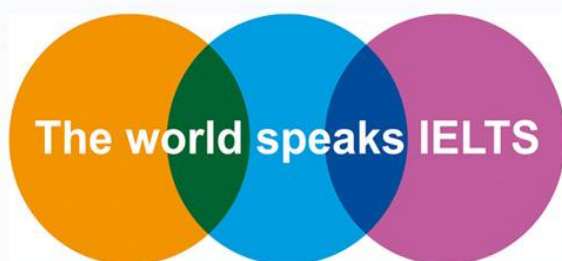




Band Score	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	4	3.5	3	2.5
Score / 40	39-40	37-38	35-36	32-34	30-31	26-29	23-25	18-22	16-17	13-15	10-12	8-10	6-7	4-5

IELTSTM

English for International Opportunity



LISTENING -3

SECTION 1 *Questions 1–12*

Questions 1–4

Circle the appropriate letter.

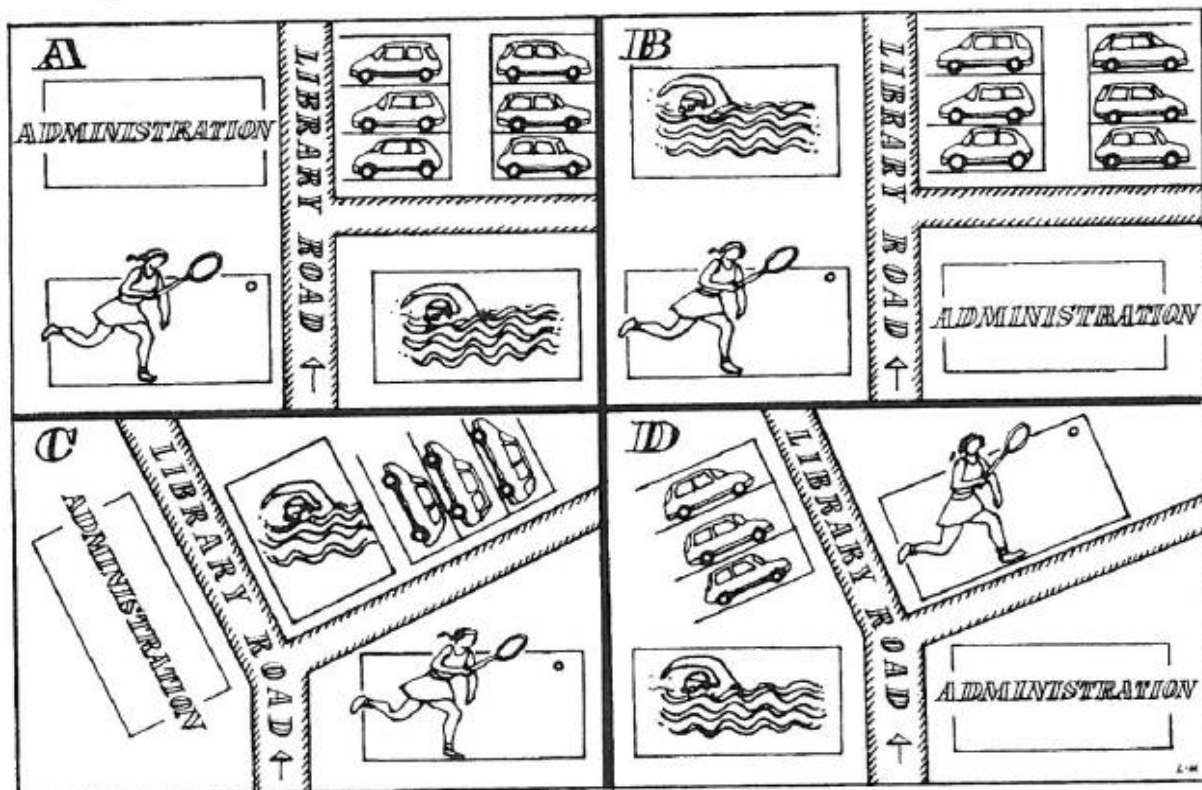
Example

How does the woman travel every day?

