

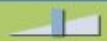


Continue

You will need headphones to complete this activity.



When you have them, click Continue.




Continue

To adjust the volume

To adjust the volume, move the slider left or right. You can adjust the volume at any point during the activity.



Listening

 Continue

DIRECTIONS: This section tests your understanding of conversations and lectures. You will hear each conversation or lecture only once. Your answers should be based on what is stated or implied in the conversations and lectures.


You are allowed to take notes as you listen, and you can use these notes to help you answer the questions.

In some questions, you will see a headphones icon. This icon tells you that you will hear, but not read, part of the lecture again. Then you will answer a question about the part of the lecture that you heard.

Some questions have special directions that are highlighted. Try to answer every question that you hear on this test. This test includes 1 conversation and 3 lectures.



Listening

 Continue

Listen to a conversation between a student and a professor.



Continue



Loading... 72%



Continue





Now get ready to answer the questions. You may use your notes to help you.



1 Why does the student visit the professor?

- ☐ To get ideas for a project on art therapists.
- ☐ To ask for more time to work on her project.
- ☐ To ask him to clarify all requirements for the class.
- ☐ To discuss her final paper before she submits it.



Listening



Back

2 of 23

Next

Continue

2 What can be inferred about the student's meeting with the professor?

- ☐ It was requested by the student.
- ☐ It was postponed from an earlier date.
- ☐ It was required by the professor.
- ☐ It was held immediately after class.



Listening



Back

3 of 23

Next

Continue

3 What does the student say she is having trouble doing?

- ☐ Writing a small section of the paper.
- ☐ Meeting the deadline for her paper.
- ☐ Working with Daniel and the therapist.
- ☐ Understanding how art therapy works.



Listening

Back

4 of 23

Next

Continue

- 4 What two things does the student say she did?
Click on 2 answers.

- ☐ Took the art therapy course.
- ☐ Observed an art therapist at work.
- ☐ Researched art therapy on the Internet.
- ☐ Interviewed an art therapy patient.



Listening

Back

5 of 23

Next

Continue

**Listen again to part of the
conversation. Then answer the
question.**



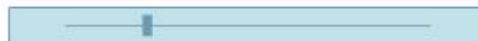
Listening

Back

5 of 23

Next

Continue



Listening

Back

5 of 23

Next

Continue



5 Why does the student say this?

- ☐ To ask the professor for further explanation.
- ☐ To apologize for a previous remark she made.
- ☐ To show disagreement with the professor.
- ☐ To suggest that the project is very difficult.



Listening



Back

6 of 23

Next

Continue

Listen to part of a lecture in a management class. The professor is discussing RBV, or the Resource-Based View of the firm.



Listening



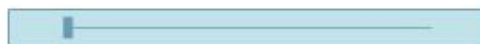
Back

6 of 23

Next

Continue

Cost advantage, Differentiation advantage
Sustained competitive advantage
Resourced-based view (RBV)
VRIN





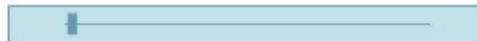
Listening

Back

6 of 23

Next

Continue



Listening

Back

6 of 23

Next

Continue

Now get ready to answer the questions. You may use your notes to help you.



Listening

Back

6 of 23

Next

Continue

6 What does the professor mainly address in the lecture?

- ☐ The economic benefits that businesses obtain from applying RBV.
- ☐ The definition of a business tool to assess a company's resources.
- ☐ The differences between VRIN and sustained competitive advantage.
- ☐ The influence of RBV on modern corporate decision making.



Listening

Back

7 of 23

Next

Continue

7 What are two kinds of competitive advantage mentioned by the professor?
Click on 2 answers.

- ☐ Differentiation advantage
- ☐ External advantage
- ☐ Management advantage
- ☐ Cost advantage



Listening

Back

8 of 23

Next

Continue

8 According to the professor, when does a company's advantage become a sustained competitive advantage?

- ☐ When other businesses no longer try to duplicate the company's advantage.
- ☐ When the company's resources are used to the fullest potential.
- ☐ When the company has higher sales and profits than all of its competitors.
- ☐ When a company uses its resources to gain cost and differentiation advantages.



Listening

Back

9 of 23

Next

Continue

9 What does VRIN refer to?

- ☐ A set of standards for choosing which internal resources to develop.
- ☐ A stage of resource development in the competition cycle.
- ☐ A method a company can use to enhance advantage.
- ☐ A model for predicting the value of external resources.



Listening

Back

10 of 23

Next

Continue

- 10 In the conversation, the speakers discuss sustained competitive advantage. Indicate whether each of the following would lead to a sustained competitive advantage in the RBV model. Click in the correct box for each phrase.

	Yes	No
Avoiding competitors' strengths and taking advantage of their weaknesses	<input type="radio"/>	<input type="radio"/>
Developing internal resources	<input type="radio"/>	<input type="radio"/>
Creating unique production practices	<input type="radio"/>	<input type="radio"/>
Exploiting external resources and environmental factors	<input type="radio"/>	<input type="radio"/>
Identifying experts within the corporation	<input type="radio"/>	<input type="radio"/>



Listening

Directions: Listen to the lecture.

Back

11 of 23

Next

Continue

**Listen again to part of the lecture.
Then answer the question.**



Listening

Directions: Listen to the lecture.

Back

11 of 23

Next

Continue





Listening

Directions: Listen to the lecture.

Back

11 of 23

Next

Continue



11 Why does the woman say this?

- ☐ To suggest an area for further class research.
- ☐ To point out an exception to the rule the man describes.
- ☐ To identify a business that should switch to RBV.
- ☐ To provide an example that supports the man's opinion.



Listening

Back

12 of 23

Next

Continue

Listen to part of a lecture in an English class. The professor is discussing the history of English language dictionaries.



Listening



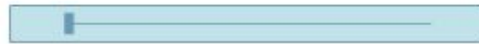
Back

12 of 23

Next

Continue

Lexicography
Etymology
(Samuel Johnson 1755)



Listening



Back

12 of 23

Next

Continue

Now get ready to answer the
questions. You may use your notes
to help you.



Listening

Back

12 of 23

Next

Continue

12 What is the lecture mainly about?

- ☐ How dictionaries adapt themselves to new language.
- ☐ Samuel Johnson's views about the nature of language.
- ☐ How modern dictionaries evolved from earlier versions.
- ☐ The dictionary's role in controlling language usage.



Listening

Back

13 of 23

Next

Continue

13 Why does the professor mention the Renaissance?

- ☐ To identify the inspiration for Samuel Johnson's approach to writing dictionaries.
- ☐ To explain how dictionaries helped average people during that time of history.
- ☐ To stress the importance of writing techniques used in Renaissance dictionaries.
- ☐ To link the origin of the English dictionary to the environment of the time.