

Listening Part 4

You will hear the recordings twice. Choose the correct answers.

You will hear an interview with a man called Simon Vince who works as a pizza maker.

1. What does Simon say about his business?
 - a) He uses local advertising.
 - b) He has three members of staff.
 - c) He rents the van he uses.

2. What does Simon say about the fees he has to pay?
 - a) In some locations he isn't charged.
 - b) In one village he always pays the same figure.
 - c) Some places are too expensive for him to use.

3. Simon says that when he's working in the pizza van,
 - a) he feels proud of the food he's created.
 - b) he's aware that he's on display to people.
 - c) he notices that customers can be rather selfish.

4. What does Simon say about eating the pizzas himself?
 - a) He was advised to stop doing this.
 - b) He does this as a reward for hard work.
 - c) He tries not to do this too often.

5. Simon says that a good pizza
 - a) is probably worth the extra money.
 - b) should have a few simple ingredients.
 - c) can mix strong and spicy flavours.

You will hear two workers in a company talking about the different buildings they now work in.

6. What does George say about his department's move?
 - a) It isn't quite complete at this point.
 - b) It's taken considerably longer than expected.
 - c) It's been well received by most of the employees.
7. Hetty says that her office in the main building
 - a) now appears to be busier than ever before.
 - b) now has some temporary staff based in it.
 - c) is also being used by another group.
8. Why has George decided to eat in the canteen?
 - a) in order to meet new people in the company
 - b) to have access to a greater range of food
 - c) because the snacks sold there are relatively healthy
9. What does George like about the new office?
 - a) the relaxed atmosphere
 - b) the reduced noise levels
 - c) the pleasant views
10. George and Hetty agree to meet up again
 - a) at a company social event.
 - b) in the city centre.
 - c) in the café in George's building.

You will hear part of a talk by Patsy Cooper, who founded a business supplying contact lenses.

11. Patsy says that in the early stages of developing her business, she
 - a) approached healthcare professionals for advice.
 - b) identified a need to shake up the industry.
 - c) recognised that the systems she began with were too complicated.
12. Patsy says she found it very challenging to
 - a) convince other people about her idea.
 - b) find people with sufficient enthusiasm.
 - c) understand how the digital platform would work.
13. In Patsy's view, some entrepreneurs make the mistake of
 - a) doubting their own judgement.
 - b) trying to imitate another company's business model.
 - c) launching a service they have no personal experience of.
14. Patsy says that her company's intention is to
 - a) listen to customers' demands for greater choice.
 - b) provide customers with better systems for exchanging feedback.
 - c) change the way people feel about purchasing contact lenses.
15. How does Patsy feel about her company's digital presence?
 - a) worried about the renewed efforts of their competitors
 - b) satisfied that they've found a promising identity
 - c) aware that they'll need to keep remodelling themselves