

LISTENING

SECTION 1. QUESTIONS 1-10

Complete the form below.

Write **NO MORE THAN TWO WORDS** for each answer.

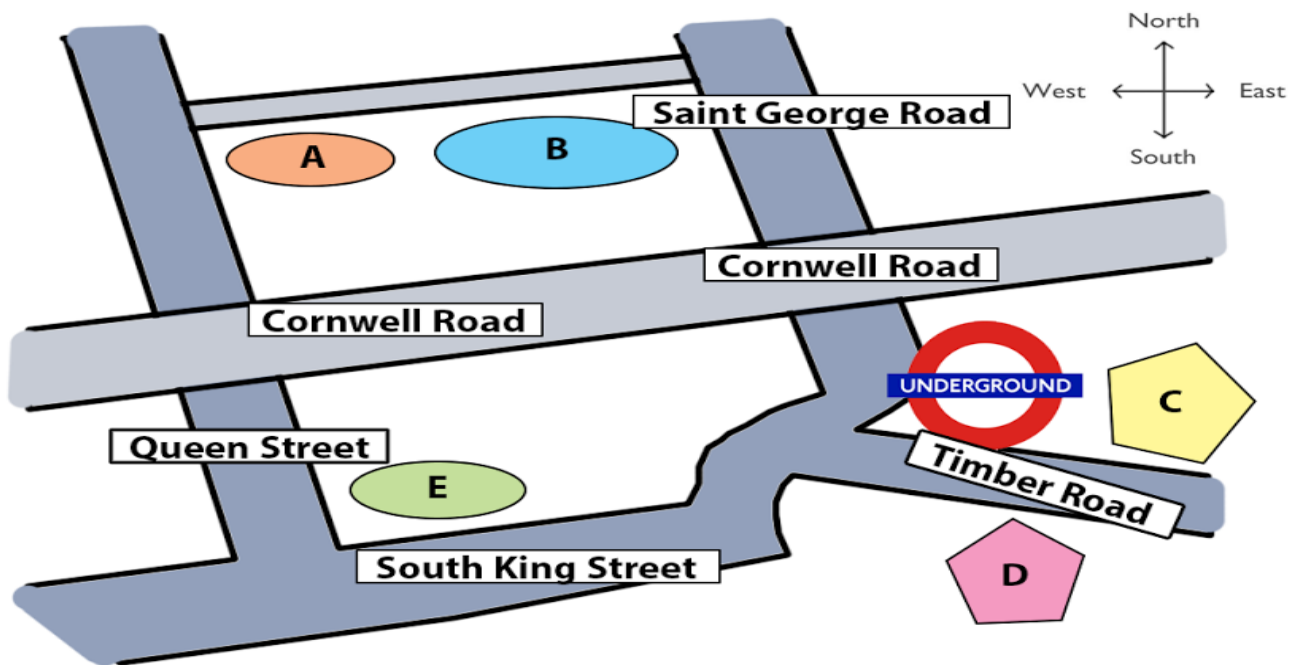
Example: Name	<u>Robert Goddard</u>
Destination:	Melbourne
Total number of visits:	(1) <input type="text"/>
Best thing about the city:	(2) <input type="text"/>
Favorite attraction:	(3) <input type="text"/>
Best thing about the destination's dining options:	(4) <input type="text"/>
Method of transport to destination:	by (5) <input type="text"/>
Age group:	(6) <input type="text"/>
Income level:	(7) <input type="text"/>
Purpose of visit:	- on business - (8) <input type="text"/>
Occupation:	- (9) <input type="text"/> - writer for a travel magazine
Opinion of cost of accommodation:	- (10) <input type="text"/>

Section 2

Questions 11-15

Label the map below.

Write the correct letter, **A-E**, next to questions 11-15.



11. Science Museum

12. National History Museum

13. Car Park

14. Shopping Mall

15. Primary School

Questions 16-20

What is the improvement of each main point of interest in the area?

Choose **FIVE** answers from the box and write the correct letter, **A-G**, next to questions **16-20**.

A New entrance

B Free lunch provided

C Free information provided

D Increase in size

E Additional signs

F New exhibitions

G New structure

16. Car Park

17. Primary School

18. Science Museum

19. National History Museum

20. Shopping Mall

SECTION 3. QUESTIONS 21-30

Questions 21-23

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

21. The proposal will

- A. ☐ be reviewed by two examiners.
- B. ☐ be added to the final grade.
- C. ☐ be returned with feedback.

22. The proposal will consist mostly of

- A. ☐ topics.
- B. ☐ methods.
- C. ☐ results.

22. For the practice paper, the tutor has directed the students to make sure to

- A. ☐ pay attention to time limits.
- B. ☐ write at least 6,000 words.
- C. ☐ keep on topic.

Questions 24-30

Complete the sentences below.

Write **ONE WORD AND/OR A NUMBER** for each answer.

24. There is no need to lots of people.

25. Pay attention to the of the final report.

26. Prepare , one for the teaches, another for the students themselves.
27. The deadline of the final paper is .
28. The students can their topics before the beginning of April.
29. Students deciding to change topics must deliver a to the research in advance.
30. At the beginning of the report, the hypothesis and an outline of the are needed.

SECTION 4. QUESTIONS 31-40

Complete the notes below. **USE ONE WORD / NUMBER**

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 the advertisement 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.** .

