

# Listening Test

10

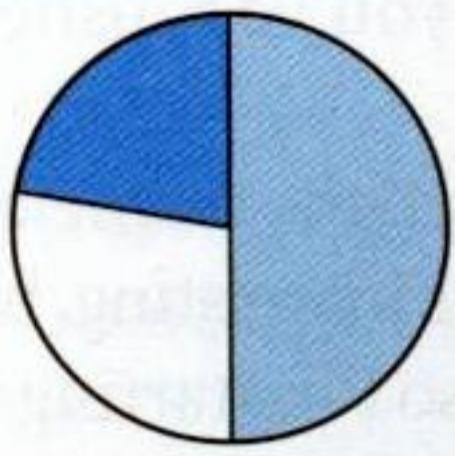
## Part One

### Questions 1–10

- You will hear 10 short recordings.
- For questions 1–10, circle **one** letter A, B or C for the correct answer.
- You will hear each recording **twice**.

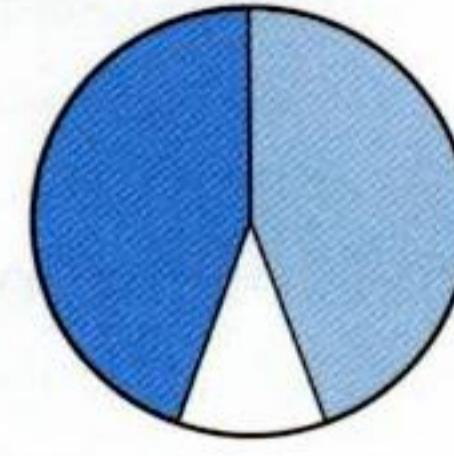
1 Which pie chart is correct?

A



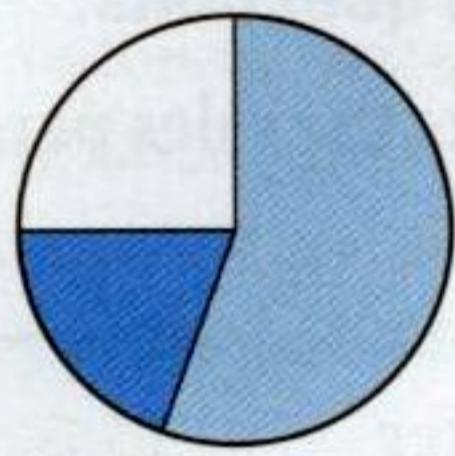
- Pizza bought retail
- Pizzas delivered to homes from takeaways
- Pizzas consumed in restaurants

B



- Pizza bought retail
- Pizzas delivered to homes from takeaways
- Pizzas consumed in restaurants

