

**CB L 1.3**

SECTION 1

Question 1-4

Write the appropriate letter.

Q1. What are the parking regulations on campus?

- A. undergraduate parking allowed
- B. postgraduate parking allowed
- C. staff parking only allowed
- D. no student parking allowed

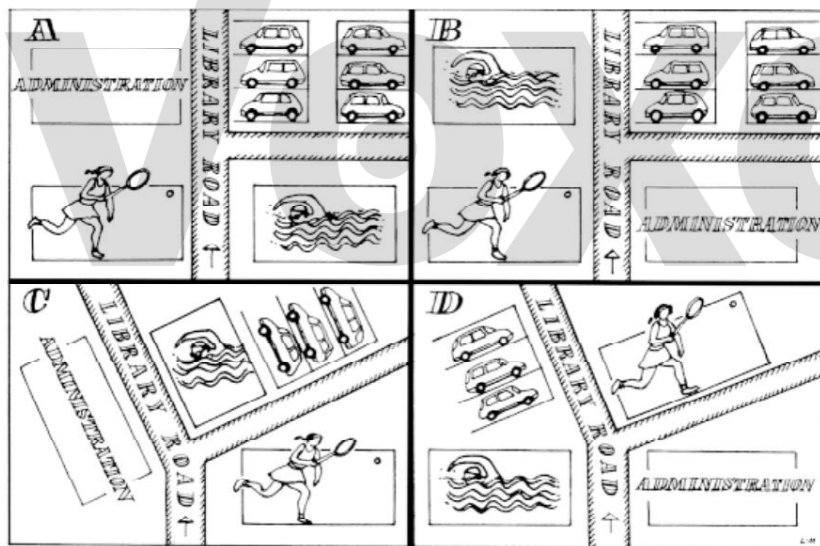
Q2. The administration office is in block...

- A. B
- B. D
- C. E
- D. G

Q3. If you do not have a parking sticker, the following action will be taken:

- A. wheel clamp your car
- B. fine only
- C. tow away your car and fine
- D. tow away your car only

Q4. Which picture shows the correct location of the Administration office?



Questions 5-10

Complete the application form.

Write **NO MORE THAN THREE WORDS** for each answer.

APPLICATION FOR PARKING STICKER

Name: 5. \_\_\_\_\_

Address: Flat 13, 6. \_\_\_\_\_

Suburb: 7. \_\_\_\_\_

Faculty: 8. \_\_\_\_\_

Registration number: 9. \_\_\_\_\_

Make of car: 10. \_\_\_\_\_

Questions 11-12

Q11. Cashier's office opens at...

- A. 12.15      B. 2.00      C. 2.15      D. 4.30

Q12. Where must the sticker be displayed?

Ans. \_\_\_\_\_

SECTION 2      Questions 13-23

Complete the notes below.

Write **NO MORE THAN THREE WORDS** for each answer.

Date the museum was opened	13. _____
The museum consists of a building and	14. _____
Handicapped toilet door shows	a wheelchair
The Education Centre is signposted by	15. _____
If you lose your friends, meet at the	16. _____
Warning about The Vampire	17. _____
How often are the tours of The Vampire?	18. _____
Person featured in today's video	19. _____
The Leisure Gallery shows how Australian culture is influenced by	20. _____
The Picture Gallery contains pictures by	21. _____
Cost of family membership of the museum	22. _____
"Passengers and the Sea" includes a collection of	23. _____

SECTION 3 Questions 24-32

Questions 24-27

Write the appropriate letter.

Q24. Mark is going to talk briefly about

- A. marketing new products.
- B. pricing strategies.
- C. managing large companies.
- D. setting sales targets.

Q25. According to Susan, air fares are lowest when they

- A. include weekend travel.
- B. are booked well in advance.
- C. are non-refundable.
- D. are for business travel only.

Q26. Mark thinks revenue management is.

- A. interesting.
- B. complicated.
- C. time-consuming.
- D. reasonable.

Q27. The airline companies want to

- A. increase profits.
- B. benefit the passenger.
- C. sell cheap seats.
- D. improve the service.

Questions 28-32

Complete the notes below using **NO MORE THAN THREE WORDS** for each answer.

Two reasons for the new approach to pricing are:

28. \_\_\_\_\_ and 29. \_\_\_\_\_.

In future, people will be able to book airline tickets 30. \_\_\_\_\_.

Also being marketed in this way are 31. \_\_\_\_\_ and 32. \_\_\_\_\_.

SECTION 4

Questions 33-42

Questions 33-37

Complete the table given below.

Write **NO MORE THAN THREE WORDS** for each answer.

SPACE MANAGEMENT	
RESEARCH METHOD	INFORMATION PROVIDED
Questionnaires	what customers think about 33. _____
34. _____	how customers move around supermarket aisles
Eye movement 35. _____	the most eye-catching areas of the shop
Computer programs e.g. 36. _____	the best 37. _____ for an article in the shop

Questions 38-42

Fill the blanks below.

Write **NO MORE THAN THREE WORDS** for each answer.

**A SUPERMARKET AISLE**

<p>ENTRANCE</p> <p>First shelves-customers usually</p> <p>38. _____ these.</p>          <p>Gondola end — prime position: used to launch new products</p>	<p>AISLE</p> <p>Products placed here sell well particularly if they are placed</p> <p>39. _____</p> <p>These areas are known as</p> <p>40. _____</p>	<p>EXIT</p> <p>Checkout – often used to sell</p> <p>42. _____</p>          <p>Gondola end — often find</p> <p>41. _____ displayed here.</p>
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**Answers – CB L 1.3**

1. B
2. D
3. C
4. A
5. Richard Lee
6. 30 Enmore Road
7. Newport
8. Architecture
9. LJX 058K
10. Ford
11. C
12. (on the) (front) window/windscreen
13. November 1991
14. (historic) ships
15. green arrows
16. information desk
17. stairs to climb/lots of stairs
18. every hour
19. Captain Cook
20. the sea
21. Australian artists/painters
22. \$70
23. souvenirs
24. B
25. C
26. D
27. A
28. law has changed // law changes // changes in law
29. (powerful) computer programs
30. from home (computer)
31. hotels // hotel beds/rooms
32. hire cars
33. displays // products // displays and products
34. (hidden) TV cameras
35. recorder/recording
36. Spaceman
37. position/shelf/spot/place
38. walk (straight/right) past // ignore // pass
39. at eye level // near customers' eyes
40. hotspots
41. special offers
42. chocolates