

Section 1 is a conversation between the Doctor's secretary and Patient who wants to make an appointment.

Doc. Secretary: Good morning, Doctor Rita's office, can I help you?

Peter Jones: Hi! Yes. I'd like to make an appointment to come in for a checkup please.

Doc. Secretary: Okay. May I have your name please?

Peter Jones: Yes. It's Jones. Peter Jones.

Doc. Secretary: And you want a medical examination.

Peter Jones: That's right.

Doc. Secretary: By the way, my name is Rebecca. I'm Doctor Rita's secretary. Have you seen Doctor Rita before, Mr. Jones?

Peter Jones: Actually, no Rebecca. We've only just moved to Los Angeles two days ago.

Doc. Secretary: Great! Welcome to LA Mr. Jones.

Peter Jones: Thank you.

Doc. Secretary: When would you like to come in?

Peter Jones: Anytime this week will be fine. I don't have to go into the office until next Monday.

Doc. Secretary: Okay let me see. But first, to see how long you'll need, could you tell me why you need the medical?

Peter Jones: My insurance company needs it and my company's in real estate, medical insurance also wants me to have one. Kind of killing two birds with one stone.

Doc. Secretary: Sure is. Insurance companies want a fairly complete examination. So that means you'll have to come in the morning and don't eat or drink anything after midnight the night before.

Peter Jones: No problem.

Doc. Secretary: Let me see. Will 9.00am Thursday be convenient?

Peter Jones: 9.00am Thursday. No problem. Oh I forgot. We've a meeting with my children's new headmaster that morning. That's at 11.

PAUSE

Doc. Secretary: What school is that?

Peter Jones: Beverly Hills High School.

Doc. Secretary: Oh, that's no problem. The whole examination will take about an hour, maybe a bit more and the school is only two blocks from here. A 3 mins walk. So you will have plenty of time.

Mary: That's good. So 9.00am Thursday.

Doc. Secretary: You got it. Now, to save time when you get here, I'll ask you a few questions.

Peter Jones: Fire away.

Doc. Secretary: First, what is your personal medical insurance company Mr. Jones?

Peter Jones: Blue Cross.

Doc. Secretary: Blue Cross. And how old are you?

Peter Jones: 46 today.

Doc. Secretary: Happy birthday. Having a big party?

Peter Jones: Not really. We don't know anybody here yet. Except for 2 neighbors. I think my family is planning to take me out to dinner.

Doc. Secretary: A secret surprise hey. Okay. Back to Blue Cross. I'm just checking what they need. Let's see. Blood pressure, standard blood and urine test, cholesterol levels, ECG, checking for diabetes, heart disease, and the usual things. Do you have a medical condition at the moment Mr. Jones?

Peter Jones: None at all. Fit as a fiddle.

Doc. Secretary: That's great. I'm sure you'll stay that way. And do you know the name of your company's health plan?

Peter Jones: Yes, I've got it here somewhere. Here it is. The Keizo Health Insurance Company.

Doc. Secretary: Keizo yes. They need the same information as Blue Cross. So, as you said, killing two birds with one stone.

Peter Jones: That's right.

Doc. Secretary: and can I have your telephone number Mr. Jones?

Peter Jones: Sure. My cellphone is 1380556721

Doc. Secretary: 1380556721

Peter Jones: Right and my home number is area code is 8055230296.

Doc. Secretary: 8055230296. And do you have E-mail?

Peter Jones: Yes. The address is pjones12@hotmail.com

Doc. Secretary: pjones12@hotmail.com

Peter Jones: That's it.

Doc. Secretary: Well, that's all I need for now. See you Thursday Mr. Jones.

Peter Jones: Sure thing Rebecca. See you then. Bye.

Doc. Secretary: Bye.

Question 1-10

Complete the following sentences with NO MORE THAN TWO WORDS.

Mr Jones want an appointment with the doctor because he needs a _____.

Example: medical examination

Question 1

Choose the correct letter, A -C

1. Mr Johns moved to Los Angeles _____.

A. two weeks ago

B. three days ago

C. two days ago

Question 2

Answer the question with NO MORE THAN TWO WORDS.

2. When does Mr Johns have to go to his office? _____.

Question 3

Choose the correct letter, A-C.

3. Mr Jones works for a(an) _____.

A. insurance company

B. medical company

C. real estate company

Question 4 and 5

Complete the following sentences with ONE WORD OR A NUMBER.

Mr Jones' appointment with the doctor is at 4 _____ a.m on 5 _____

Question 6-8

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

List any three medical tests that the insurance company requires Mr Jones to have. 6 _____ 7 _____ 8 _____

Question 9 and 10

Answer the following questions. Write ONE WORD OR A NUMBER for each answer.