- A by car
- B by bus
- ☒ C on foot
- D by train

- 1 What are the parking regulations on campus?
 - A undergraduate parking allowed
 - B postgraduate parking allowed
 - C staff parking only allowed
 - D no student parking allowed
- 2 The administration office is in
 - A Block B.
 - B Block D.
 - C Block E.
 - D Block G.
- 3 If you do not have a parking sticker, the following action will be taken:
 - A wheel clamp your car.
 - B fine only.
 - C tow away your car and fine.
 - D tow away your car only.

- 4 Which picture shows the correct location of the Administration office?



Questions 5–10

Complete the application form using **NO MORE THAN THREE WORDS**.

Application for parking sticker

Name (5)
 Address (6) **Flat 13**
 Suburb (7)
 Faculty (8)
 Registration number (9)
 Make of car (10)

Questions 11–12

- 11 Cashier's office opens at A 12.15 B 2.00 C 2.15 D 4.30
- 12 Where must the sticker be displayed?

SECTION 2 Questions 13–23

Complete the notes below using **NO MORE THAN THREE WORDS** for each answer.

Date the museum was opened	(13)
The museum consists of a building and	(14)
Handicapped toilet door shows	Example <i>a wheelchair</i>
The Education Centre is signposted by	(15)
If you lose your friends, meet at the	(16)
Warning about <i>The Vampire</i>	(17)
How often are the tours of <i>The Vampire</i> ?	(18)
Person featured in today's video	(19)
The Leisure Gallery shows how Australian culture is influenced by	(20)
The Picture Gallery contains pictures by	(21)
Cost of family membership of the museum	(22)
'Passengers and the Sea' includes a collection of	(23)

SECTION 3 Questions 24–32

Questions 24–27

Circle the correct answer.

- 24 Mark is going to talk briefly about
- A marketing new products.
 - B pricing strategies.
 - C managing large companies.
 - D setting sales targets.
- 25 According to Susan, air fares are lowest when they
- A include weekend travel.
 - B are booked well in advance.
 - C are non-refundable.
 - D are for business travel only.
- 26 Mark thinks revenue management is
- A interesting.
 - B complicated.
 - C time-consuming.
 - D reasonable.
- 27 The airline companies want to
- A increase profits.
 - B benefit the passenger.
 - C sell cheap seats.
 - D improve the service.

Questions 28–32

Complete the notes using **NO MORE THAN THREE WORDS** for each answer.

Two reasons for the new approach to pricing are:

(28) and

(29)

In future people will be able to book airline tickets (30)

Also being marketed in this way are (31) and

(32)

