

Questions 27–30

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

Write the correct letter in boxes 27–30 on your answer sheet.

27 What are we told about the product called a 'Swiffer'?

- A** Its designers had little experience working with household objects.
- B** Once the idea for it was conceived, it did not take long to develop.
- C** It achieved profits beyond the manufacturer's expectations.
- D** Its design was inspired by a common housework habit.

28 When Jonah Lehrer began writing his book,

- A** he had not intended to focus on creativity.
- B** he ended up revising his plans for the content.
- C** he was working in a highly creative environment.
- D** he was driven by his own experience of the 'eureka' moment.

29 Lehrer refers to the singer Bob Dylan in order to

- A** illustrate how ideas seem spontaneous.
- B** exemplify ways in which we might limit our inventiveness.
- C** contrast different approaches to stimulating the imagination.
- D** propose particular approaches to regaining lost creativity.

30 What did neuroscientists discover from the word puzzle experiment?

- A** Memories are easier to retrieve when they are more meaningful.
- B** An analytical approach to problem-solving is not necessarily effective.
- C** One part of the brain only becomes active when a connection is made suddenly.
- D** Creative people tend to take a more instinctive approach to solving language problems.

Questions 31–34

Complete each sentence with the correct ending, **A–G**, below.

Write the correct letter, **A–G**, in boxes 31–34 on your answer sheet.

- 31 Scientists know a moment of insight is coming
- 32 Mental connections are much harder to make
- 33 Some companies require their employees to stop working
- 34 A team will function more successfully

- A** when people are not too familiar with one another.
- B** because there is greater activity in the right side of the brain.
- C** if people are concentrating on the specifics of a problem.
- D** so they can increase the possibility of finding answers.
- E** when people lack the experience required for problem-solving.
- F** when the brain shows strong signs of distraction.
- G** when both hemispheres of the brain show activity.

Questions 35–39

Complete the notes below.

Choose **ONE WORD ONLY** from the passage for each answer.

Write your answers in boxes 35–39 on your answer sheet.

How other people influence our creativity

- Steve Jobs
 - made changes to the 35 to encourage interaction at Pixar.
- Lehrer
 - company owners must have a wide range of 36 to do well.
 - it's important to start 37 with new people
 - the 38 has not replaced the need for physical contact.
- Geoffrey West
 - living in 39 encourages creativity.

Question 40

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

Write the correct letter in box 40 on your answer sheet.

40 Which of the following is the most suitable title for Reading Passage 3?

- A** Understanding what drives our moments of inspiration
- B** Challenging traditional theories of human creativity
- C** Creative solutions for enhancing professional relationships
- D** How the future is shaped by innovative ideas and inspired people

WRITING**WRITING TASK 1**

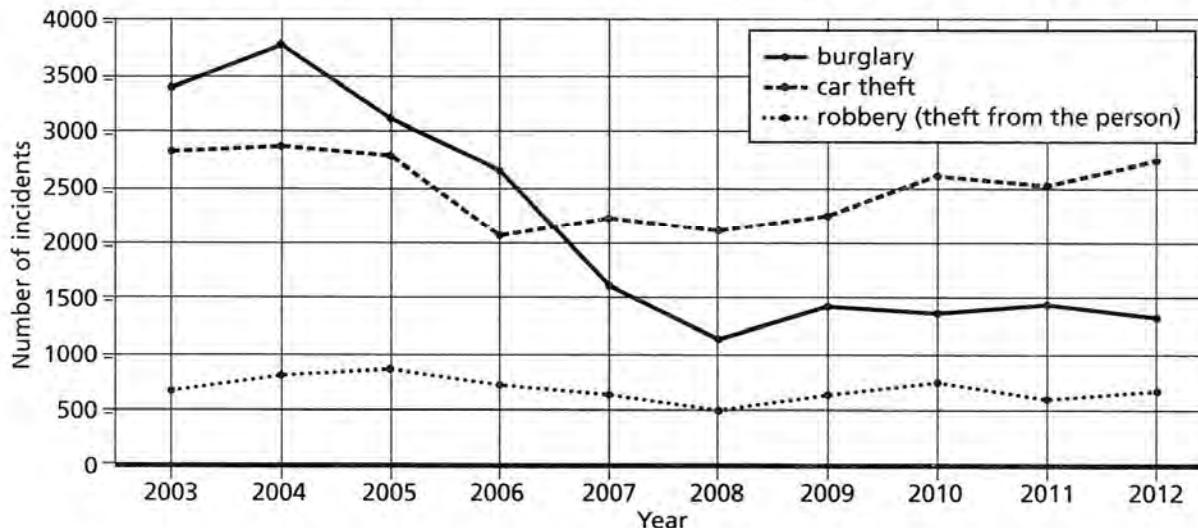
You should spend about 20 minutes on this task.