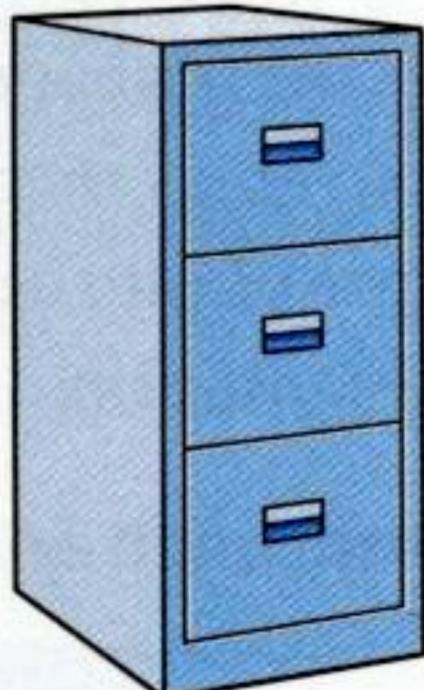
C



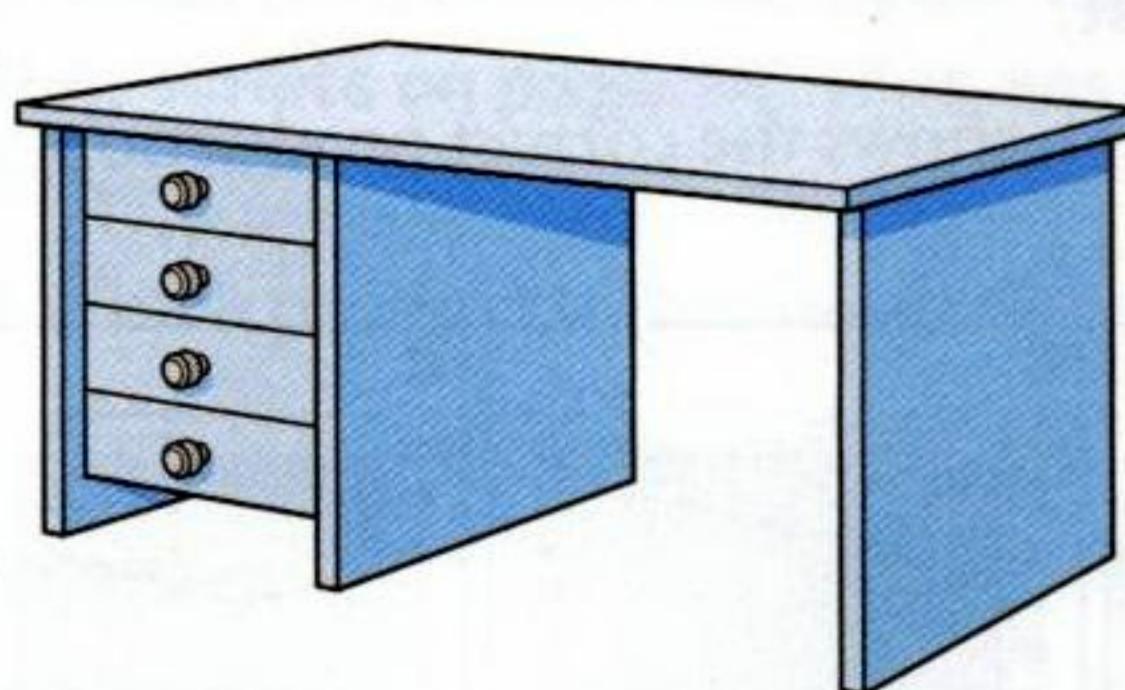
- Pizza bought retail
- Pizzas delivered to homes from takeaways
- Pizzas consumed in restaurants