SECTION 4 Questions 33–42

Questions 33–37

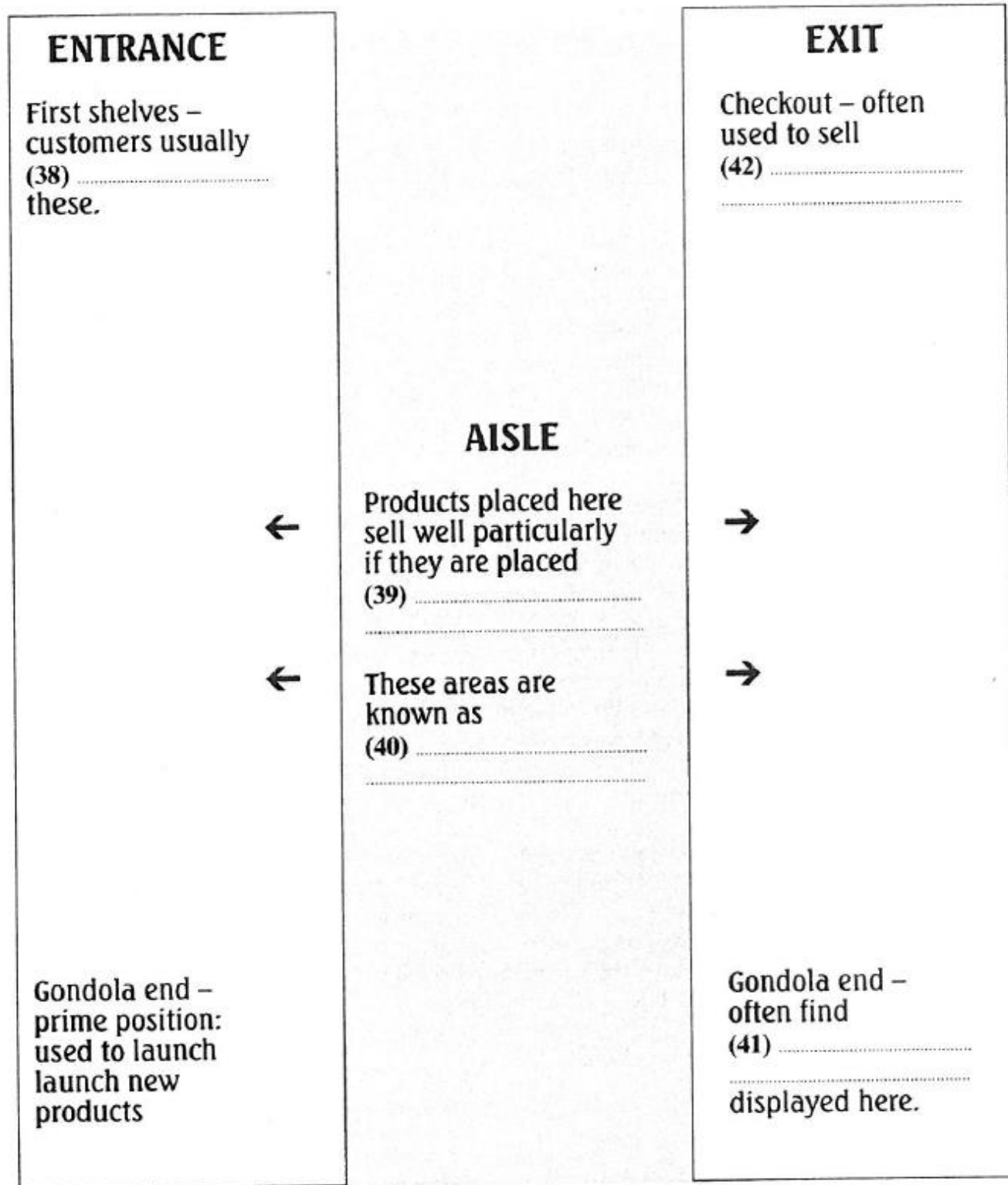
Complete the table. Write **NO MORE THAN THREE WORDS** for each answer.

SPACE MANAGEMENT	
RESEARCH METHOD	INFORMATION PROVIDED
Questionnaires	what customers think about (33)
(34)	how customers move around supermarket aisles
Eye movement (35)	the most eye-catching areas of the shop
Computer programs e.g. (36)	the best (37) for an article in the shop

Questions 38–42

Label the diagram. Write **NO MORE THAN THREE WORDS** for each answer.

A SUPERMARKET AISLE



SECTION 1

M = Male student
F = Female student
C = Clerk

M: How do you come to the university each day? Train or bus or do you have a car?

F: Oh, I always walk – I haven't got a car and anyway I live quite close.

Example

Repeat

M: Do you know anything about parking rights on the campus? I was wondering whether students are allowed to park their cars on the campus or not?

F: Yes, I think it's possible for post graduate students but not for undergraduate students.

Q1

M: That doesn't seem very fair.

F: No, I suppose not, but there simply isn't enough room on the campus for everyone to park.

M: Do you need a parking permit?

F: Yeah, I believe you do.

M: Where do I get that from?

F: I think you can get a parking sticker from the administration office.

M: Where's that?

F: It's in the building called Block G. Right next to Block E.

Q2

M: Block G?

F: Yeah.

M: Oh right. And what happens to you if you don't buy a sticker? Do they clamp your wheels or give you a fine?

F: No, I think they tow your car away.

Q3

M: Oh really?

F: Yeah. And then they fine you as well because you have to pay to get the car back.

Q3

M: I'd better get the sticker then.

F: Yeah.

M: Where exactly is the administration office again? I'm new to this university and I'm still trying to find my way around.

F: Right. You go along Library Road, past the tennis courts on your left and the swimming pool on your right and the administration office is opposite the car park on the left. You can't miss it.

M: So it's up Library Road, past the swimming pool, opposite the car park.

Q4

Right, I'll go straight over there. Bye and thanks for the help.