The chart below shows the changes that took place in three different areas of crime in Newport city centre from 2003–2012.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

The changing rates of crime in the inner city from 2003–2012

**WRITING TASK 2**

You should spend about 40 minutes on this task.

In the past, when students did a university degree, they tended to study in their own country.

Nowadays, they have more opportunity to study abroad.

What are the advantages and disadvantages of this development?

You should use your own ideas, knowledge and experience and support your arguments with examples and relevant evidence.

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.

SPEAKING**PART 1****Your country**

- Do most people live in houses or apartments in your country?
- What do people usually do in their free time in your country?
- What do you enjoy most about living in your country?
- Would you say that your country is a good place to visit? [Why?]

Food

- What is your favourite meal?
- Do you prefer to eat out or eat at home? [Why?]
- Are there any traditional meals that you would recommend? [Why?]
- How have people's eating habits changed in your country?

PART 2

Candidate task card:

Describe a television programme that you watch.

You should say:

which kind of television programme it is
 what usually happens in the television programme
 why you enjoy watching the television programme
 and explain why you would recommend the television
 programme to other people.

You will have to talk about the topic for one to two minutes.

You have one minute to think about what you are going to say.

You can make some notes to help you if you wish.

PART 3**The role of advertising on television**

- How do you feel about the amount of advertising on television?
- In what ways has television advertising changed in the last ten years?
- To what extent are people influenced by the advertising they see on television?

The effect of films on society

- Why do people still enjoy going to the cinema to watch a film?
- What sort of influence can films have on people?
- Should film-makers be responsible for the impact their films can have on people?

Test 7

LISTENING

SECTION 1 Questions 1–10

Questions 1–6

Complete the table below.

Write **NO MORE THAN ONE WORD AND/OR A NUMBER** for each answer.

Hostel accommodation in Darwin

Name	Price per person (dormitory rooms)	Comments and reviews
Example Top End Backpackers	\$19	<ul style="list-style-type: none">• parking available• staff are 1• nice pool• air-conditioning is too 2
Gum Tree Lodge	3 \$	<ul style="list-style-type: none">• good quiet location• pool and gardens• 4 in the dormitories
Kangaroo Lodge	\$22	<ul style="list-style-type: none">• downtown location• reception at the lodge is always open• no lockers in the rooms• the 5 are very clean• seems to be a 6 every night

