

Part 1
[7 marks]

Answer all the questions.

You will hear people talking in seven different situations. For questions 1 to 7, choose the correct answer A, B or C. You will hear each recording twice.

1. What does the speaker suggest about the market?
A It is where food, commerce and cultural connections come together
B It is where vendors compete to attract customers to their stalls.
C It is where families gather to share meals.
2. What should people do to improve their mental health according to the speaker?
A Enjoy the fresh air and green surroundings.
B Walk outdoors for at least 20 minutes.
C Exercise intensively in the gym.
3. Why does Mia want a lower price for the dress?
A She believes the dress is priced too high for her budget.
B She plans to buy more items if she gets a discount on the dress.
C She comes across the same dress at another store for a lower price.
4. What did Sarah like most about the cultural festival?
A She enjoyed the traditional dance and its vibrant costumes.
B She loved the snacks and the puppet shows.
C She liked the shows and food.
5. What message would you write on a poster to show what the speaker means?
A "Do your part – help save marine life from plastic."
B "Let the government handle the rubbish problem."
C "Clean the beach to get a chance to win a prize!"
6. What made the young woman happy about using her first salary?
A She shared it with the people she loves.
B She bought things she needed for herself.
C She used the money to improve her own life.

7. What is the speaker mainly saying about her experience?
- A** The speaker was surprised by the number of visitors at the festival.
 - B** The speaker enjoyed the music and dancing most during the event.
 - C** The speaker was drawn closer to Malaysian culture.

Part 2

[8 marks]

Answer all the questions.

You will hear an insight from a speaker who shares his thoughts on advertising on online media. For questions 8 to 15, circle the correct answer A, B, or C. You will hear the recording twice.

8. What is the main benefit of online advertising?
- A** It does not cost anything
 - B** It serves only large companies.
 - C** It allows companies to reach specific audiences.
9. What does the speaker say about the flexibility of online advertising?
- A** It can be less flexible than print advertising.
 - B** It can be quickly created and modified.
 - C** It can only be changed once a month.
10. How do companies use A/B testing in online advertising?
- A** To test if ads are effective.
 - B** To increase the cost of advertising.
 - C** To compare different versions of an ad.
11. What role do social media influencers play in advertising?
- A** They create ads for TV.
 - B** They use traditional advertising methods.
 - C** They help brands connect with their audience.
12. What is ad fatigue as described by the speaker?
- A** When users get bored of watching the same ads too often.
 - B** When users forget about the ads they see.
 - C** When users ignore interesting ads.

13. Why is privacy an important concern in online advertising?
A Users may worry that ads are shown too often.
B Users may worry about how their data is collected.
C Users may worry about how their information is used.
14. Why is it important for businesses to respect customer privacy?
A To follow legal requirements.
B To increase the number of products sold.
C To build trust and loyalty with customers.
15. What does the speaker say about the future of online advertising?
A It will focus on social media advertising.
B It will improve with technology.
C It will remain the same.

Part 3

[5 marks]

Answer **all** the questions.

Questions 16 to 20

You will hear five short monologues. Each speaker shares a unique experience related to their recent holiday trip. You must listen carefully and match each speaker with one of the given statements (A to G). Use each letter only once. There are two extra letters that you do not need to use. You will hear the recording twice.

- A** She understood the guide's words better after experiencing the hike.
B She believes people from different cultures can connect emotionally.
C She enjoyed meeting local people during the tour.
D She had doubts but enjoyed the local event.
E She thinks market visits are the best part of a trip.
F She changed her holiday plans and still had a good time.
G She was not happy with how her trip went.

Speaker 1	16	
Speaker 2	17	
Speaker 3	18	
Speaker 4	19	
Speaker 5	20	

Part 4**[10 marks]**Answer **all** the questions.Questions **21** to **30**

You will hear an interview between a Form 5 student and a young entrepreneur. For questions 21 to 30, fill in the missing information in each numbered space. Use **NO MORE THAN ONE WORD** for each space.

You will hear the interview twice. Answer all the questions.

Zara, a secondary school student, began learning how to handle money at the age of thirteen. She had her eye on a (21) _____, but rather than asking her parents, she saved up her own money by selling handmade greeting cards. This taught her a lot about (22) _____ and setting goals for what she wanted to achieve.

Her father often spoke to her about financial (23) _____. He helped her understand that money should be used wisely to improve her life, not for careless spending. Zara also realised that young people often buy things not because they need them, but because of their (24) _____. Feeling bored or left out can lead to impulsive buying.

To stay focused, she always makes a shopping (25) _____ and sticks to it when going out. She also avoids wasting money by focusing on long-term (26) _____, like saving up for big items instead of spending on small things she doesn't really need.

One mistake she learned from was spending too much on (27) _____ fees when ordering food online. She found this out by monitoring her weekly (28) _____, which helped her see where her money really went.

Zara also warns that online promotions can be clever (29) _____ tactics that trick people into buying what they don't really need. For her, money must be handled with (30) _____. She believes that even managing small amounts wisely can lead to confidence, independence, and smarter choices in the future.