- C: Good morning, can I help you?
- M: Yes, I was told to come over here to get a parking sticker. Is this the right place?
- C: Yes, it is. Are you a post graduate student?
- M: Yes, I am.
- C: OK, well, I'll just need to take some details ... Your name?
- M: Richard Lee – that's spelt L double E. Q5
- C: Richard ... Lee. And the address?
- M: Flat 13, 30 Enmore Road Q6
- C: How do you spell Enmore?
- M: E-N-M-O-R-E. And that's in the suburb of Newport: N-E-W-P-O-R-T. Q7
- C: Faculty?
- M: I beg your pardon?
- C: Which faculty are you in?
- M: Architecture, the Faculty of Architecture. Q8
- C: Right ... and the registration number of your car?
- M: Let me see um L X J five oh ... No, sorry, I always get that wrong, it's LJX 058K. Q9
- C: LJX 508K.
- M: No ... 058K.
- C: Ah. And what make is the car?
- M: It's a Ford. Q10
- C: A Ford. Fine! Well, I'll just get you to sign here and when you've paid the cashier I'll be able to issue you with the sticker.
- M: Right. Where do I pay?
- C: Just across the corridor in the cashier's office. Oh, but it's 12.30 now and they close at 12.15 for lunch. But they open again at a quarter past two until 4.30. Q11
- M: Oh ... they're not open till quarter past two?
- C: No. When you get your sticker, you must attach it to the front windscreen of your car. I'm afraid it's not valid if you don't have it stuck on the window. Q12
- M: Right, I see. Thanks very much. I'll just wait here then.

SECTION 2

Guide:

Good morning, everyone, and welcome to the Maritime Museum.

Now before we commence our tour I'd just like to tell you a little bit about the history of the museum. As you can see, it's a very modern building built in the post modern style and it was in fact opened by the Prime Minister of Australia in November 1991. It's been designed with a nautical flavour in mind to remind us of our links with the sea. But the museum isn't only housed in this building; there are a number of historic ships docked outside in the harbour which form part of the museum and which you are also free to visit, and we'll be coming to them shortly.

Q13

Q14

Example

I'd just like to point out one or two things of general interest while we're here. Handicapped toilets are located on this floor and the door shows a wheelchair. The cloakroom where you can hang your coat or leave your bags is just behind us here. The education centre is on the top floor and there's a good little library in there which you might like to use. Follow the signs to the Education Centre – you'll see a lot of little green arrows on the wall. The green arrows will take you there. The information desk, marked with the small letter i on your plan is located right here in the foyer, so if you get separated from your friends, I suggest you make your way back to the information desk because we'll be returning to this spot at the end of the tour. All right?

Q15

Q16

Now, if you look out this window you should be able to see where the museum's ships are docked. If you want to go on a tour of the old ship, the *Vampire*, she's docked over there and you should meet outside on the quay. However, a word of warning! I don't recommend it for the grandmas and grandpas because there are lots of stairs to climb. Right, now, let's move on. Oh, I almost forgot to give you the times for that tour. Now, tours of the *Vampire* run on the hour, every hour. All right?

Q17

Q18

Let's take a walk round the museum now. The first room we're coming to is the theatre. This room is used to screen videos of special interest and we also use it for lectures. There's a continuous video showing today about the voyages of Captain

Cook, so come back here later on if you want to learn more about Captain Cook.

Q19

Now, we're moving along the gallery known as the Leisure Gallery. This is one of our permanent exhibitions and here we try to give you an idea of the many different ways in which Australians have enjoyed their time by the sea: surfing, swimming, lifesaving clubs, that's all very much a part of Australian culture. At the end of this section we'll come to the Picture Gallery where we've got a marvellous collection of paintings, all by Australian artists. I think you can buy reproductions of some of these paintings in the museum shop. Well worth a good look.

Q20

Q21

Now we're coming to the Members' Lounge. As a member of the museum you would be entitled to use the members' lounge for refreshments. Membership costs \$50 a year or \$70 for all the family. So it's quite good value because entry to the museum is then free.