9. What is Mr Jones' home telephone number, including the area code? _____

10. What is the secretary's first name? _____

Section 2 is an introduction to group talk to Australia by a travel company manager.

Good morning everybody and welcome to Morning Sun travel. I'm Rick Smith and I manage our group tours to Australia, New Zealand and the South Sea Islands. It's good to see so many of you here. As you know, I'm going to introduce our latest product, the 21-day grand Australian Tour. First of all, why did we develop this tour? Well, our 2 week Aussie tours have proved really popular over the past few years. So after doing some market research, we found that there's a demand for a longer tour. In fact, looking around, I see some faces I recognize. You two went on our Australian tour last year right? Great. Good to see you back again. If you think I'm exaggerating about Australia, you can interrupt me.

Another thing, it's a long way from England to Australia and many of our clients think it's a pity to go all that way for a couple of weeks. So, our first three week tour will head off early

November about 3 months from now. Now, if we dim the light a bit, I'll show you some slides of what we'll do and see down under. Our first stop will be Sydney. It's one of my favorite cities and we'll arrive mid-morning and check into one of my favorite hotels – the 5 season's hotels, Sydney. American's most popular travel magazine selected it as the best hotel in Australia. Believe me, it deserves every one of its 5 stars. It has fantastic views of Sydney Harbor, the famous opera house and Sydney Harbor Bridge, and for those of you who are born to shop, it's just a short walk away from Sydney's major shopping and business districts. Great restaurants and bars. And for those of us who like to keep fit, there's a state of the art spa and fitness center with sonar and heated outdoor pool.

We'll have lunch in the hotel and then off we'll go to explore. No time for a rest to get over jet lag, it's best to get out and do something energetic. Our first afternoon, we'll stroll around the harbor and visit the Sydney opera house. Then we'll have a relaxed evening dining at Luigi's Place, one of the city's best Italian Restaurants. Day 2, lots of fresh air. We'll have a day trip to the Blue Mountains. Just look at these slides. Wonderful views, complete with a walk through temperate rainforest and these pictures are citadel Wildlife Park. The best wildlife park in Sydney. Where you can see Kangaroos, have your photo taken with Koala Bears and see over 2000 different other types of Australian animals including crocodiles, Tasmanian devils, and wombats. Look at these pictures of a wombat, it looks like a bear with short legs. And penguins, dingoes and snakes. Lots of snakes. Some of Australia's snakes are the most poisonous in the world and you can also learn about aboriginal culture and this is fun, trying throwing a boomerang.

Pause

And look at these slides. Australia's Grand Canyon. The mega long and Gemesin Valleys. Incredible. On the way back, we will get in and stop at the Sydney 2000 Olympic site where you can see Stadium Australia, the superdome, the aquatic center, the Olympic village and lots more. So, day 2, great day. But that's not all. After that we'll take a cruise down to Parramatta River under the Sydney Harbor Bridge and into Sydney Harbor. Any questions so far? Okay. Let's see what we'll be doing on day 3.

Anyone flown in a sea plane? Just a few of you. Well, a visit to Sydney will not be complete without visiting the world's famous Bondi Beach from 500ft in the air and this is a picture of Bondi Beach. We take off from Rosebay, which is not far from our hotel. This should be a slide of Rosebay. Yes, it is. You can see the sea plane taking off. Then we fly down the coast of Bondi Beach. Look at that surf. Returning back up the coast, we fly over Manly and Long reef before returning to the harbor. Climbing to a height of 1000ft for a Vista of Sydney Harbor which will take your breath away. Look at this slide and this one. Wow and then back to Rosebay. Then it will be time for lunch in ChinaTown. That's the great thing about Australia. It's a country of immigrants. So in the cities, you can get just about any food you like, Greek, Chinese, Mexican, you name it. And perhaps you'd like to try Kangaroo meat. Very low fat. And after a big lunch, we'll walk it off in Lunar Park. I can begin to tell you how much there is to see and do here. We'll just run through a few slides. Pictures worth a 1000 words as they say to give you an idea. Hey, I see the coffee is here. It's a bit early not to worry, let's all grab a cup now and then we'll move on to Melbourne, then the great Barrier reef and all the other great places on the itinerary.

Questions 11-13

Complete the following sentences with NO MORE THAN THREE WORDS for each answer.

11. Mr.Smith manages group tours to Australia, New Zealand and the _____.

12. Morning Sun Travel did some _____ and developed their new tour.

13. From the Five Seasons Hotel Sydney, one can clearly see a harbour, a bridge, and _____.

Question 14

Choose the correct letter, A-C.