2 Which of the products ordered are out of stock?

A



B



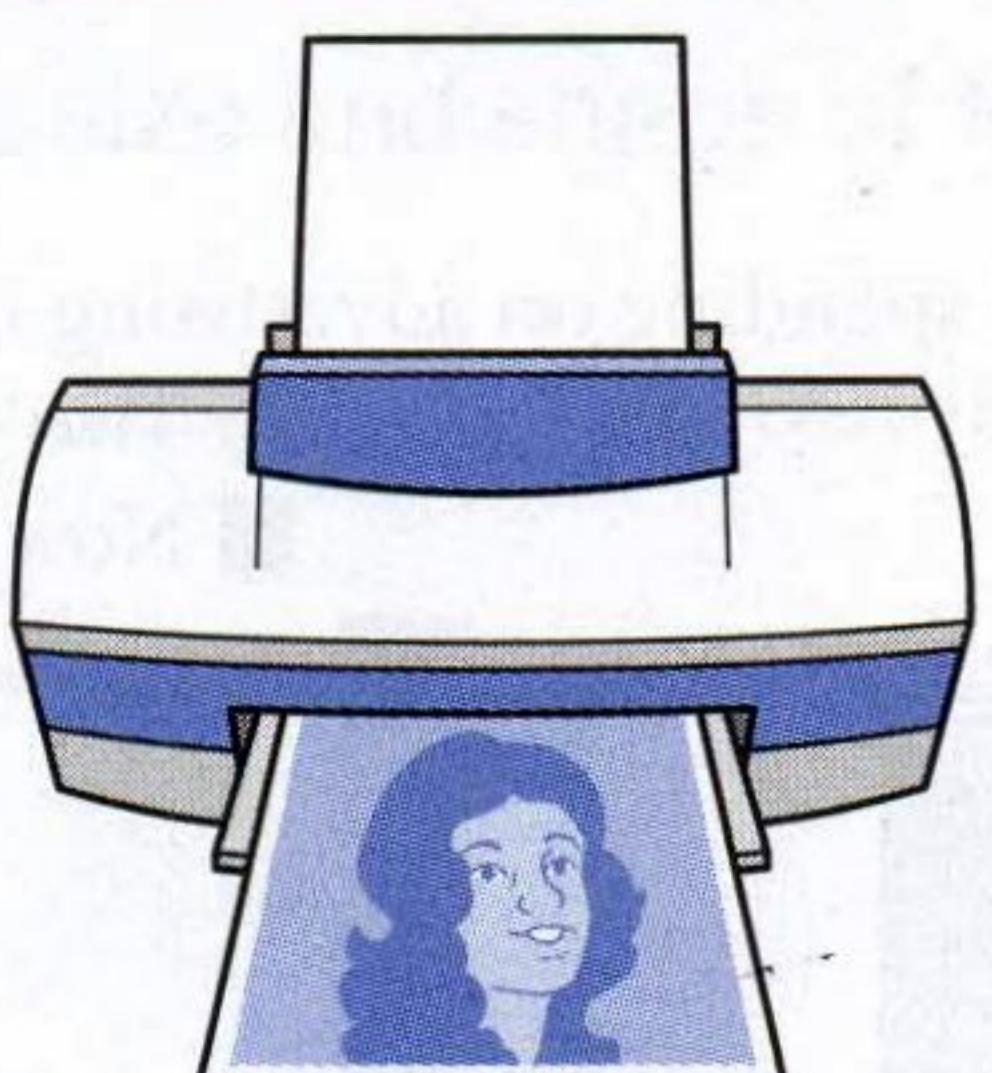
C



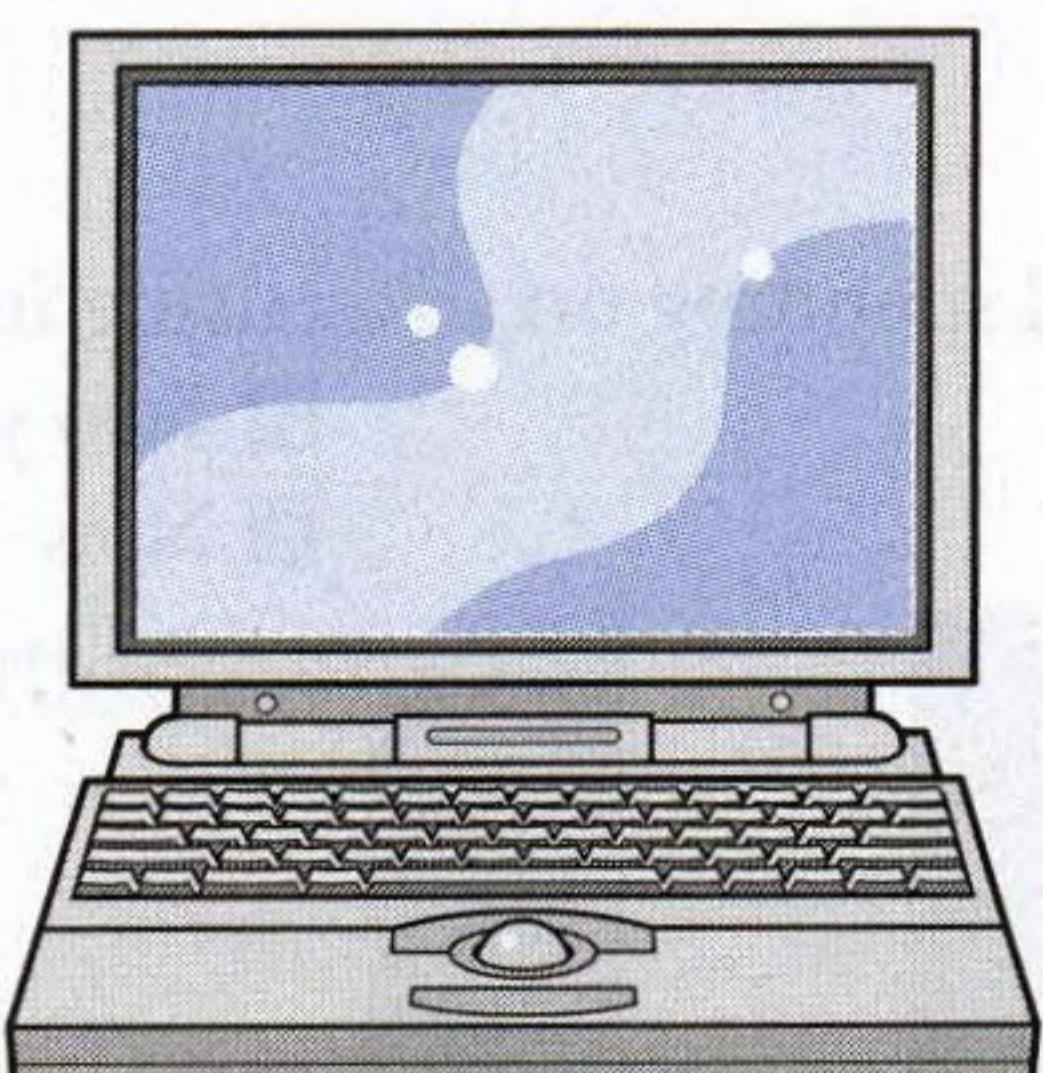
# Listening Part 1

3 Which piece of equipment needs to be repaired?

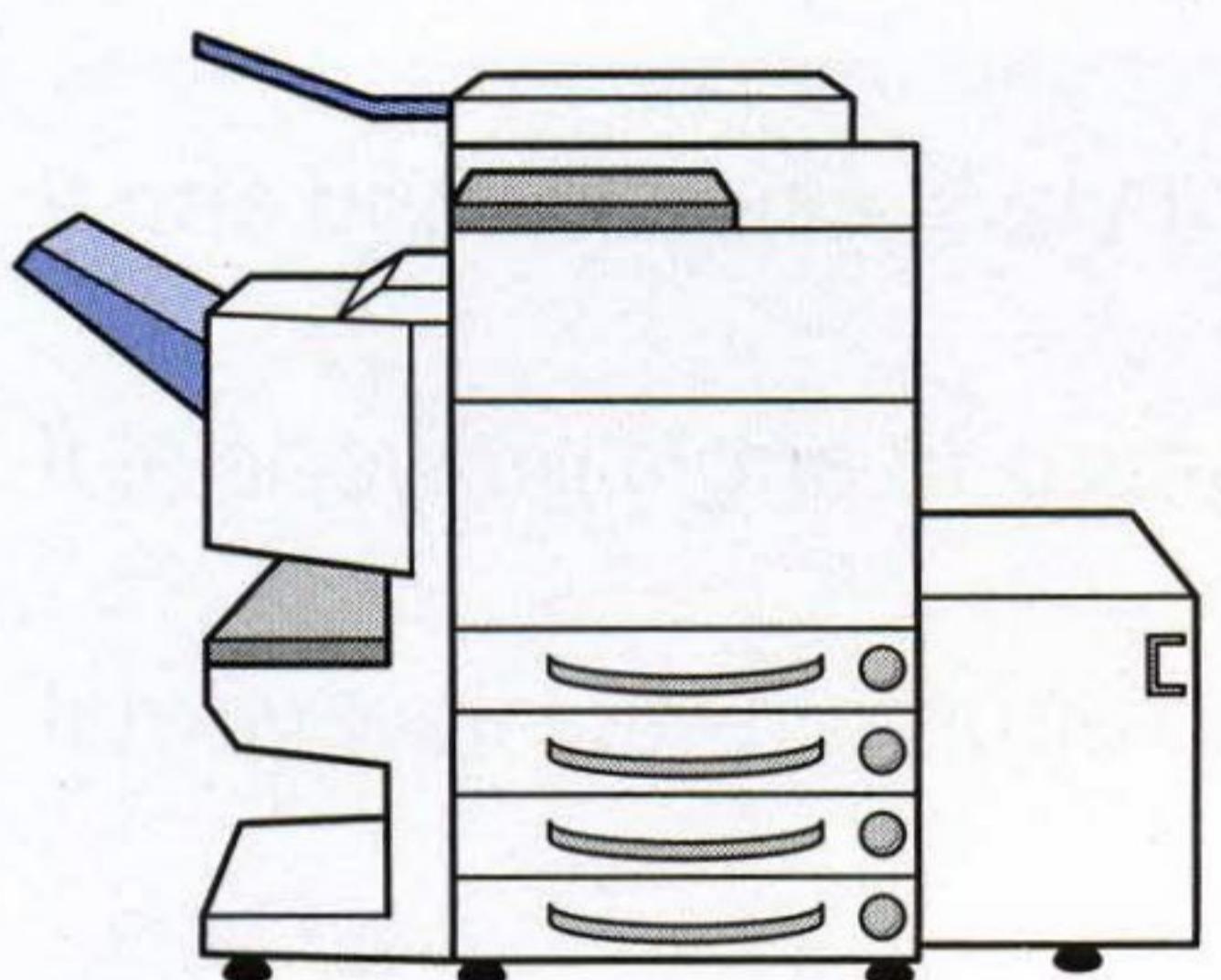
A



B



C



