


Paper 3 Part 3: Multiple choice

 T1.6 You will hear two sports commentators called Heidi Stokes and Rob Aslett taking part in a discussion on the subject of gyms.

For questions **1–5**, choose the answer (**A, B, C** or **D**) which fits best according to what you hear.

1 What do Rob and Heidi think about government proposals regarding the problem of obesity?

- A They over-emphasise the role of dietary factors.
- B They represent a radical solution that must be worth trying.
- C They over-estimate the extent to which the fitness industry can help.
- D They are attempting to accommodate too many varied perspectives.

2 Heidi agrees with the suggestion that regular gym attendance

- A can discourage people from keeping fit in other ways.
- B may lead to obsessive behaviour in some cases.
- C generally forms the basis of a healthy lifestyle.
- D could be harder to keep up in rural areas.

3 When asked about motivation, Rob suggests that many gym clients lose interest

- A if they don't get good value for money.
- B if they don't find it enjoyable on a social level.
- C if they don't make it part of a wider fitness regime.
- D if they don't perceive real gains in personal fitness.

4 What does Heidi suggest about membership levels in gyms?

- A The best ones restrict access at peak times.
- B Most recruit more people than they can cope with.
- C It is impossible to predict demand with any accuracy.
- D Over-recruitment can be counter-productive in the long run.

5 Rob thinks the key to successful gym marketing lies in

- A remaining true to the core values of fitness and strength.
- B appealing to a wide cross-section of the population.
- C joining forces with providers of related activities.
- D specialising in the needs of certain key groups.