

Indique cuáles son los tipos de estrategias que se utilizan para la creación de un plan de marketing. Se considera que una estrategia es una forma de pensar que responde a las necesidades y deseos de los consumidores.

Algunas estrategias locales tienen que ver con la creación de una red de distribución, otras están basadas en la creación de una red de proveedores y algunas tienen que ver con la creación de una red de servicios. Una estrategia local es aquella que se aplica a una zona geográfica pequeña y tiene como objetivo principal el desarrollo económico de esa zona.

실전 TEST

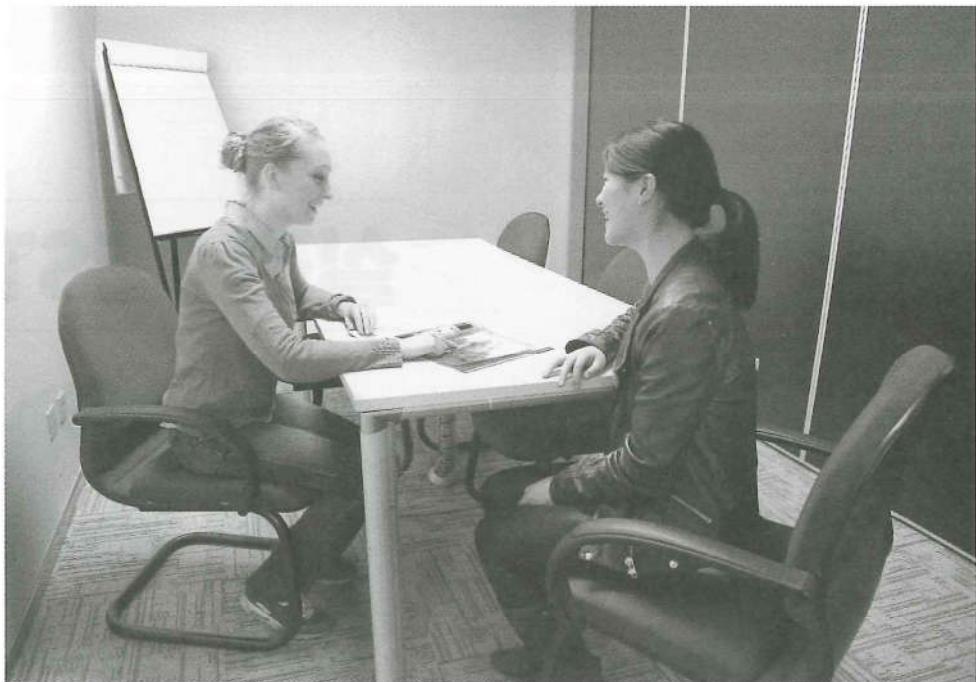
09

LISTENING TEST

In the Listening test, you will be asked to demonstrate how well you understand spoken English. The entire Listening test will last approximately 45 minutes. There are four parts, and directions are given for each part. You must mark your answers on the separate answer sheet. Do not write your answers in your test book.

PART 1

Directions: For each question in this part, you will hear four statements about a picture in your test book. When you hear the statements, you must select the one statement that best describes what you see in the picture. Then find the number of the question on your answer sheet and mark your answer. The statements will not be printed in your test book and will be spoken only one time.