4 What is the first thing that the speaker usually does at work?

A



B

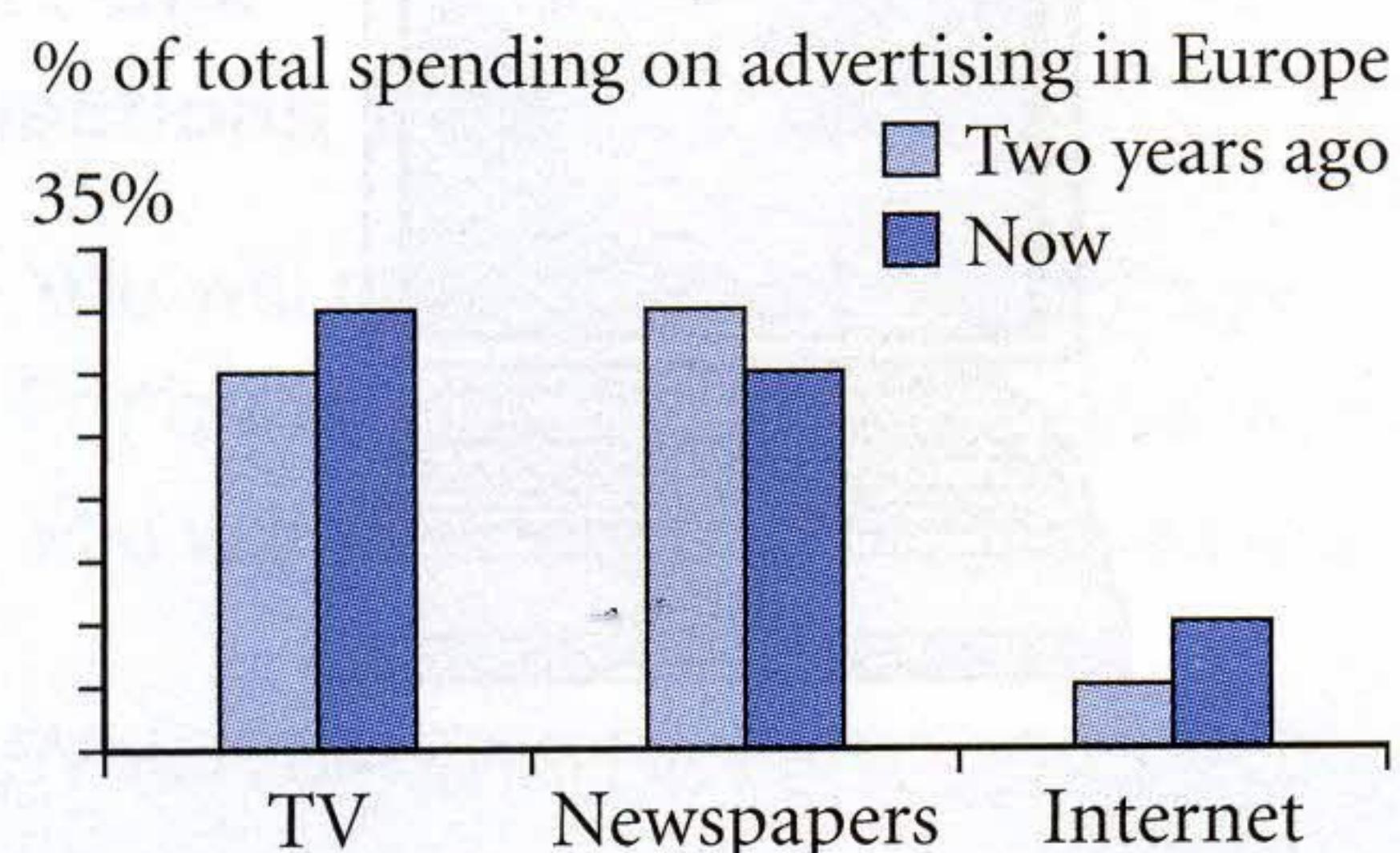


C

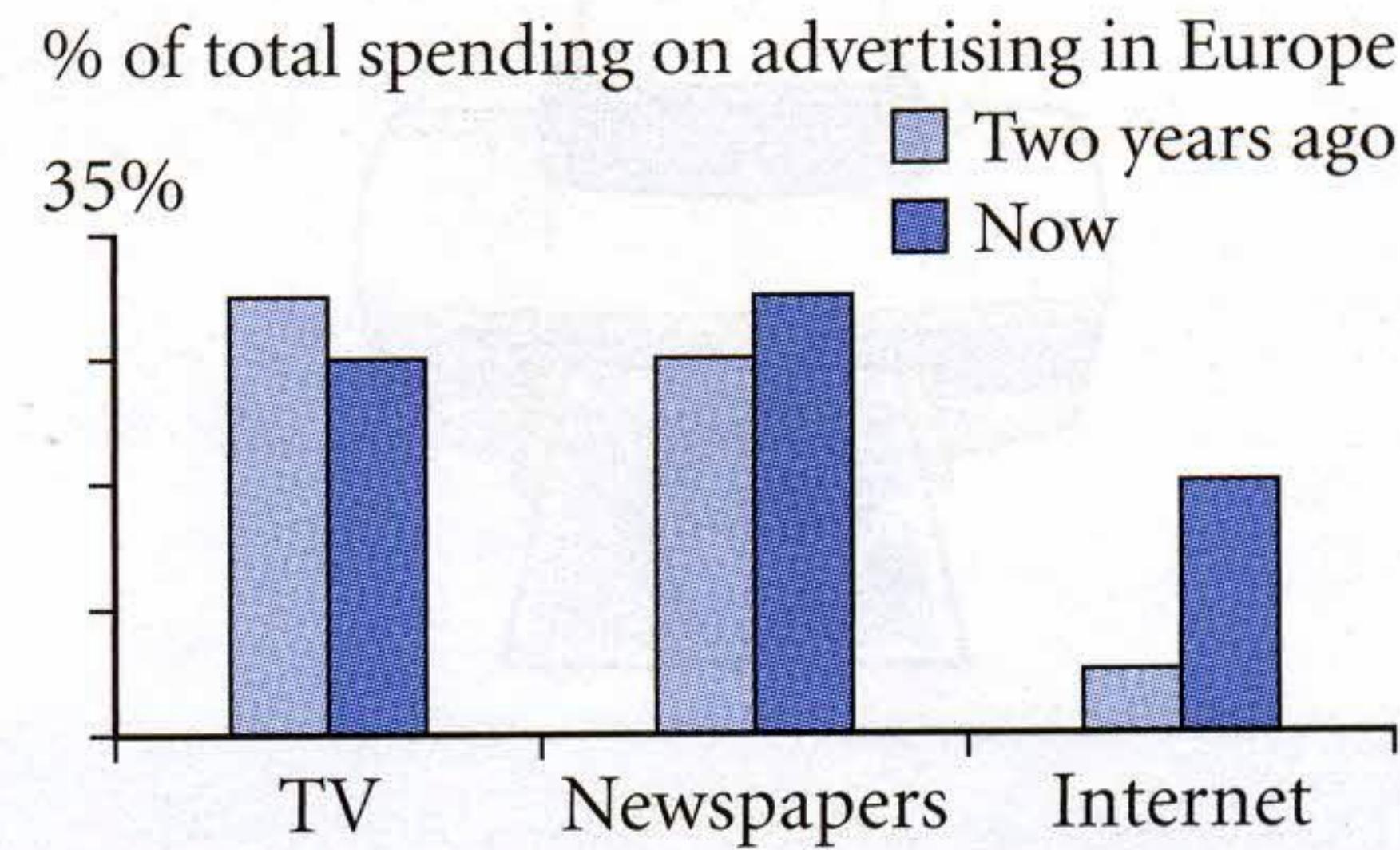


5 Which chart shows the correct figures?

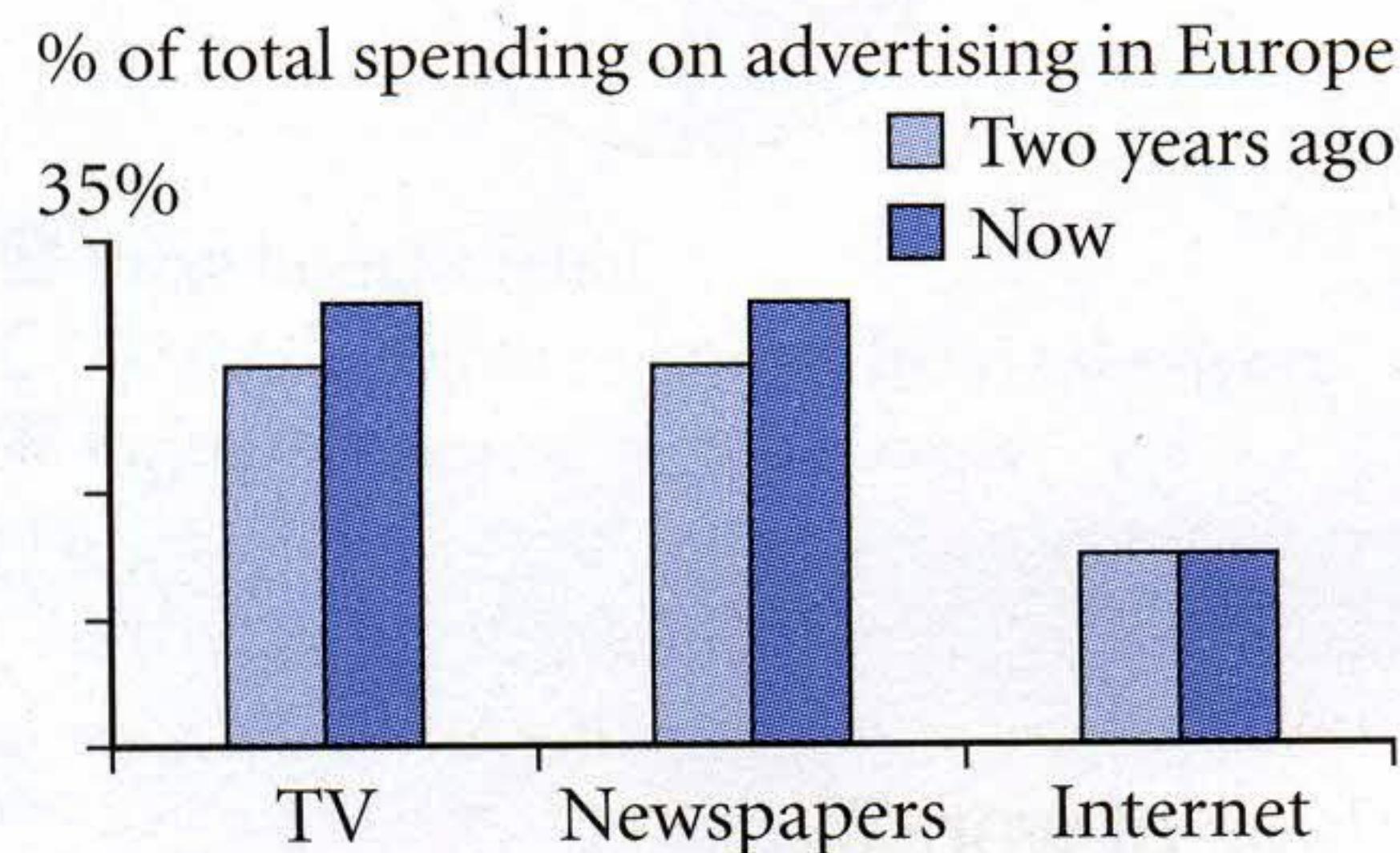
A



B



C



6 What is the latest news about Peterson's?

- A It has gone out of business.
- B It has been acquired by another company.
- C It has been re-launched under a new name.

7 What is notable about the consumption of eggs by 17- to 24-year-olds?

- A They eat the highest number of eggs of all age groups.
- B The trend is different from that of most other age groups.
- C There is a difference between the numbers of males and females who eat eggs.

# Listening Part 1

8 What was causing a problem for shopkeepers?

- A the size and shape of the drinks bottles
- B the design of the labels on the drinks bottles
- C the strength of the containers that the drinks bottles came in

9 What is the speaker's view of the housing market?

- A It has become less likely to show massive swings up or down.
- B It is showing signs of being increasingly unstable.
- C It may well suffer a huge drop in the near future.

