

WARM-UP 2

[Test_01_03.mp3] You will hear two telephone conversations. For each question, write one or two words or a number. You will hear each recording twice.

Listening 1

Look at the notes below. You will hear two colleagues discussing a survey.

Key points – survey

Most customers feel ¹ with their kitchen appliances.

Main problems = narrow range and slightly ²

Customers would like a ³

Next step is to think about ways to ⁴ the idea.

Listening 2

Look at the notes below. You will hear a customer calling a mobile phone company.

Customer enquiry

Customer would like ⁵

Two solutions: Increase ⁶ OR new contract with new phone

New charge = ⁷ £.....

Customer will call back ⁸

[Test_01_04.mp3] You will hear a discussion on marketing between a senior and a junior colleague who work for a clothing company. For each question, choose the correct answer. You will hear the discussion twice.

1 What is Mark confused about?

- a what type of market research to do
- b the new menswear range
- c choosing people for focus groups

2 What does Jane advise Mark to do?

- a use a wide range of research types
- b change the main goal of the research
- c plan the research more thoroughly

3 What is the aim of the market research?

- a to choose vocabulary for an advertising campaign
- b to make the vision of the brand more up to date
- c to develop a deeper understanding of the target group

4 Jane advises Mark to do an online survey in order to

- a gather a large amount of data.
- b focus on a specific idea.

c get more information in a short time.

5 Jane says that focus groups

a are easier to manage than online surveys.

b make people give more truthful answers.

c allow for more in-depth questioning.

6 What problem did Jane have in a previous marketing project?

a finding the right market

b developing the product

c choosing the research method

7 Mark feels that the vision of the company is

a too focused on innovation.

b struggling to compete.

c weaker than it has been