Q22

And down at the far end of this floor, you'll find the section which we've called *Passengers and the Sea*. In this part of the museum we've gathered together a wonderful collection of souvenirs from the old days when people travelled by ship. You'll find all sorts of things there: old suitcases, ships' crockery, first class cabins decorated in the fashion of the day. Just imagine what it must have been like to travel first class.

Q23

Now I'm going to leave you to walk round the museum on your own for a while and we'll all meet back again at the information desk in three quarters of an hour's time. I hope you enjoy your time with us at the museum today. Thank you.

SECTION 3

T = Tutor

M = Mark

S = Susan

T: OK, everybody, good morning! It's Mark's turn to talk to us today, so Mark, I'll ask you to get straight down to business.

M: Right!

T: Now following on from what we were discussing last week in Susan's tutorial on approaches to marketing, you were going to give us a quick run down on a new strategy for pricing which is now being used by many large companies known as 'revenue management' ... before we go on to your actual tutorial paper on Sales Targets. Is that correct?

Q24

M: Yeah, OK, well ...

T: So what exactly is revenue management?

M: Well, it's a way of managing your pricing by treating things like airline tickets and hotel rooms rather more as if they were perishable goods.

S: Yeah, I just tried to book a ticket yesterday for Perth and would you believe there are three different prices for the flight?

M: Right! And what was the rationale for that?

S: Well ... the travel agent said it depended on when you book and the length of the stay, like it's cheap if you stay away for a Saturday night, presumably because this isn't business travel, and even cheaper if you buy a ticket where

Q25

you can't get a refund if you have to cancel; in that case the ticket costs about half the price. You wouldn't think it would make that much difference, would you?

M: Well it does, and that's basically because the airlines are now treating their seats like a commodity. You see – if you want a seat today, then you pay far more for it than if you want it in three weeks' time.

S: That seems rather unfair.

M: Well ... not really ... when you think about it, that's just common sense isn't it?

Q26

S: I suppose so.

T: What this actually means is that in the same row of seats on the same flight you could have three people who have all paid a different price for their tickets.

S: And is this just happening in Australia?

M: No, no it's the same all over the world. Airlines are able to 'market' a seat as a perishable product, with different values at different stages of its life.

S: Well like mangoes or apples at the market.

M: Yeah, it's exactly like that. The fact is that the companies are not actually interested in selling you a cheap flight! They're interested in selling the seats and flying aeroplanes that are full.

Q27

T: Mark, why do you think revenue management has come about?

M: Well, as far as I can see, there are two basic reasons: firstly because the law has been changed to allow the companies to do this. You see in the past they didn't have the right to keep changing the prices of the tickets, and secondly we now have very powerful computer programs to do the calculations and so the prices can be changed at a moment's notice.

Q28

Q29

- S: So you mean ten minutes could be critical when you're buying a plane ticket?
- M: Absolutely!
- T: That's right!
- M: And I understand we have almost reached the stage where these computer programs that the airlines are using will eventually be available to consumers to find the best deals for their travel plans from their home computer. Q30
- S: Heavens! What a thought! So the travel agent could easily become a thing of the past if you could book your airline tickets from home. Are there any other industries using this system, or is it restricted to the airline business?
- M: Many of the big hotel groups are doing it now. That's why the price of a bed in a hotel can also vary so much ... depending on when and where you book it. Q31
- T: It's all a bit of a gamble really.
- M: Yes, and hire car companies are also using revenue management to set their tariffs, because they are also dealing with a 'commodity' if you like ... so the cost of hiring a car will depend on demand. Q32
- T: Well, thank you, Mark, for that overview ... that was well researched. Now let's get on with your main topic for today ...

SECTION 4

Marketing Consultant:

Good morning. Welcome to this talk on *Space Management*. And today I'm going to look particularly at space management in the supermarket.

Now since the time supermarkets began, marketing consultants, like us, have been gathering information about customers' shopping habits.

To date, various research methods have been used to help promote the sales of supermarket products. There is, for example, the simple and direct questionnaire which provides information from customers about their views on displays and products and then helps retailers make decisions about what to put where.

*Example
Q33*

Another method to help managers understand just how shoppers go around their stores are the hidden television cameras that film us as we shop and monitor our physical movement around the supermarket aisles: where do we start, what do we buy last, what attracts us, etc.