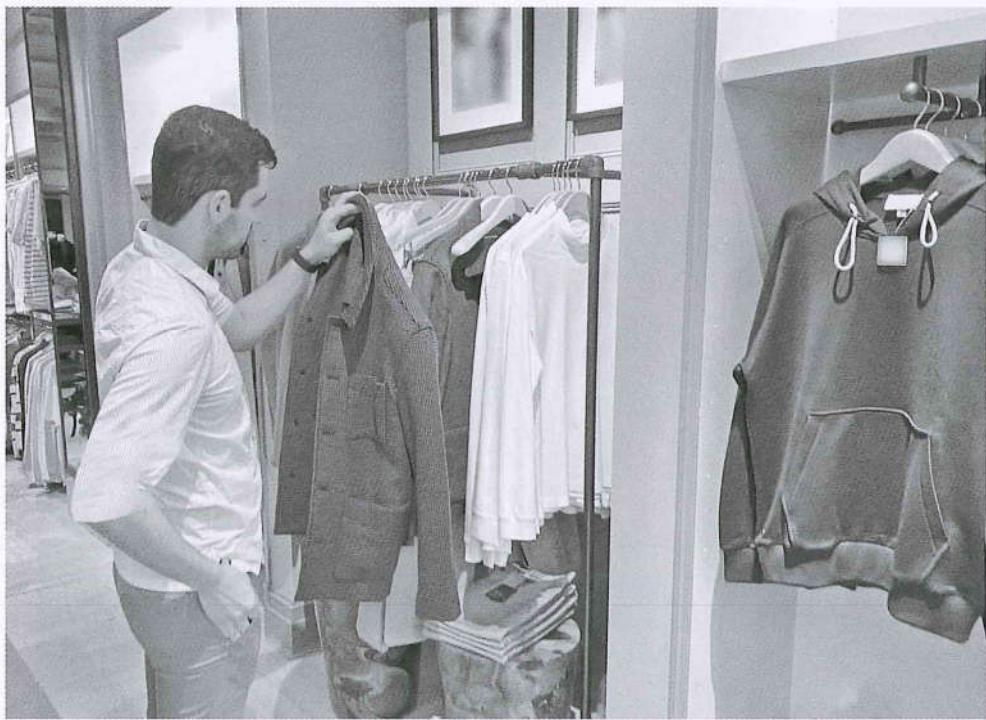


Statement (C), "They're sitting at a table," is the best description of the picture, so you should select answer (C) and mark it on your answer sheet.

1.



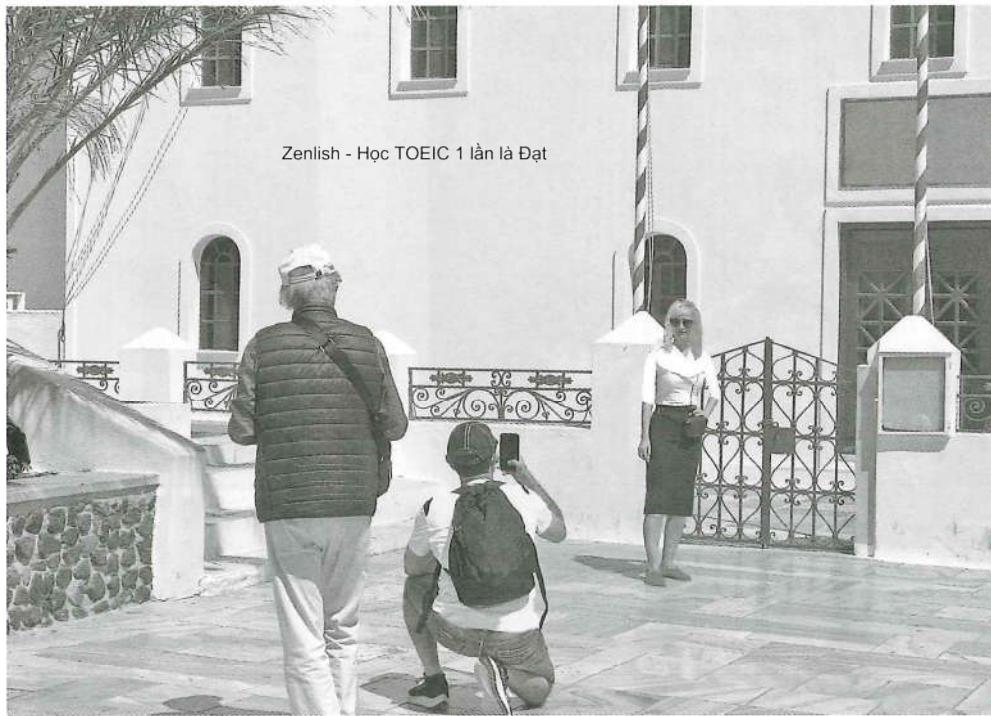
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TEST
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3.



