

L-7

SECTION 1 Questions 1-10

Complete the form below.

Write NO MORE THAN TWO WORDS AND/OR A NUMBER for each answer.

Tourism Survey

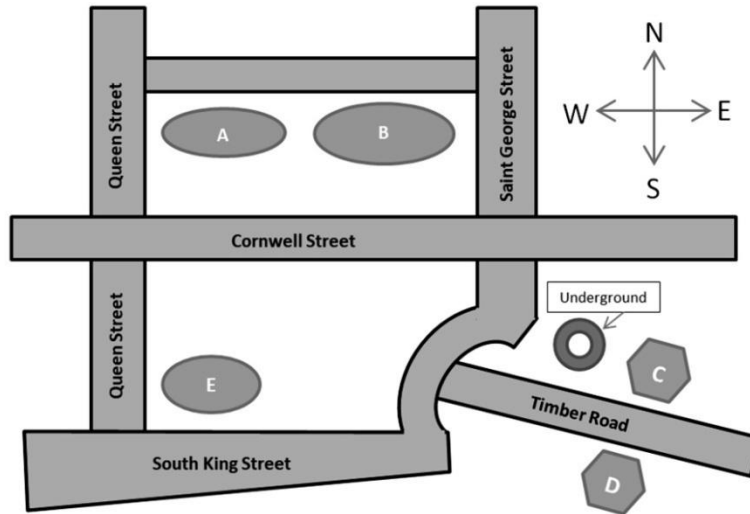
| | |
|-----------------------------------|--|
| Name: | Robert Goddard |
| Destination: | Melbourne |
| First time visited Melbourne? | 1. _____ |
| Best thing about the city: | 2. _____ |
| Favourite attraction: | 3. _____ |
| Best thing about | |
| the destination's dining options: | 4. _____ of food |
| Method of transport | |
| to destination: | by 5. _____ |
| Age group: | 6. _____ |
| Income level: | 7. _____ |
| Purpose of visit: | <ul style="list-style-type: none"> • on business • 8. _____ |
| Occupation: | <ul style="list-style-type: none"> • 9. _____ • writer for a travel magazine |
| Opinion about accommodation: | 10. _____ |

SECTION 2

Questions 11-20

Questions 11-15

Label the map below. Write the correct letter, A-E, next to questions 11-15.



- 11. Science Museum _____
- 12. National History Museum _____
- 13. Car Park _____
- 14. Shopping Mall _____
- 15. Primary School _____

Questions 16-20

What is the improvement of each main point of interest in the area?

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

- | |
|--|
| <ul style="list-style-type: none"> A New entrance B Free lunch provided C Free information provided D Increase in size E Additional signs F New exhibitions G New structure |
|--|

- 16. Car Park _____
- 17. Primary School _____
- 18. Science Museum _____
- 19. National History Museum _____
- 20. Shopping Mall _____

SECTION 3

Questions 21-30

Questions 21-23

Choose the correct letter, A, B or C.

21. The proposal will

- A. be reviewed by two examiners.
- B. be added to the final grade.
- C. be returned with feedback.

22. The proposal will consist mostly of

- A. topics
- B. methods
- C. results

23. For the practice paper, the tutor has directed the students to make sure to

- A. pay attention to time limits.
- B. write at least 6,000 words.
- C. keep on topic.

Questions 24-30

Complete the sentences below.

Write ONE WORD AND/OR A NUMBER for each answer

There is no need to 24. _____ lots of people.

Pay attention to the 25. _____ of the final report.

Prepare two 26. _____, one for the teacher, another for the students themselves.

The deadline of the final paper is 27. _____

The students can 28. _____ their topics before the beginning of April.

Students deciding to change topics must deliver a 29. _____ to the teacher in advance.

At the beginning of the report, the hypothesis and an outline of the 30. _____ are needed.

SECTION 4

Questions 31-40

Complete the notes below.

Write NO MORE THAN TWO WORDS for each answer.

Advertising Effect

The important factor to consider

- The 31. _____ that customers must travel affects the probability that they will buy the product.

Methods of communication

- Advertising slogans are easier to remember if there is a 32. _____ played with them.
- Mandy's Candy Store appeals to people's sense of 33. _____ to draw in customers.
- To an ad campaign for digital products, it is 34. _____ that is extremely important.

Effect on your product sales

- The customer's 35. _____ after he or she experiences the ad is most important.

Marketing strategies

- On international flights, it is wise for advertisements to be displayed in the common 36. _____ of most passengers.
- Very few young people buy 37. _____
- The UNESCO website would be a good place to advertise for companies aiming to improve the 38. _____
- One good location to place ads for suntan lotion is the 39. _____
- A good scene for a water purification commercial would be wonderful sights of a 40. _____

Answers – L 7

1. no
2. (amazing) weather
3. Town Hall
4. variety
5. plane
6. older than 40
7. mid-range
8. tourism
9. computer programmer
10. good value
11. B
12. A
13. E
14. C
15. D
16. E
17. G
18. C
19. D
20. A
21. C
22. B
23. A
24. interview
25. format
26. copies
27. May 11th
28. change
29. note
30. procedure(s)
31. distance
32. sound
33. smell
34. (the) flexibility
35. reaction
36. native languages
37. (a) newspaper(s)
38. environment
39. swimming pool
40. national park

