

## LESSON 22B (SB- P.178- 179)

Your name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

**Part 4: Talks**

**Directions:** In this section, you will hear a speaker giving a talk and will answer questions about the talk. The talks will not be printed on the test. Select the response that best answers the question. You will hear the talks only once. - Track 4

**Questions 15 - 17 refer to the following talk.**

15. Who is speaking?  
 A. An office worker  
 B. An office manager  
 C. A nutrition specialist  
 D. A television chef
16. What does the speaker say office workers should do?  
 A. Eat smaller lunches  
 B. Try to work in the afternoon  
 C. Take a nap after lunch  
 D. Eat less in general
17. According to the speaker, why do we feel sleepy in the afternoon?  
 A. We eat too many snacks.  
 B. We don't eat enough for breakfast.  
 C. Our brains don't get enough oxygen.  
 D. Our digestive systems are working inefficiently.

**Listen & fill in the blanks.**

Today I'm going to tell you about falling asleep in the afternoon. I'm sure you've noticed that most people feel (1) \_\_\_\_\_ after a big meal. But do you know why that is? Well, after eating a lot of food, most of the oxygen in your body is being (2) \_\_\_\_\_ by your digestive system. In order to help process the meal. Consequently, your (3) \_\_\_\_\_ doesn't get as much oxygen as it needs to work efficiently. So with less (4) \_\_\_\_\_ getting to the brain it is difficult to stay mentally active. Because of this you tend to feel sleepy after a big meal. This is why lots of people who work in offices, as you all do, are less (5) \_\_\_\_\_ in the afternoon. As an expert in nutrition, I suggest that you eat (6) \_\_\_\_\_ meals for lunch and eat (7) \_\_\_\_\_ snacks in between meals.

**Questions 18 - 20 refer to the following talk.**

18. Who is this talk for?
- A. Experienced sales staff
  - B. Production personnel
  - C. Market researchers
  - D. People in business
19. What is the topic of the program?
- A. Starting your own business
  - B. Helping your business grow
  - C. Locating your customers
  - D. Doing good market research
20. According to the speaker, how can you get people to return to your business?
- A. Have attractive product displays
  - B. Build good customer relations
  - C. Make selling a priority
  - D. Sell in large quantities

**Listen & fill in the blanks.**

Welcome to the Planning your Business (8) \_\_\_\_\_ at KCD radio. On today's program, I will give some instructions on how to expand your (9) \_\_\_\_\_. There are two basic ways your business can (10) \_\_\_\_\_. First, you can increase the number of customers. To be able to do this successfully, you must (11) \_\_\_\_\_ the market to find out who needs your products and where those people are located. Second, you can increase the frequency of (12) \_\_\_\_\_ by customers who already exist. This means giving good (13) \_\_\_\_\_ to those people who make purchases from you so that they develop loyalty to your company. These should be your two top (14) \_\_\_\_\_ if you really want to expand your company.

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