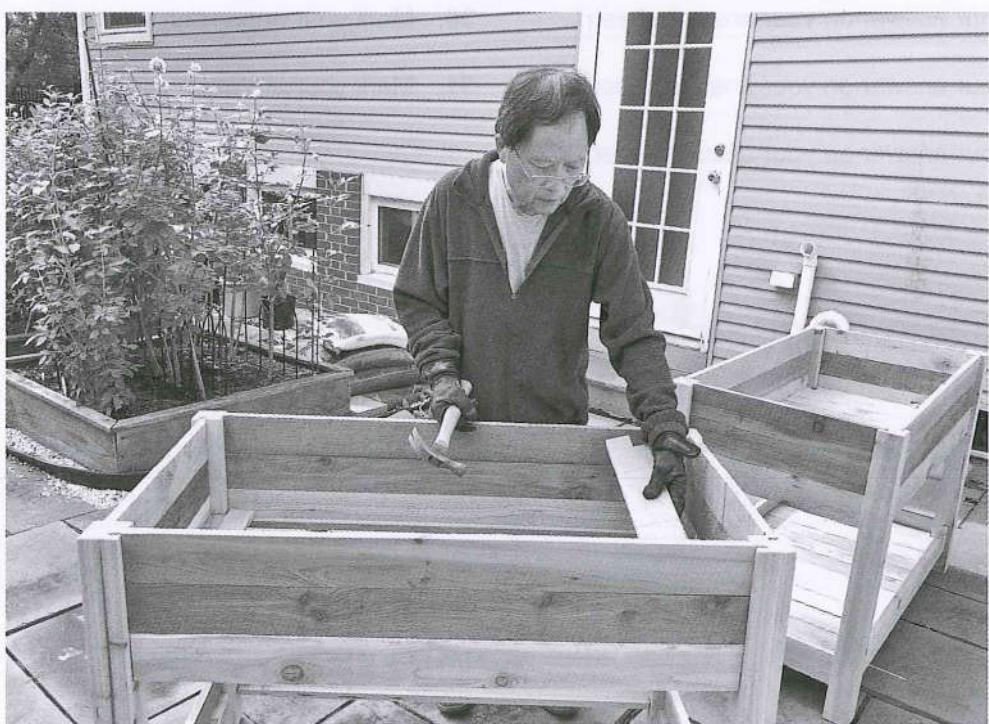
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6.



TEST 9

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PART 2

Directions: You will hear a question or statement and three responses spoken in English. They will not be printed in your test book and will be spoken only one time. Select the best response to the question or statement and mark the letter (A), (B), or (C) on your answer sheet.

7. Mark your answer on your answer sheet.
8. Mark your answer on your answer sheet.
9. Mark your answer on your answer sheet.
10. Mark your answer on your answer sheet.
11. Mark your answer on your answer sheet.
12. Mark your answer on your answer sheet.
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26. Mark your answer on your answer sheet.
27. Mark your answer on your answer sheet.
28. Mark your answer on your answer sheet.
29. Mark your answer on your answer sheet.
30. Mark your answer on your answer sheet.
31. Mark your answer on your answer sheet.

PART 3

Directions: You will hear some conversations between two or more people. You will be asked to answer three questions about what the speakers say in each conversation. Select the best response to each question and mark the letter (A), (B), (C), or (D) on your answer sheet. The conversations will not be printed in your test book and will be spoken only one time.

