

SECTION 1

Questions 1-10

Complete the form below.

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

Tourism Survey

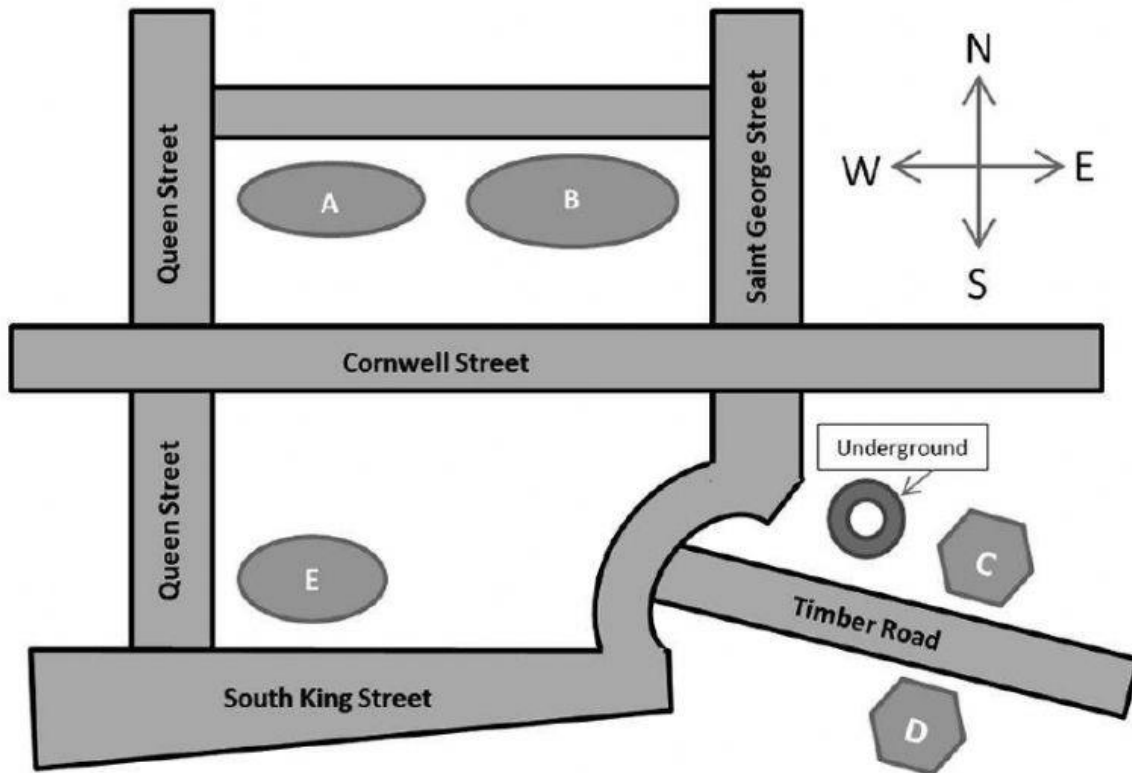
Example	Answer
Name:	Robert Goddard
Destination:	Melbourne
First time visited Melbourne?	1.....
Best thing about the city:	2.....
Favourite attraction:	3.....
Best thing about	
the destination's dining options:	4..... of food
Method of transport	
to destination:	by 5.....
Age group:	6.....
Income level:	7.....
Purpose of visit:	<ul style="list-style-type: none"> • on business • 8.....
Occupation:	<ul style="list-style-type: none"> • 9..... • writer for a travel magazine
Opinion about accommodation:	10.....

SECTION 2

Questions 11-15

Label the map below.

Write the correct letter, **A-E**, next to questions **11-15**.



- 11 Science Museum
- 12 National History Museum
- 13 Car Park
- 14 Shopping Mall
- 15 Primary School

Questions 16-20

What is the improvement of each main point of interest in the area?

Choose **FIVE** answers from the box and write the correct letter, **A-G**, next to questions **16-20**.

- A** New entrance
- B** Free lunch provided
- C** Free information provided
- D** Increase in size
- E** Additional signs
- F** New exhibitions
- G** New structure

16 CarPark

17 Primary School

18 Science Museum

19 National History Museum

20 Shopping Mall

SECTION 3

Questions 21-23

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

21 The proposal will

- A** be reviewed by two examiners.
- B** be added to the final grade.
- C** be returned with feedback.

22 The proposal will consist mostly of

- A** topics
- B** methods
- C** results

23 For the practice paper, the tutor has directed the students to make sure to

- A** pay attention to time limits.
- B** write at least 6,000 words.
- C** keep on topic.

Questions 24-30

Complete the sentences below.

Write **ONE WORD AND/OR A NUMBER** for each answer

There is no need to **24**..... lots of people.

Pay attention to the **25**..... of the final report.

Prepare two **26**....., one for the teacher, another for the students themselves.

The deadline of the final paper is **27**.....

The students can **28**..... their topics before the beginning of April.

Students deciding to change topics must deliver a **29**..... to the teacher in advance.

At the beginning of the report, the hypothesis and an outline of the **30**..... are needed.

SECTION 4

Questions 31-40

Complete the notes below.

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

Advertising Effect

The important factor to consider

- The **31**..... that customers must travel affects the probability that they will buy the product.

Methods of communication

- Advertising slogans are easier to remember if there is a **32**..... played with them.
- Mandy's Candy Store appeals to people's sense of **33**..... to draw in customers.
- To an ad campaign for digital products, it is **34**..... that is extremely important.

Effect on your product sales

- The customer's **35**..... after he or she experiences the ad is most important.

Marketing strategies

- On international flights, it is wise for advertisements to be displayed in the common **36**..... of most passengers.
- Very few young people buy **37**.....
- The UNESCO website would be a good place to advertise for companies aiming to improve the **38**.....
- One good location to place ads for suntan lotion is the **39**.....
- A good scene for a water purification commercial would be wonderful sights of a **40**.....