# Test 5

## Listening

**SECTION 1** *Questions 1 - 10*

### *Questions 1 - 5*

*Complete the notes below.*

*Write* ***NO MORE THAN THREE WORDS AND/OR A NUMBER*** *for each answer.*

**Ratner Athletics Centre**

*Example:* Current students get membership for ..... **no charge / free** .....

- a yearly membership costs **1** ..... for alumni
- Features offered include:
  - the Emily Pankhurst **2** .....
  - the Dalton **3** .....
  - personal **4** ..... at an extra charge
- Hours: 6 a.m. to **5** ..... on weekdays and 6 a.m. to 9 p.m. on weekends

### *Questions 6 - 10*

*Complete the form below.*

*Write* ***NO MORE THAN THREE WORDS AND/OR A NUMBER*** *for each answer.*

**NEW CUSTOMER MEMBERSHIP FORM**

- **Customer name:** Shannon **6** .....
- **Street Address:** **7** .....
- **City:** Newcastle
- **Postcode:** **8** .....
- **Telephone number:** **9** .....
- **Payment method:** cash
- **Proof of address:** **10** .....

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**Listening Tip:**
Make sure your answers make sense within the context of what you're listening to.

## SECTION 2 *Questions 11 - 20*

*Complete the notes below.*

*Write **NO MORE THAN TWO WORDS** for each answer.*

### Orientation Meeting for students studying abroad in South America

Remember to sign the attendance lists on the way out!

To get a student visa you must make a folder of health information including:

- vaccination **11** .....
- proof you don't have a serious **12** .....

Have a consultation with a doctor specialised in **13** ..... to get information on:

- what vaccines you will need to get
- **14** ..... for malaria
- what to expect if you have any existing **15** .....

### Health issues in South America

Malaria is a concern for most people going to South America.

- In each country, it is **16** ..... in some areas but not others.
- You must **17** ..... and not travel to high-risk areas if you are not protected.

To prevent insect bites:

- wear long-sleeved shirts and **18** .....
- use insect repellent on **19** ..... and flying-insect spray in rooms
- stay indoors in the peak biting periods of **20** ..... and .....



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# Listening

## SECTION 3 *Questions 21 - 30*

### *Questions 21 - 23*

Which opinion does each person express about filling out the evaluation forms?

*Choose your answer from the box and write the letters* ***A - F*** *next to questions 21 - 23.*

**A** They encourage students to work hard.
**B** Important changes have been made because of the forms.
**C** We could be judged because of what we write.
**D** It is alright to say that you don't have an opinion.
**E** Probably no one reads them anyway.
**F** They are required; if we don't do them we will get bad marks.

Joshua **21** .....
Ethan **22** .....
Lily **23** .....

### *Questions 24 - 30*

*Complete the table below.*

*Write* ***NO MORE THAN THREE WORDS AND/OR A NUMBER*** *for each answer.*

| Opinions about project: | Lily | Joshua | Ethan |
|---|---|---|---|
| Initial Suggested Rating | **24** ..... | **25** ..... | **26** ..... |
| Good Points | nothing specific | **27** ..... | choice between **28** ..... |
| Bad Points | no practical point / choices were both **29** ..... | should have given us **30** ..... | no opinion |

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**SECTION 4** ***Questions 31 - 40***

## *Questions 31 - 40*

*Complete the flow-chart below.*

*Write* ***NO MORE THAN THREE WORDS*** *for each answer.*

### Product Life Cycle

#### Marketing Aims by Stage

**Stage 1: Market Introduction**

**Features:**

- Costs **31** .....
- Sales volumes **32** .....

**Marketing Strategy:**

Step 1

Get the brand noticed by the

**33** .....

Step 2

Encourage potential customers to

**34** .....

**Stage 2: Growth**

**Features:**

- Economies **35** .....
  lead to reduced costs and rise in sales.

**Marketing Strategy:**

**Step 1**

Find a way to **36** .....
return customers.

**Step 2**

Differentiate the **37** .....

from rival products.

**Stage 3: Maturity**

**Features:**

- Sales will **38** .....
- Competition will be **39** .....

**Marketing Strategy:**

**Step 1**

Continue to point out the differences between your product and rival brands.

**Step 2**

Find new **40** ..... for the product.



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