

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 21 _____ surrounded by trees	Add Malcolm and a 22 _____ noticing him
People who are 23 _____ outside the forest	Add Malcolm sitting on a tree trunk and 24 _____
Ice-skaters on 25 _____ covered with ice	Add a 26 _____ 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 researched does not start off with a hypothesis.
- Participants may be selected by criteria such as age, **37** _____ or product used.
- The participants must fee **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.