## SECTION 1 Questions 1-10

## Questions 1-3 Choose THREE letters B-H.

Which THREE other activities does the customer want to do?

## Example $\boldsymbol{A}$ visit family

B save money
C study geography
D study English
E do some winter sports
F go sailing
G join a walking tour
H meet young people


Questions 4-7 Complete the form below.
Write NO MORE THAN THREE WORDS AND/OR A NUMBER for each answer.

|  | CUSTOMER'S DETAILS |
| :---: | :---: |
| Name | SU Ming Lee ........................... |
| Address | 4 ........................................ Kew |
| Mobile | 50402 ....................................... |
| Day and date of departure | 6 ................................................ |
| Length of course | 7 ................................................ |
| Method of payment | credit card ................................... |

Questions 8-10 Label the map opposite.
Write the correct letter A-G next to questions 8-10.

8 The language school is at $\qquad$ .. .

9 The hotel is at $\qquad$ .


SECTION 2 Questions 11-20
Questions 11-13 Complete the sentences below.
Write NO MORE THAN THREE WORDS for each answer.
11 $\qquad$ are often known by their famous bridges.
12 The speaker compares a bridge to a cathedral or $\qquad$ .. .

13 Sydney Harbour Bridge is nicknamed $\qquad$ . .

Questions 14-18 Complete the table below.
Write NO MORE THAN THREE WORDS ANDIOR A NUMBER for each answer.

| Date | Event |
| :---: | :---: |
| 1916 | 14 .............................. agreed to finance bridge |
| 15 ..................... | Contract signal with engineering firm |
| 1926 | Construction involved: |
|  | - Knocking down 16 $\qquad$ <br> - creation of many jobs |
| 1932 | Bridge completed at a cost of $17 £$........................... |
| March 1932 | Opening ceremony |
|  | Ribbon cut by a man riding a 18 .................. |

Questions 19-20 Complete the questions below.
Write NO MORE THAN THREE WORDS ANDIOR A NUMBER for each answer.
19 How long is the tunnel? $\qquad$
20 Name ONE thing the tunnel can withstand. $\qquad$

## SECTION 3 Questions 21-30

## Question 21 Choose the correct letter A, B or C.

21 Which graph shows the distribution of animals painted on the caves?


Questions 22-25 How does the woman describe each type of drawing?
Choose your answers from the box and write the letters A-H next to questions 22-25.

| A | uncommon | $\mathbf{E}$ | consisting of dots |
| :--- | :--- | :--- | :--- |
| B | realistic | F | complex |
| C | two-dimensional | G | important |
| D | childish | H | huge |

22 bulls $\qquad$
23 humans $\qquad$
24 signs $\qquad$
25 fish $\qquad$

Questions 26-27 Label the diagram below.
Write NO MORE THAN THREE WORDS for each answer.


Questions 28-30 Choose the correct letter A, B or C.
28 The cave was closed in 1963 because
A the tourists had drawn pictures on the walls.
B the air was harming the rock art.
C so few people were visiting the site.
29 How does David feel about the closure of the cave?
A He agrees with the decision.
B He thinks it was a bad idea.
C He has no views on the matter.
30 How can people enjoy the drawings today?
A The government has re-opened the cave.
B The drawings have been photographed.
C A replica of the cave has been built.

SECTION 4 Questions 31-40
Questions 31-32 Complete the notes below.
Write NO MORE THAN THREE WORDS for each answer.

## What is marketing?

31 $\qquad$ and $\qquad$ represent only two aspects of marketing.

Marketing involves:

- finding customers
- ensuring customer satisfaction
- 32 $\qquad$

Write NO MORE THAN TWO WORDS for each answer.


Questions 35-38 Which market research method is used by each of these businesses?
Write the correct letter A-C next to questions 35-38.

35 supermarkets $\qquad$
36 department stores $\qquad$
A customer observation
B free offers
37 fast-food companies $\qquad$
C in-store surveys
38 theme parks $\qquad$ ...

Questions 39-40 Complete the notes below.
Write NO MORE THAN THREE WORDS for each answer.

## Customer satisfaction

| Product performance | Customers are |
| :--- | :--- |
| $\bullet$ poor | $\bullet$ unhappy |
| $\bullet$ good | $\bullet \mathbf{3 9} \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots$ |
| $\bullet \mathbf{4 0} \ldots \ldots \ldots \ldots \ldots \ldots \ldots$ | $\bullet$ delighted |