32. Where do the speakers most likely work?
(A) At a bank
(B) At a hotel
(C) At an electronics store
(D) At a medical clinic
33. What most likely is the man's job?
(A) Receptionist
(B) Security guard
(C) Cleaning staff member
(D) Computer technician
34. What will the woman give the man?
(A) A schedule
(B) A key
(C) A manual
(D) A cup of coffee
35. Who most likely is the woman?
(A) A receptionist
(B) A florist
(C) A repair technician
(D) A woodworker
36. Why is the man calling?
(A) To clarify a process
(B) To ask about a delivery
(C) To request a service
(D) To complain about an invoice
37. What does the woman ask the man for?
(A) A photograph
(B) An address
(C) A telephone number
(D) A passcode
38. What does the man ask the woman about?
(A) A shirt size
(B) A shirt price
(C) A warehouse location
(D) Store hours
39. What does the woman offer to do?
(A) Unlock a fitting room
(B) Look for a different color shirt
(C) Send a shirt to the man's home
(D) Put a shirt back on a shelf
40. What will the man most likely do?
(A) Contact a manufacturer
(B) Come back tomorrow
(C) Look through a catalog
(D) Visit a different store
41. Who is Sofia?
(A) A teacher
(B) An artist
(C) A real estate agent
(D) A gallery owner
42. What are the men curious about?
(A) The creator of some artwork
(B) The lighting in a room
(C) The number of people at an event
(D) How long a business has been open
43. What will the speakers most likely do next?
(A) Purchase a painting
(B) Eat a meal together
(C) Review some floor plans
(D) Look at some artwork

44. What kind of product are the speakers discussing?
(A) A laptop
(B) A mobile phone
(C) A fitness tracker
(D) A navigation device
45. What does the woman say she is currently working on?
(A) A marketing campaign
(B) A transportation contract
(C) A fee negotiation
(D) A design feature
46. What is the man concerned about?
(A) Staff shortages
(B) Supply chain disruptions
(C) Budget constraints
(D) Increased competition
-
47. What does the woman hope to do this year?
(A) Earn a promotion
(B) Win an award
(C) Give a presentation
(D) Move to a different city
48. What does the woman mean when she says, "some of the numbers in my presentation came from you"?
(A) She is grateful for the man's help.
(B) She thinks someone else got credit by mistake.
(C) The man should check the accuracy of some numbers.
(D) The man should also give a presentation.
49. What does the man remind the woman about?
(A) A team meeting has been canceled.
(B) A product will be released soon.
(C) A report will not be distributed.
(D) A task needs to be done.
-
50. What does the man say will happen tomorrow?
(A) New equipment will be installed.
(B) An inspection will take place.
(C) A delivery will be late.
(D) The water will be shut off.
51. Where do the speakers most likely work?
(A) At a factory
(B) At a grocery store
(C) At a restaurant
(D) At a shipping company
52. What does the man say he will do?
(A) Conduct an interview
(B) Reschedule a training session
(C) Contact staff members
(D) Clean some filters
-
53. What did the man just do?
(A) He purchased a computer.
(B) He installed some software.
(C) He returned from a doctor's appointment.
(D) He created a training video.
54. According to the man, why has a product become popular?
(A) It is less expensive than similar products.
(B) It is energy efficient.
(C) It provides easy access to information.
(D) It has 24-hour customer support.
55. Why does Francesca interrupt the conversation?
(A) She needs assistance.
(B) She is taking lunch orders.
(C) Some forms require a signature.
(D) A client has arrived.
-

56. Who most likely are the speakers?
(A) News reporters
(B) Construction workers
(C) Travel agents
(D) City officials
57. Why does the woman say, “summer is the region’s busiest season”?
(A) To express surprise
(B) To explain a price increase
(C) To agree with an opinion
(D) To request assistance with a project
58. What does the woman offer to do?
(A) Make a list
(B) Confirm a meeting time
(C) Inspect some equipment
(D) Adjust a budget
-
59. What is the man making a payment for?
(A) An automobile
(B) A house
(C) A credit card
(D) A medical bill
60. What problem does the woman describe?
(A) An online system is not working.
(B) There are not enough customer service agents.
(C) A manager is not available.
(D) A password needs to be updated.
-
61. What does the woman promise the man?
(A) He will be able to pay later in the day.
(B) He will receive a refund.
(C) He will not have to wait a long time.
(D) He will not be charged a late fee.
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Marcel Breton's Schedule	
Monday March 14	Ms. Smith (10–11 A.M.) Training (1–3 P.M.)
Tuesday March 15	Restaurant client (9–10 A.M.)
Wednesday March 16	Staff meeting (9–11 A.M.)
Thursday March 17	Vacation