Questions 7–10

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

Kangaroo Lodge

Address: on 7 Lane

General information about hostel accommodation

- sheets are provided
- 9 is included
- can hire a 8
- a shared 10 is available

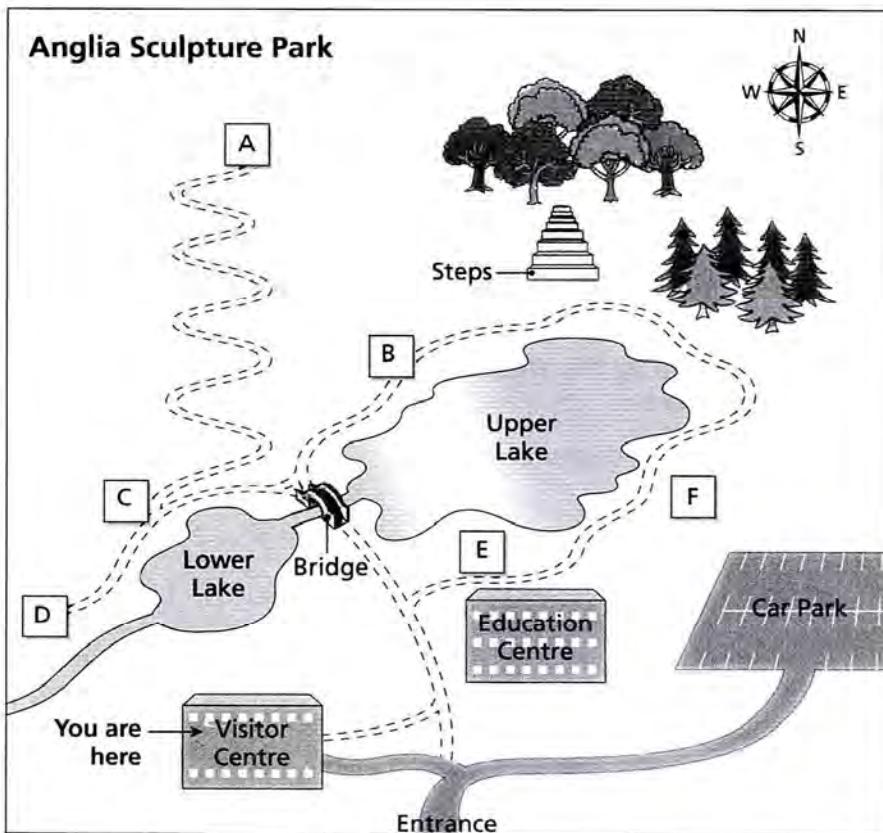
SECTION 2 Questions 11–20**Questions 11–16***Choose the correct letter, A, B or C.***Anglia Sculpture Park**

- 11 The land where the Sculpture Park is located was previously
A completely covered by forest.
B the site of a private house.
C occupied by a factory.
- 12 What is unusual about the Anglia Sculpture Park?
A Artists have made sculptures especially for it.
B Some of its sculptures were donated by the artists.
C It only shows contemporary sculptures.
- 13 What is the theme of Joe Tremain's 'burnt' sculptures?
A the contrast between nature and urban life
B the effect of man on the environment
C the violence of nature
- 14 The path by the Lower Lake
A is rather wet in some places.
B has recently been repaired.
C is difficult to walk on.
- 15 What does the speaker say about the Visitor Centre?
A It is being enlarged at present.
B It has received an international award.
C It was designed by a Canadian architect.
- 16 Today, visitors can buy snacks and sandwiches
A at the kiosk.
B in the Terrace Room.
C at the Lower Lake Café.

Questions 17–20

Label the map below.

Write the correct letter, **A–F**, next to Questions 17–20.



- 17 Joe Tremain sculptures
- 18 Giorgio Catalucci bird sculptures
- 19 Garden Gallery
- 20 Long House

SECTION 3 Questions 21–30**Questions 21–26***Choose the correct letter, A, B or C.***Marketing report**

- 21 Why did Leo choose instant coffee as the topic for his marketing report?
- A He found plenty of material on the topic.
B He had some practical experience in the area.
C He had an idea of a brand he wanted to target.
- 22 Leo discovered that in Australia, recent technological developments
- A are producing less healthy types of instant coffee.
B are reducing the demand for instant coffee.
C are improving the quality of instant coffee.
- 23 What do the speakers agree about Leo's table of coffee products?
- A It needs more explanation in the text.
B It is factually inaccurate in some places.
C It would be best to put this in the appendix.
- 24 What do they decide about the description of Shaffers coffee as a market follower?
- A Leo needs to define his terms.
B Leo needs to provide more evidence.
C Leo needs to put it in a different section.
- 25 What does Anna say about originality in someone's first marketing report?
- A Clear analysis of data can be considered original.
B Graphs and diagrams should be original, not copied.
C Reports should contain some original data collected by the student.
- 26 What difference between his school assignments and this report has surprised Leo?
- A not knowing the criteria for getting a good mark
B being required to produce work without assistance
C having to do a great deal of research

Questions 27–30

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

Notes on specific sections of marketing report

Executive summary

- Give a brief overview including the **27**

Problems

- Link each problem to a **28** which explains it

Implementation

- Practical solutions to problems
- Include details such as participants, **29** and sequence
- Section is often poorly done because of lack of **30**

Conclusion

- Don't use new material here