

TEST 7

SECTION 1 Questions 1-10

Complete the form below.

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

<i>Phone Interview</i>	
Name:	John Murphy
<i>Example</i>	<i>Answer</i>
Position applying for:	lifeguard
Street Address:	45 1 Court
Contact phone number:	2
Current part-time job:	3
Previous job at Ridgmont High School:	4
Additional relevant work experience:	5
Relevant skills/qualifications:	CPR certification & 6
CPR certification expiration date:	7
Preferred weekly shift:	8
Time available to start work:	9
Advertisement source:	10

SECTION 2 Questions 11-20

Choose the correct letter, A, B or C.

- 11 The lecture was organised by
A City of Nottingham.
B University of Nottingham Students' Union.
C Nottingham Police Department.
- 12 The majority of crime on campus is
A Drugs and Alcohol.
B Violence.
C Theft.
- 13 The campus crime rate has so far this year.
A increased
B decreased
C stayed the same
- 14 Why is there added concern about crime?
A exaggeration in media
B crime TV shows
C factual news articles

- 15 Carlos says if you are the victim of a crime, you should
- A run away.
 - B resist.
 - C seek help.
- 16 What is the primary method for increasing safety?
- A informing students and staff of safety precautions
 - B offering free self-defense courses to students
 - C reminding students to carry a mobile phone at all times
- 17 If a student must work late, it is most important to
- A not return home until the morning.
 - B go back with a friend.
 - C bring a mobile phone.
- 18 It is dangerous to
- A drive home late at night.
 - B carry a knife.
 - C carry pepper spray.
- 19 Students who complete a self-defense course are
- A more aware of dangers.
 - B mentally tougher.
 - C walking more confidently.
- 20 A university is
- A not surrounded by walls.
 - B patrolled by military.
 - C completely safe.

SECTION 3 *Questions 21-30*

Questions 21-23

Choose the correct letter, A, B or C.

- 21 Information on the test is from
A the teacher.
B a class.
C a handout.
- 22 This assignment is important because
A it will become a permanent record.
C it is a must for passing 11th grade English.
C it will affect the English level next year.
- 23 Bobby chooses football as project topic because
A he often plays football.
B his father loves football.
C he is interested in football.

Questions 24-30

What problems do the speakers identify for this project?

Choose **SEVEN** answers from the box and write the letters, **A-H**, next to questions 24-30.

Problems

- A too vague
- B too factual
- C too unreliable
- D too noisy
- E too long
- F too short
- G too complicated
- H too simple

- 24 Background sounds
- 25 Answers of questions
- 26 One of the questions
- 27 Time of answering
- 28 Recording equipment
- 29 Topic of project
- 30 Report on project

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 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 sunscreen is the 39
- ⊙ A good scene for a water purification commercial would be 40