get funding for her business idea
- What did Molly's tutor help her realise?
 - Her original business plan was too ambitious.
 - She should stop making oatcakes.
 - Her bakery would not need much investment.
 - She should sell her products in supermarkets.

SECTION B – BEN BARRINGTON

We've always had dogs at home; they play a pretty central role in our lives. But we're also the sort of people who like to travel – and I'm talking about adventure holidays, not a week at the seaside. Anyway, we take the dogs with us whenever we can, but sometimes there's no alternative to putting them in boarding kennels. We've tried various local ones, but to be honest, we were never particularly comfortable about leaving the dogs at any of them because they looked so messy and disorganized. So my idea was to design a boarding kennel from scratch – with the needs of the dogs as my starting point. My tutor didn't think much of the idea to begin with, because I hadn't really worked out the business side of things – but when I did the research and calculations, both he and I realized that I was onto a winner.

Questions 6 – 10

- Why does Ben's family sometimes use boarding kennels?
 - They do not have enough space at home.
 - They often go on adventure holidays.
 - Their dogs need training.
 - Their dogs do not like staying at home.
- What problem did Ben have with the local boarding kennels?
 - They were too expensive.
 - They were too far away.
 - They did not accept large dogs.
 - They looked messy and disorganized.
- What was the starting point for Ben's new kennel?
 - The needs of the dogs
 - The needs of tourists
 - His family's travel plans
 - His tutor's business experience
- Why did Ben's tutor initially dislike the idea?
 - Ben had never owned a dog.
 - Ben had not considered the business side carefully.
 - Ben wanted to build the kennel abroad.
 - Ben had not entered the competition before.
- What changed Ben's and his tutor's opinion about the idea?
 - The support of Ben's family
 - Advice from local kennel owners
 - Ben's research and calculations

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READING COMPREHENSION – YOUNG ENTREPRENEURS

Read the texts and choose the correct answer (A, B, C or D).

SECTION C – ADAM LUSKEY

I was pretty sure that there'd be a big demand for a paintballing centre on the island where I live, but the population isn't really big enough to support the investment. That's what I heard when I asked the manager of one company why they hadn't set one up here. They'd tried on a similar island elsewhere, and the costs had been so high that the local kids couldn't afford the entrance fee. I wasn't convinced that he'd got it right, however, so I did my own research and put together a business plan. I know that winning the prize doesn't in itself mean that I was right, but it brought my idea to the attention of the island's tourist board, who are willing to help me promote the idea. Doing the plan has made me realize that I have talents that I could develop in other ways.

Questions 11 – 15

11. What business did Adam want to start?
A. A tourist board
B. A paintballing centre
C. A sports shop
D. A holiday company
12. Why did the company manager think Adam's idea might not work?
A. There were not enough tourists.
B. Local people disliked outdoor sports.
C. The island's population was too small to support the investment.
D. The island already had a paintballing centre.
13. Why had another paintballing centre had problems on a similar island?
A. The centre was badly organised.
B. There were too many visitors.
C. The entrance fee was set too low.
D. High expenses made tickets unaffordable for local children.
14. How did winning the prize help Adam?
A. It paid all the costs of building the centre.
B. It brought his idea to the attention of the tourist board.
C. It offered him a permanent job on the island.
D. It helped him move to another region.
15. What did Adam learn while working on his business plan?
A. He could develop his talents in other ways.
B. He should work for the tourist board.
C. He was not good at business planning.
D. He needed to abandon his project.

SECTION D – FREYA JONES

When you're lucky enough to live in a place that's both remote and beautiful, you get used to seeing visitors on walking holidays. There's not much to do round here though, so I often wondered how much these people really got out of their visit. That's what gave me the idea of creating audio tours for walkers. I got together people who have lived here all their lives and collected stories of stuff that had happened here over the years, and what to look out for when you're on your walk. Working out how to get good enough recordings without spending a fortune and then how to market the tours online was quite a challenge for me – but the finished product is much more professional than I could ever have imagined. It was my college tutor who suggested I went in for the competition. I didn't think I stood much chance because mine was such a small-scale project, but the judges described it as refreshingly different. Amazing!

Questions 16 – 20

16. Why did Freya think visitors might not get much from their visit?
A. The walking routes were too difficult.
B. There was not much to do in the area.
C. The weather was often bad.
D. Visitors did not bring smartphones.
17. What inspired Freya to start her business?
A. Requests from local hotels.
B. Stories told by visiting tourists.
C. Reading an advertisement online.
D. Wondering how to improve the experience of walkers.
18. What information did Freya collect for the audio tours?
A. Stories about the area and things to look out for.
B. Information about local transport.
C. Stories from tourists about their adventures.
D. Historical maps of the mountains.
19. What was one of Freya's main challenges?
A. Finding people who lived in the area.
B. Convincing her tutor to help her.
C. Producing quality recordings without spending a fortune.
D. Getting permission from the local police.
20. Why was Freya surprised to win the competition?
A. Her product was completely unfinished.
B. The judges did not like walking holidays.
C. Her tutor did not support her.
D. Her project was only on a small scale.