14. Mr.Smith says that to get used to the time difference, it is best to _____.

A. have a rest

B. visit a harbour

C. go outside

Question 15

Complete the following sentences with ONE WORD ONLY.

15. A wombat looks like a _____ with two short legs.

Question 16

Choose the correct letter, A-C.

16. After the visit to the Sydney Olympic Site, the tour group will return to downtown Sydney by _____

A. bus

B. boat

C. seaplane

Question 17

Answer the question is ONE WORD AND A NUMBER.

17. How high will the seaplane fly over Bondi Beach? _____

Question 18 and 19

Complete the sentence with ONE WORD for each answer.

Mr Smith says that, in addition to Italian and Chinese food, in Australian cities, one can find **18** _____ and **19** _____ cuisine.

Question 20

Answer the question in ONE WORD.

20. After Sydney, what is the destination on the tour itinerary? _____

Section 3 is a discussion between 2 students about a presentation they have to present in their psychology class.

Jack: Hi Ann, how is it going?

Ann: I'm going mad. I haven't even started preparing my talk for tomorrow's political science class.

Jack: Me neither.

Ann: I've been so busy looking after my mum.

Jack: Is she still ill?

Ann: Yeah. The doctor says I should get someone to do all her cooking and cleaning for another week or so. But we can't afford to employ someone to help her. The neighbors are all too busy. It's not that I am too busy with my other classes.

Jack: That's really tough. I've got no excuses for not being prepared. Too much time playing computer games.

Ann: How many times have I told you?

Jack: I know, I know, but at least I've got a topic.

Ann: Which is?

Jack: Well, it's about an experiment in Los Angeles I think, that I read about in Social Studies at High School. It's about how wearing a uniform can change people's personalities. This professor

got a lot of his students to agree to take part in an experiment during the summer vacation. But he wouldn't tell them anything about it.

Pause

Ann: Can you remember the professor's name?

Jack: No, but I think he was from the University of California at Los Angeles.

Ann: Well, at least you've got the most important thing, a topic. I haven't even got that. So, what happened in this experiment?

Jack: Well, the prof. got the local police to cooperate. One night, they went to about 20 students and arrested them. Poor guys didn't have a clue what for.

Ann: And they didn't know it was the experiment they volunteered for?

Jack: They had no idea. And it had been weeks since they volunteered for the experiment.

Anyway, the cops took them to a school building that had been made to look like the inside of a prison or police station. Can't remember.

Ann: It's not important. And what happened then? Did they get charged or something?

Jack: Don't know, they must have been told something, but that's not the main thing.

Ann: Which was?

Jack: Well, what they didn't know was about 8 other students were waiting at the police station or whatever it was, dressed up as prison guards.

Ann: Hey, now I think I read about that ages ago. The experiment took place in the early 70s and the students dressed as prison guards were told to act like prison guards.

Jack: I've just thought of something. Did they arrest the students like the other students?

Ann: I don't know. I wouldn't have thought so. No. Different schools. Because otherwise, the ones who'd thought they'd been arrested might have realized it was the experiment they signed up for.

Jack: Guess you're right. But then what happened, remember?

Ann: Yeah, the guards really got into it and started treating the other guys like they see in the movies. Making them do press ups, cutting their hair really short, not letting them sleep. A real power trip. The poor guys were terrified.

Jack: Yeah, the experiment was supposed to last for a week but things got out of control remember. The guys who thought they were prisoners not guards, started having nervous breakdowns.

Ann: Hey, look at the time. I got to go. At least you've got something to talk about. How role playing can get real especially when they put uniforms on.

Jack: Yeah and the students were normal nice guys.

Ann: who didn't waste time with computer games...

Question 21-23

Choose Three letters, A-F.

21. Why is Ann late preparing her talk?

A. Her mother is ill.

B. The doctor says Ann should do all the cooking and clean for her mother.

C. Ann and her mother can't pay for extra help.

D. the neighbours are all too busy to help her mother.

F. She spends too much time playing computer games.

Question 24 and 25

Complete the following sentence with NO MORE THAN TWO WORDS for each answer.

When studying **24** _____ in high school, Bill read about an experiment on how wearing a uniform can change people's **25** _____.

Question 26 and 27

Choose the correct letter, A-C.

26. Bill thinks that the professor is from _____.

A. University of America

B. University of California

C. University of Los Angeles

27. The police took the students to a _____.

A. school

B. prison

C. police station

Question 28 and 29

Choose TWO letters, A-E.

Why does Bill say the 'arrested' students didn't know the other students?