62. Where does the man work?
(A) At an advertising agency
(B) At an accounting firm
(C) At a publishing company
(D) At a real estate agency
63. Look at the graphic. Which day will the woman meet with Marcel Breton?
(A) On Monday
(B) On Tuesday
(C) On Wednesday
(D) On Thursday
-
64. What does the woman ask for?
(A) An e-mail address
(B) A receipt
(C) A cost estimate
(D) A résumé
-



65. What type of business does the woman work for?
- A fashion design company
 - A custom clothing store
 - A sporting equipment shop
 - A secondhand clothing store
66. Look at the graphic. Where does the man want a logo to appear?
- Location 1
 - Location 2
 - Location 3
 - Location 4
67. What is the man willing to pay extra for?
- High-quality material
 - An unusual color
 - A variety of sizes
 - A rush order
-

Song	Songwriter
"Roses on a Hill"	Marta Ruiz
"Time Again Blues"	Oliver Hughes
"Lake Charon"	Brandon Toprak
"Ice at Dawn"	Zaina Feras

68. Who most likely are the speakers?
- Stage managers
 - Musicians
 - Radio show hosts
 - Recording executives
69. What is the woman concerned about?
- A sound equipment failure
 - Some song lyrics
 - A band member's inexperience
 - A rehearsal space conflict
70. Look at the graphic. Which song does the man suggest replacing?
- "Roses on a Hill"
 - "Time Again Blues"
 - "Lake Charon"
 - "Ice at Dawn"
-

PART 4

Directions: You will hear some talks given by a single speaker. You will be asked to answer three questions about what the speaker says in each talk. Select the best response to each question and mark the letter (A), (B), (C), or (D) on your answer sheet. The talks will not be printed in your test book and will be spoken only one time.

71. Who most likely is the listener?
- (A) A school secretary
 - (B) A farmer
 - (C) A delivery driver
 - (D) A restaurant manager
72. What problem does the speaker mention?
- (A) An employee is on vacation.
 - (B) An item is not available.
 - (C) The cost of an item has changed.
 - (D) An order was processed incorrectly.
73. What does the speaker ask the listener to do?
- (A) Confirm a flower choice
 - (B) Approve a new delivery time
 - (C) Submit a receipt
 - (D) Call a different store
-
74. What service does Prospective provide?
- (A) Employee recruiting
 - (B) Technology support
 - (C) Digital marketing
 - (D) Customized printing
75. What recent improvement did Prospective make?
- (A) It matches competitor prices.
 - (B) It sends updates regularly.
 - (C) It offers personalized consultations.
 - (D) It provides international service.
76. How can the listeners try Prospective for free?
- (A) By entering a contest
 - (B) By calling a radio station
 - (C) By visiting a business
 - (D) By completing a survey
-
77. Who most likely is the speaker?
- (A) A property inspector
 - (B) A real estate agent
 - (C) An electrician
 - (D) An architect
78. What is the problem with a property?
- (A) A roof is leaking.
 - (B) A wall needs to be reinforced.
 - (C) Some wiring needs to be updated.
 - (D) Some windows need to be replaced.
79. What does the speaker imply when she says, "the process normally takes a long time"?
- (A) This case may be an exception.
 - (B) Hiring more workers is advisable.
 - (C) A store opening may be delayed.
 - (D) The listener should submit a form soon.
-
80. What type of work are the listeners training for?
- (A) Construction
 - (B) Real estate
 - (C) Manufacturing
 - (D) Truck driving
81. What recent change does the speaker mention?
- (A) Inspections are taking place more frequently.
 - (B) Information must be entered electronically.
 - (C) A training course has been shortened.
 - (D) Membership fees have decreased.
82. According to the speaker, why is it a good time to enter a profession?
- (A) Pay is high.
 - (B) Schedules are flexible.
 - (C) Certification requirements are not strict.
 - (D) Technological innovations are expected.

