

## Question 1 - 6

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

**1** The Family Welcome event is the art gallery begins at

- A 10 am
- B 10.30 am
- C 2 pm

**2** The film that is now shown in the Family Welcome event is about

- A sculpture
- B painting
- C ceramics

**3** When do most of the free concerts take place?

- A in the morning
- B at lunchtime
- C in the evening

**4** Where will the 4 pm concert of Latin American music take place?

- A in a museum
- B in a theatre
- C in a library

5 The boat race begins at

- A Summer Pool
- B Charlesworth Bridge
- C Oxford Marina

6 One of the boat race teams

- A won a regional competition earlier this year
- B has represented the region in a national competition
- C has won several regional competitions

### Question 7 - 10

Complete the sentences below.

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

7 Paxton is a good for seeing rare \_\_\_\_\_ all year around.

8 This is a particularly good time for seeing certain unusual \_\_\_\_\_

9 Visitors will be able to learn about \_\_\_\_\_ and then collect some.

10 Part of the \_\_\_\_\_ has been made suitable for swimming.

### Question 11 - 15

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

11 In Shona's opinion why do fewer people use buses in Barford these days?

- A the buses are old and uncomfortable
- B fares have gone up too much
- C there are not so many bus routes

12 What change in the road network is known to have benefitted the town most?

- A the construction of a bypass
- B the development of cycle paths
- C the banning of cars from certain streets

13 What is the problem affecting shopping in the town centre?

- A lack of parking spaces
- B lack of major retailers
- C lack of restaurants and cafes

14 What does Shona say about medical facilities in Barford?

- A there is no hospital
- B new medical practices are planned
- C the number of dentists is too low

15 The largest number of people are employed in

- A manufacturing
- B services
- C education

### Question 16 - 20

What is planned for each of the following facilities?

Choose **FIVE** answers from the box and write the correct letter **A-G** next to questions.

#### List of Findings

- A it will move to a new location
- B it will have its opening hours extended
- C it will be refurbished
- D it will be used for a different purpose
- E it will have its opening hours reduced
- F it will have new management
- G it will be expanded

16 \_\_\_\_\_ railway station car park

17 \_\_\_\_\_ cinema

18 \_\_\_\_\_ indoor market

19 \_\_\_\_\_ library

20 \_\_\_\_\_ nature reserve

### Question 21 - 26

Complete the table below. Write **ONE WORD ONLY** for each answer.

Subject of drawing	Change to be made
A <b>21</b> _____ surrounded by trees	Add Malcolm and a <b>22</b> _____ noticing him
People who are <b>23</b> _____ outside the forest	Add Malcolm sitting on a tree trunk and <b>24</b> _____
Ice-skaters on <b>25</b> _____ covered with ice	Add a <b>26</b> _____ for each person

### Question 27 - 30

Who is going to write each of the following parts of the report?

Write the correct letter **A-D** next to questions.

#### List of Findings

- A Helen only
- B Jeremy only
- C both Helen and Jeremy
- D neither Helen nor Jeremy

**27** \_\_\_\_\_ how they planned the project

**28** \_\_\_\_\_ how they had ideas for their stories

**29** \_\_\_\_\_ an interpretation of their stories

**30** \_\_\_\_\_ comments on the illustrations

### Question 31 - 40

Complete the notes below.

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

#### Ethnography in Business

Ethnography: research which explores human cultures

It can be used in business:

- To investigate customer needs and **31** \_\_\_\_\_
- To help companies develop new designs

#### Examples of ethnographic research in business

Kitchen equipment

- Researchers found that cooks could not easily see the **32** \_\_\_\_\_ in measuring cups

Cell phone

- In Uganda, customers paid to use the cell phones of entrepreneurs.
- These customers wanted to check the **33** \_\_\_\_\_ used.

Computer companies

- There was a need to develop **34** \_\_\_\_\_ to improve communication between system administrators and colleagues.

Hospitals

- Nurses needed to access information about **35** \_\_\_\_\_ in different parts of the hospital.

## Airlines

- Respondents recorded information about their **36** \_\_\_\_\_ while travelling.

### Principles of ethnographic research in business

- The researcher does not start off with a hypothesis.
- Participants may be selected by criteria such as age, **37** \_\_\_\_\_ or product used.
- The participants must feel **38** \_\_\_\_\_ about taking part in the research.
- There is usually direct **39** \_\_\_\_\_ of the participants.
- The interview is guided by the participant.
- A lot of time is needed for the **40** \_\_\_\_\_ of the data.
- Researchers look for a meaningful pattern in the data.