- A. They hadn't been introduced.
- B. They went to different schools.
- C. To prevent them realising they were there for the experiment they had signed up for.
- D. The other students were in uniform.
- E. The professor didn't want them to know each other.

Question 30

Complete the following sentence with NO MORE THAN TWO WORDS.

30. Bill says the 'prisoners' started having_____.

Section 4 is a lecture on sales and marketing.

Good evening and welcome to the second class of our sales and marketing course. Tonight and in the next few weeks, I will be talking about advertising. To be specific about different types of advertising, different types of message all of which of course are supposed to make your company or your organization, the government perhaps, more successful. Now please note that I am not at this stage, going to talk about advertising media. There are various choices here, radio, newspapers, Television, billboards, magazine, and of course, the internet. It's almost impossible to go into Google or Yahoo or whatever and not find adverts on almost every page. But we'll talk about the various choices of media later. First I will stress one thing, advertising can be expensive. Whether you are a small business or an NGO or a multinational corporation. So, it's very important that what you spend on advertising is money well spent. Money that achieves your objectives. Whatever they might be. The ads must be cost effective. It is therefore essential that you use the right type of advertising with the right message that makes it effective. There are several types of advertising aiming to promote one, sometimes more of the following things; brand name, company image, a product, a service rather than a product, or a group like a manufacturers association or a cooperative. Can you think of anything else? Right, you might want to make people look after their health better and associate your company with things that can help them do this. But the common aim is that the advertiser wants to change or reinforce people's attitudes and perceptions. And in most cases their behavior. Maybe their buying habits. Which type you choose depends on your objectives. All clear so far? Good.

Okay. Let's look at a very common type – advertising designed to promote a brand name. If you go out to buy many types of products, toothpaste, detergent, cheese, how many of you think of the name of the company that made it? Right, you don't usually think of Procter & Gamble when you buy the Tide laundry Detergent, or Cascade dishwashing powder, or the Craft Company when you buy Philadelphia cream cheese. Philadelphia cream cheese is a registered brand name.

In fact, the name of the company, Craft, is hardly noticeable on the package. The point is, that these companies have successfully promoted the name of various products and consumers buy these products primarily because they recognize the brand name. They may not even know the name of the company that makes it. So, advertising to promote a brand name is designed to create and keep a strong image in the customer's mind of the product, not the company. For example, would you buy Shell? You know, the big oil company? Would you buy Shell Beer? It's the famous company or probably not. Imagine, but what if Shell had bought a brewery and marketed a beer called Granddad's old ale. You can bet that the Shell company will be in the smallest print possible and will never be mentioned in Granddad's old ale advertising. But when you buy a can of Shell oil or some gasoline, the word Shell is big and everywhere. So, there is nothing better than a good brand name.

Now, let's look at another type of advertising – advertising that is designed to promote a company's image. Imagine you've started a new company. You might want to start by getting the company name known first before you worry about advertising your products and services. One company that did this was in San Francisco = the San Fran Video store. The managers decided to promote the company name rather than promote the videos they rented out. They put small ads in local newspapers that simply said, "San Fran Video Store. A great selection of movies." And they also had people handing out little cards with the same message on them plus a list of the store locations. So, they didn't spend a fortune on advertising. They put most of their money into making sure they had a great selection of movies and it worked. They started with four stores in 1995 and now they have at last count, 27. Now, can you think of examples of companies advertising both a product and the company name in the same advert? Common, you must be able to think of one. That's right, a good example – makers of luxury things like perfume and fashion. For example, when Chanel brings out a new perfume, the advertising message is always something like "Night light by Chanel". This almost immediately gives the new perfume a good reputation because it's by Chanel and also reinforces perception of the company name. So, the different types of advertising might not be mutually exclusive. The important thing is that the objectives must be clear. Mutually supportive and not contradictory. Another type of advertising is designed to promote a service rather than a physical product. But, our time is up, so we'll leave that to next time. Goodnight everybody.

Question 31 and 32

Choose **TWO** letters, A-E.

The lecturer will talk about _____.

- A. the media
- B. the Internet
- C. types of message

D. Yahoo

E. advertising

Question 33 and 34

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

The speaker says effective advertising depends on the right **33** _____ and the **34** _____.

Question 35

Choose ONE letter, A-C.

35. Advertisers always want to change people's

A. buying habits

B. life

C. working habits

Question 36-40

Complete the sentences with **NO MORE THAN THREE WORDS** for each answer.

People usually buy **36** _____ because they recognise the name of the manufacture.

The speaker says that Shell has purchased a **37** _____ and marketed a beer they called **38** _____ Video Store handed out cards with a **39** _____ and a **40** _____ of the store locations of them.