83. What event is the speaker reporting on?
- (A) A holiday parade
 - (B) A speech by the city mayor
 - (C) An opening ceremony
 - (D) A building demolition
84. What news did officials share earlier in the year?
- (A) Traffic was lighter than projected.
 - (B) Work was being done faster than expected.
 - (C) Additional workers would be hired.
 - (D) A project budget was being revised.
85. Who did the speaker interview?
- (A) Some construction engineers
 - (B) A local store owner
 - (C) A government official
 - (D) Some delivery drivers
-
86. What industry does the speaker most likely work in?
- (A) Finance
 - (B) Advertising
 - (C) Architecture
 - (D) Technology
87. What did the speaker learn yesterday?
- (A) He will be promoted to a management position.
 - (B) The funding for a project has increased.
 - (C) A client asked for work to be completed early.
 - (D) A client complained about a company's service.
88. What does the speaker imply when he says, "you usually do excellent work"?
- (A) He wants the listener to work on his team.
 - (B) He is surprised that the listener made an error.
 - (C) The listener is likely to receive a raise.
 - (D) The listener should replace him as project manager.
-
89. What news does the speaker report?
- (A) The company is planning to expand.
 - (B) The company exceeded its sales target.
 - (C) New computers will be distributed.
 - (D) A business trip has been organized.
90. What department do the listeners work in?
- (A) Quality Control
 - (B) Human Resources
 - (C) Data Analytics
 - (D) Customer Service
91. What does the speaker say he will do?
- (A) Order some supplies
 - (B) E-mail an agenda
 - (C) Fix some software
 - (D) Upload some files
-
92. What is being reported on?
- (A) The purchase of a baseball team
 - (B) The signing of a baseball player
 - (C) The construction of a baseball stadium
 - (D) The retirement of a baseball coach
93. What does the speaker say Mr. Abalora is passionate about?
- (A) Job creation
 - (B) Community building
 - (C) Local news reporting
 - (D) Innovative thinking
94. Why does the speaker say, "we've been told that before"?
- (A) To express doubt
 - (B) To support a decision
 - (C) To correct a colleague
 - (D) To reinforce an instruction
-



95. Who are the listeners?
- Investors
 - Sales staff
 - Fitness trainers
 - Manufacturing executives
96. What does the speaker hope will happen?
- The assembly process will be completed more efficiently.
 - Customers will be told about Kolee's high-quality products.
 - Customers will use exercise bicycles rather than treadmills.
 - Kolee's manufacturing will be done at a different plant.
97. Look at the graphic. What type of exercise equipment does the speaker say is new for the company?
- Rowing machines
 - Exercise bicycles
 - Treadmills
 - Weight lifting benches
-

Education Office Staff Directory	
Online Activities	Sabine Klein
Camp Director	Ji-Soo Jeong
School Liaison	Carmen Ruiz
Adult Education	Brian Hughes

98. What is the speaker pleased to announce?
- A special exhibit
 - A new education director
 - Learning activities for teens
 - Discounted museum tickets
99. What does the speaker say about science camps?
- A registration deadline has changed.
 - No more spaces are available.
 - A payment plan has been added.
 - Some classes will be held in a different location.
100. Look at the graphic. Who can the listeners speak to by pressing seven?
- Sabine Klein
 - Ji-Soo Jeong
 - Carmen Ruiz
 - Brian Hughes
-

This is the end of the Listening test.