Listening Comprehension Task - Roasters, organic food and a startup

A. Listen to conversation between a news reporter and a representative from the coffee chain, Roasters. Answer the multiple choice questions.

1. Why won't Roasters open in Crowcombe?

   a. The company was swayed by public opinion.
   b. The company cannot get planning approval.
   c. The company feared it would not get enough custom.

2. What is unique about Crowcombe?

   a. It has more coffee shops than any other town of its size.
   b. It is the only town in the south west offering alternative therapies.
   c. It does not have any national chain stores.

B. You'll hear a commentator talking about the importance of organic food. Complete the notes, using one word or a short phrase.

We support naturally grown produce partly because it (3) _____. Naturally grown produce is healthier than (4) _____ food. Whether farm animals have an illness or not, they are given growth promoting drugs, (5)_____ and anti-parasite drugs on a daily basis. Consumers dislike the idea of animals raised in (6) _____ . The use of pesticides is monitored every year, for which more than £ (7)_____ of public money is spent. Billions of pounds are spent on cleaning up the mess made by (8)_____. (9)_____ are the ones who benefit from GM products. Organic food becomes less expensive as consumers (10)_____ . It's also important to reduce (11)_____ in farm workers. However, shopping (12)_____is difficult, since there are competing interests.

C. In this part, you will hear a conversation between two or more speakers. You then have to answer 6 multiple choice questions which test your understanding of the speakers' attitudes and opinions. You can listen to the audio twice.

13. Why did Madeleine decide to open the store?

    a. Because she lost her job as a journalist.

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b. Because she wanted to encourage people to be more creative
c. Because she wanted to help rejuvenate the town.

14. Madeleine copied the hardware store by…

a. only stocking top quality goods.
b. stocking everything that a customer could possibly need.
c. only selling things that big retailers don't stock.

15. Madeleine attracts people into the store by…

a. offering discounts to students and teachers.
b. inviting art students to sell work in her store.
c. building a relationship with another establishment.

16. Which of the following does Madeleine provide?

a. A venue where clubs can meet free of charge
b. A craft group for mothers with small children.
c. A place where people can socialise and have a drink.

17. Why does Madeleine think other shops have closed down in the area?

a. The owners were not passionate about their goods.
b. Nobody wanted to buy what was on offer.
c. The stores were not very well stocked.

18. In Madeleine's opinion, what quality does she have which makes her a good businesswoman?

a. She enjoys working with numbers
b. She feels at ease with customers
c. She is creative and resourceful

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