Q34

More sophisticated techniques now include video surveillance and such devices as the eye movement recorder. This is a device which shoppers volunteer to wear taped into a headband, and which traces their eye movements as they walk round the shop recording the most eye-catching areas of shelves and aisles.

Q35

But with today's technology, *Space Management* is now a highly sophisticated method of manipulating the way we shop to ensure maximum profit. Supermarkets are able to invest millions of pounds in powerful computers which tell them what sells best and where.

Now, an example of this is Spaceman which is a computer program that helps the retailer to decide which particular product sells best in which part of the store. Now Spaceman works by receiving information from the electronic checkouts (where customers pay) on how well a product is selling in a particular position. *Spaceman* then suggests the most profitable combination of an article and its position in the store.

Q36

Q37

So, let's have a look at what we know about supermarkets and the way people behave when they walk down the aisles and take the articles they *think* they need from the shelves.

Now here's a diagram of one supermarket aisle and two rows of shelves. Here's the *entrance* at the top left-hand corner.

Now products placed *here*, at the beginning of aisles, don't sell well. In tests, secret fixed cameras have filmed shoppers' movements around a store over a seven-day period. When the film is speeded up, it clearly shows that we walk straight past these areas on our way to the centre of an aisle. Items placed here just don't attract people.

Q38

When we finally stop at the centre of an aisle, we pause and take stock, casting our eyes along the length of it. Now products displayed here sell well and do even better if they are placed at eye level so that the customer's eyes hit upon them instantly. Products here are snapped up and manufacturers pay a lot for these shelf areas which are known in the trade as hotspots. Naturally everyone wants their products to be in a hotspot.

Q39

Q40

But the prime positions in the store are the ends of the aisles, otherwise known as *Gondola ends*. Now these stand out and grab our attention. For this reason new

products are launched in these positions and manufacturers are charged widely varying prices for this privileged spot. Also, the end of an aisle may be used for promoting special offers which are frequently found waiting for us as we turn the corner of an aisle.

Q41

Well, now, eventually of course, we have to pay. Any spot where a supermarket can be sure we are going to stand still and concentrate for more than a few seconds is good for sales. That's why the shelves at the checkout have long been a favourite for manufacturers of chocolates – perhaps the most sure-fire 'impulse' food of all.

Q42

Section 1

- 1 B
- 2 D
- 3 C
- 4 A
- 5 Richard Lee (*must have correct spelling of 'Lee' and capitals*)
- 6 30 Enmore Road (*must have correct spelling and capitals*)
- 7 Newport (*must have correct spelling and capital 'N'*)
- 8 Architecture
- 9 LJX 058K
- 10 Ford
- 11 C
- 12 (on the) (front) window/windscreen

Section 2

- 13 November 1991
- 14 (historic) ships
- 15 green arrows
- 16 information desk
- 17 stairs to climb//lots of stairs
- 18 every hour
- 19 Captain Cook
- 20 the sea
- 21 Australian artists/painters
- 22 \$70
- 23 souvenirs

Section 3

- 24 B
- 25 C
- 26 D
- 27 A
- 28 law has changed//law changes//changes in law
- 29 (powerful) computer programs
- 30 from home (computer)
- 31 hotels/hotel beds/rooms
- 32 hire cars

Section 4

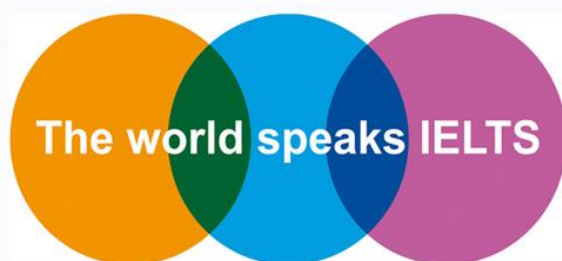
- 33 displays//products//displays and products
- 34 (hidden) TV cameras
- 35 recorder//recording
- 36 'Spaceman'
- 37 position//shelf//spot//place
- 38 walk (straight/right) past // ignore//pass
- 39 at eye level//near customers' eyes
- 40 hotspots
- 41 special offers
- 42 chocolates



Band Score	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	4	3.5	3	2.5
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LISTENING -3