

**CBL 11.3**

SECTION 1

Questions 1-10

Questions 1-6

Choose the correct letter, A, B or C.

Free activities in the Burnham area

1. The 'Family Welcome' event in the art gallery begins at
  - A. 10 am.
  - B. 10.30 am.
  - C. 2 pm.
2. The film that is now shown in the 'Family Welcome' event is about
  - A. sculpture.
  - B. painting
  - C. ceramics
3. When do most of the free concerts take place?
  - A. in the morning
  - B. at lunchtime
  - C. in the evening
4. Where will the 4 pm concert of Latin American music take place?
  - A. in a museum
  - B. in a theatre
  - C. in a library
5. The boat race begins at
  - A. Summer Pool.
  - B. Charlesworth Bridge.
  - C. Offord Marina.
6. One of the boat race teams
  - A. won a regional competition earlier this year.
  - B. has represented the region in a national competition.
  - C. has won several regional competitions.

Questions 7-10

Complete the sentences below.

Write ONE WORD ONLY for each answer.

Paxton Nature Reserve

7. Paxton is a good place for seeing rare \_\_\_\_\_ all year round.
8. This is a particularly good time for seeing certain unusual \_\_\_\_\_.
9. Visitors will be able to learn about \_\_\_\_\_ and then collect some.
10. Part of the \_\_\_\_\_ has been made suitable for swimming.

SECTION 2

Questions 11-20

Questions 11-15

Choose the correct letter, A, B or C.

Changes in Barford over the last 50 years

11. In Shona's opinion, why do fewer people use buses in Barford these days?
- A. The buses are old and uncomfortable.
  - B. Fares have gone up too much.
  - C. There are not so many bus routes.
12. What change in the road network is known to have benefited the town most?
- A. the construction of a bypass
  - B. the development of cycle paths
  - C. the banning of cars from certain streets
13. What is the problem affecting shopping in the town centre?
- A. lack of parking spaces
  - B. lack of major retailers
  - C. lack of restaurants and cafes
14. What does Shona say about medical facilities in Barford?
- A. There is no hospital
  - B. New medical practices are planned
  - C. The number of dentists is too low
15. The largest number of people are employed in
- A. manufacturing
  - B. services
  - C. education

Questions 16-20

What is planned for each of the following facilities?

Choose FIVE answers from the box and write the correct letter, A-G, next to Questions 16-20.

<p>Plans</p> <ul style="list-style-type: none"><li>A. It will move to a new location.</li><li>B. It will have its opening hours extended.</li><li>C. It will be refurbished.</li><li>D. It will be used for a different purpose</li><li>E. It will have its opening hours reduced</li><li>F. It will have new management.</li><li>G. It will be expanded.</li></ul>
---

Facilities

- 16. railway station car park \_\_\_\_\_
- 17. cinema \_\_\_\_\_
- 18. indoor market \_\_\_\_\_
- 19. library \_\_\_\_\_
- 20. nature reserve \_\_\_\_\_

SECTION 3 Questions 21-30

Questions 21-26

Complete the table below.

Write ONE WORD ONLY for each answer.

Subject of drawing	Change to be made
A 21. _____ surrounded by trees	Add Malcolm and a 22. _____ noticing him
People who are 23. _____ outside the forest	Add Malcolm sitting on a tree trunk and 24. _____
Ice-skaters on 25. _____ covered with ice	Add a 26. _____ for each person

Questions 27-30

Who is going to write each of the following parts of the report?

Write the correct letter, A-D, next to Questions 27-30.

- A. Helen only
- B. Jeremy only
- C. both Helen and Jeremy
- D. neither Helen nor Jeremy

Parts of the report

- 27. how they planned the project \_\_\_\_\_
- 28. how they had ideas for their stories \_\_\_\_\_
- 29. an interpretation of their stories \_\_\_\_\_
- 30. comments on the illustrations \_\_\_\_\_

Section 4

Questions 31-40

Complete the notes below.

Write ONE WORD ONLY for each answer.

### ETHNOGRAPHY IN BUSINESS

Ethnography: research which explores human cultures

It can be used in business:

- to investigate customer needs and 31. \_\_\_\_\_
- to help companies develop new designs

#### Examples of ethnographic research in business

Kitchen equipment

- Researchers found that cooks could not easily see the 32. \_\_\_\_\_ in measuring cups.

Cell phones

- In Uganda, customers paid to use the cell phones of entrepreneurs.
- These customers wanted to check the 33. \_\_\_\_\_ used.

Computer companies

- There was a need to develop 34. \_\_\_\_\_ to improve communication between system administrators and colleagues.

Hospitals

- Nurses needed to access information about 35. \_\_\_\_\_ in different parts of the hospital.

Airlines

Respondents recorded information about their 36. \_\_\_\_\_ while travelling.

#### Principles of ethnographic research in business

- The researcher does not start off with a hypothesis.
- Participants may be selected by criteria such as age, 37. \_\_\_\_\_ or product used.
- The participants must feel 38. \_\_\_\_\_ about taking part in the research.
- There is usually direct 39. \_\_\_\_\_ of the participants.
- The interview is guided by the participant.
- A lot of time is needed for the 40. \_\_\_\_\_ of the data.
- Researchers look for a meaningful pattern in the data.

**Answers – CB L 11.3**

1. B
2. C
3. B
4. A
5. C
6. A
7. Birds
8. Flowers
9. Mushrooms
10. River
11. C
12. B
13. B
14. A
15. C
16. G
17. A
18. C
19. B
20. F
21. Cave
22. Tiger
23. Dancing
24. Crying
25. Grass
26. Scarf
27. A
28. C
29. D
30. B
31. Attitude/attitudes
32. Numbers
33. Time/minutes
34. Software
35. Patients
36. Emotions/feelings
37. Income
38. Comfortable
39. Observation
40. Analysis