10 What does the speaker criticise about the website?

- A Details about the stores weren't available on the site.
- B The company's products weren't shown in enough detail.
- C The design of the home page wasn't consistent with other pages.

Check your answers on page 79. The recording scripts are also on page 79.

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## Part Four

### Section One

#### Questions 33–38

- You will hear a college lecturer talking about the contribution of production and marketing to achieving business aims.
- For questions 33–38, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

33 According to the speaker, in mass production decision-making is

- A** based on workers' skills.
- B** separate from production itself.
- C** a continuous process.

34 In the shoe factory, the 'walk' was a term used to describe

- A** the distance materials had to be moved in production.
- B** how much time it took to move shoes through production.
- C** how far each worker needed to move during production.

35 The production manager was surprised because

- A** quality was improved.
- B** efficiency was increased.
- C** space was saved.

36 What was a sign of success for the car factory?

- A** Errors were less likely to be serious.
- B** Fewer suppliers were needed.
- C** The amount of stock was reduced.

37 The ice cream company decided to focus their competitiveness on

- A** making sure that their prices undercut those of their rivals.
- B** ensuring that their products were consistently of high quality.
- C** setting up an effective distribution network.

38 The ice cream company's marketing strategy was special because they

- A** introduced the product in a new kind of packaging.
- B** advertised the product more widely than their competitors.
- C** depended on customers telling each other about the product.

## Section Two

### Questions 39–44

- You will hear a radio interview with Simon Cartier, the owner of a chain of clothing shops.
- For questions 39–44, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the interview **twice**.

- 39** Why did Cartier leave the company that employed him for ten years?
- A** He was replaced by a new appointee.  
**B** His position disappeared in a restructuring of the company.  
**C** The company was closed down.
- 40** To start his first business, *The Outfit*, he used
- A** venture capitalists.  
**B** his own savings.  
**C** money from Jack Cartier.
- 41** What section of the clothing market was his second company, *Massive Stores*, aimed at?
- A** clothing for a specialist market  
**B** top-of-the-range clothing for leisure  
**C** reduced price clothing
- 42** What advantage did previous experience in business give him when developing *Massive Stores*?
- A** He knew who to turn to for advice on starting the business.  
**B** Manufacturers were willing to take a risk by helping him.  
**C** A landlord let him have premises at a reduced rent.
- 43** Which area of business does he concentrate on now?
- A** the overall management of the company's finances  
**B** the control of purchasing of stock for retailing  
**C** the setting up of additional outlets
- 44** How does he feel about the possibility of retiring from business?
- A** He enjoys the world of business too much to give it up.  
**B** He looks forward to spending more time doing leisure activities.  
**C** He'd like to take temporary retirement for a while then return to work.

## Section Three

### Questions 45–50

- You will hear Diana Warren, a business consultant, giving a talk on how she set up her business consultancy.
- For questions 45–50, circle **one** letter **A**, **B** or **C** for the correct answer.
- You will hear the talk **twice**.

**45** What was the first step Diana Warren took when she decided to be a business consultant?

- A** She identified the areas where there was a lack of specialists.
- B** She examined what her career had taught her.
- C** She took time to research potential clients.

**46** What does she say about her own personal qualities?

- A** She had to pretend to be confident when she started her consultancy.
- B** She believes experience gave her sufficient confidence.
- C** She has always had plenty of confidence with clients.

**47** She says the skills that you offer as a consultant ideally ought to suit clients

- A** in areas where demand is growing.
- B** in areas likely to emerge in the future.
- C** in an area which has maintained its popularity.

**48** To sell your ‘product’, she says you need to

- A** promote as many of your skills as possible.
- B** list particular skills that you can provide.
- C** present your skills in clear groups.

**49** How did she market her new consultancy?

- A** She advertised in industry publications.
- B** She asked her first clients to recommend her.
- C** She informed all the people she knew about it.

**50** What is her opinion about writing articles for business journals?

- A** It was time-consuming, but provided useful publicity.
- B** The articles brought in a lot of new business in a short time.
- C** Writing for internet sites was a more profitable use of her time.

**Check your answers on page 83. The recording scripts are on pages 83–85.**