**SECTION 1 Questions 1-10**

**Questions 1-6**

**Choose the correct letter, A, B or C.**

**3Free activities in the Burnham area**

Example

The caller wants to find out about events on

A 27 June.

B 28 June.

**C 29 June.**

1 The ‘Family Welcome’ event in the art gallery begins at

A 10 am.

B 10.30 am.

C 2 pm.

2 The film that is now shown in the ‘Family Welcome’ event is about Online movie streaming services

A sculpture.

B painting.

C ceramics.

3 When do most of the free concerts take place?

A in the morning

B at lunchtime

C in the evening

4 Where will the 4 pm concert of Latin American music take place?

A in a museum

B in a theatre

C in a library

5 The boat race begins at

A Summer Pool.

B Charlesworth Bridge.

C Offord Marina.

6 One of the boat race teams

A won a regional competition earlier this year.

B has represented the region in a national competition.

C has won several regional competitions.

Questions 7-10

Complete the sentences below.

Write ONE WORD ONLY for each answer.

**Paxton Nature Reserve**

7 Paxton is a good place for seeing rare \_\_\_\_\_\_\_\_\_\_\_ all year round.

8 This is a particularly good time for seeing certain unusual \_\_\_\_\_\_\_\_\_\_\_

9 Visitors will be able to learn about \_\_\_\_\_\_\_\_\_\_\_ and then collect some.

10 Part of the \_\_\_\_\_\_\_\_\_\_\_ has been made suitable for swimming.

**SECTION 2** Questions 11-15

**Questions 11-20**

Choose the correct letter, **A, B or C.**

**Changes in Barford over the last 50 years**

**11** In Shana's opinion, why do fewer people use buses in Barford these days?

**A** The buses are old and uncomfortable.

**B** Fares have gone up too much.

**C** There are not so many bus routes.

**12** What change in the road network is known to have benefited the town most?

**A** the construction of a bypass

**B** the development of cycle paths

**C** the banning of cars from certain streets

**13** What is the problem affecting shopping in the town centre?

**A** lack of parking spaces

**B** lack of major retailers

**C** lack of restaurants and cafes

**14** What does Shona say about medical facilities in Barford?

**A** There is no hospital.

**B** New medical practices are planned.

**C** The number of dentists is too low.

**15** The largest number of people are employed in

**A** manufacturing.

**B** services.

**C** education.

*Questions 16-20*

What is planned for each of the following facilities?

Choose ***FIVE*** *answers from the box and write the correct letter,* ***A-G,*** *next to Questions*

*16-20.*

**Plans**

**A** It will move to a new location.

**B** It will have its opening hours extended.

**C** It will be refurbished.

**D** It will be used for a different purpose.

**E** It will have its opening hours reduced.

**F** It will have new management.

**G** It will be expanded.

**Facilities**

**16** railway station car park **\_\_\_\_\_\_\_\_\_\_\_\_\_**

**17** cinema **\_\_\_\_\_\_\_\_\_\_\_\_\_**

**18** indoor market **\_\_\_\_\_\_\_\_\_\_\_\_\_**

**19** library **\_\_\_\_\_\_\_\_\_\_\_\_\_**

**20** nature reserve **\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SECTION 3** *Questions 21-26*

***Questions 21-30***

*Complete the table below.*

*Write* ***ONE WORD ONLY*** *for each answer.*

|  |  |
| --- | --- |
| **Subject of drawing** | **Change to be made** |
| A **21** ........................................... surrounded by trees | Add Malcolm and a **22** ............................ noticing him |
| People who are **23** ..................................  outside the forest | Add Malcolm sitting on a tree trunk  and **24** ........................................... |
| Ice-skaters on **25** ....................................  covered with ice | Add a **26** ........................................... for each Person |

*Questions 27-30*

Who is going to write each of the following parts of the report?

*Write the correct letter,* ***A-D,*** *next to Questions 27-30.*

**A** Helen only

**B** Jeremy only

**C** both Helen and Jeremy

**D** neither Helen nor Jeremy

**Parts of the report**

**27** how they planned the project

**28** how they had ideas for their stories

**29** an interpretation of their stories

**30** comments on the illustrations

**SECTION 4 *Questions 31-40***

*Complete the notes below.*

*Write* ***ONE WORD ONLY*** *for each answer.*

**ETHNOGRAPHY IN BUSINESS**

Ethnography: research which explores human cultures

It can be used in business:

• to investigate customer needs and **31** .......................................... .

• to help companies develop new designs

**Examples of ethnographic research in business**

Kitchen equipment

• Researchers found that cooks could not easily see the 32 ......................................... ..

in measuring cups.

Cell phones

• In Uganda, customers paid to use the cell phones of entrepreneurs.

• These customers wanted to check the **33** ........................................... used.

Computer companies

• There was a need to develop **34** ........................................... to improve communication

between system administrators and colleagues.

Hospitals

• Nurses needed to access information about **35** ........................................... in different

parts of the hospital.

Airlines

• Respondents recorded information about their 36 ........................................... while

travelling.

**Principles of ethnographic research in business**

* The researcher does not start off with a hypothesis .
* Participants may be selected by criteria such as age, **37** ........................................... or

product used.

* The participants must feel 38 ........................................... about taking part in the

research.

* There is usually direct 39 ........................................... of the participants.
* The interview is guided by the participant.
* A lot of time is needed for the **40** ........................................... of the data .
* Researchers look for a meaningful pattern in the data .