

This is the Pearson Test of English General Level 5. This test takes 2 hours and 55 minutes.

Section 1

You will have 10 seconds to read each question and the corresponding options. Then listen to the recording. After the recording you will have 10 seconds to choose the correct option. Put a cross (☒) in the box next to the correct answer, as in the example.

Example: What is the speaker doing?

- A recommending an action
- B criticising a practice
- C explaining a process

1. What did the company MJB do?

- A It made a record annual profit.
- B It won a lucrative new account.
- C It changed its advertising company.

1

2. A particular brand may be memorable if it

- A clearly depicts the product.
- B is associated with a celebrity.
- C appears in the tabloid press.

2

3. What point does the speaker make about advertising awards?

- A Advertisers waste time discussing them at work.
- B Clients have more respect for advertisers who win them.
- C People are more interested in winning them than they pretend to be.

3

4. What does the woman say about ecotourism?

- A It focuses on general rather than specific issues.
- B It prioritises the environment ahead of profit.
- C It draws attention to environmental concerns.

4



5. Who will be interviewed?

- A a photographer
- B a publisher
- C a writer

Leave
blank

5

6. What does the man say about travellers in Australia?

- A It is difficult to generalise as they are diverse.
- B They fairly soon grow tired of travelling.
- C Most would rather have a good time than earn money.

6

7. What is on display at the Computer History Museum?

- A the original computer that Babbage made
- B a replica of the computer made by Babbage
- C a computer constructed using Babbage's plans

7

8. How does the man intend to use his computer?

- A to make music
- B to watch films
- C for his job

8

9. How does the woman feel?

- A resigned
- B annoyed
- C surprised

9

10. What does the speaker say about the paparazzi?

- A They look for clues that a famous person is coming.
- B They go into parts of the airport where they are not allowed.
- C They go to the airport when they learn that a famous person will be there.

10

Q1

(Total 10 marks)



Section 3

12-16 You will hear a radio interview. First, read the notes below then listen and complete the notes with information from the interview. You will hear the recording twice.

Example: Responsible travel appeals to people who are no longer interested in

..... **mass tourism**

12. Responsible travellers prefer learning and discovering rather than completing a

.....:

12

13. While it is not the worst offender, air travel is responsible for an increasing quantity of

.....:

13

14. Using..... is advisable in order to have a better understanding of different cultures and ways of life.

14

15. is a quality that responsible travellers prize in their interactions with local culture.

15

16. Responsible travellers are aware when their presence might be

.....:

16



17-21 You will hear a lecture on aggressive marketing. First, read the notes below then listen and complete the notes with information from the lecture. You will hear the recording twice.

Example: A..... huge marketing budgetis not required in aggressive marketing as it depends more on creativity and effort.

17. Marketing of this type is often aimed at potential buyers when they are in
.....:

17

18. State-of-the-art communication technologies are employed to give the consumer a
.....:

18

19. In aggressive marketing,.....have an advantage because of their flexibility and their proximity to consumers.

19

20. It is used in hidden ways so that.....is less likely.

20

21. In the end, it is essential for consumers to feel.....when it comes to marketers.

21

Q3

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(Total 10 marks)

That is the end of the listening section of the test. Now go on to the other sections of the test.



Section 4

Read each text and put a cross (☒) by the missing word or phrase, as in the example.

Example:

Pre-existing conditions

Please note: you will not be covered for any pre-existing medical conditions that you may have. A condition will be considered pre-existing if it is a condition you have received treatment for, or one you knew about or in our reasonable opinion you.....:

- A were not aware of
- B need treatment for
- C should have known about

22.

Scientists have run pilot programs in schools for the past decade using computerized robots to teach English, science, maths and other subjects at different levels. While the robots to date have backed up human teachers

- A many claim they give welcome assistance
- B eventually they will play a greater role
- C students have responded surprisingly well

22

23.

When flights are cancelled, you might be lucky enough to find yourself in one of the world's best airports. In this case, you're home free: these are virtual villages unto themselves....., you may face the horror of a bad airport. These monuments to drudgery and life-sapping bureaucracy may drive you to the brink – especially if you have children in tow.

- A On the flip side
- B Despite all this
- C On the whole

23



24.

A laptop thief with a conscience has posted a memory stick containing precious data to a professor, a week after stealing the device. The professor, whowhen it came to backing up data, had left her bag hidden behind the stairwell of her apartment block. She soon realised her bag had vanished along with ten years of irreplaceable data.

- A suspected she had been stalked
- B claimed she was unaware
- C admitted to being lax

24

25.

Graduate Opportunity: Copywriter Required

- Break into the highly competitive advertising industry with our ever-growing, prestige company.
- Excellent opportunities for rapid career progression in the copywriting field.
- No experience necessary.....:

Launch your graduate career within a leading, globally recognised multimedia company.

- A and you will work independently
- B but work history in the field is a must
- C as full training is provided

25

26.

ACON International Travel Insurance lets you enjoy your vacation with the peace of mind that if something goes amiss, we'll be here to help you 24/7, 365 days a year. With our Premium International Travel Insurance Policy, you are dealing directly with the insurer.there is no extra agent's commission.

- A Just as well
- B That means
- C Besides this

26

Q4

(Total 5 marks)



Section 5

Read the article below and answer the questions below. Put a cross (☒) in the box next to the correct answer, as in the example..

Hiding Behind the Screen

Human relations, and the self-image of the human being, have been profoundly affected by the Internet and by the ease with which images of other people can be summoned to the computer screen to become the objects of emotional attention. How should we conceptualize this change, and what is its effect on the psychic condition of those most given to constructing their world of interests and relationships through the screen? Is this change as damaging as many would have us believe, undermining our capacity for real relationships and placing a mere fantasy of relatedness in their stead?

First, we should make some distinctions. We all now use the computer to send messages to our friends and to others with whom we have dealings. This sort of communication is not different in any fundamental respect from the old practice of letter writing, except for its speed. Of course, we should not regard speed as a trivial feature. The rapidity of modern communications does not merely accelerate the process whereby relationships are formed and severed; it inevitably changes how those relationships are conducted and understood. Absence is less painful with the Internet and the telephone, but it also loses some of its poignancy; moreover, e-mails are seldom composed as carefully as letters, since the very slowness with which a letter makes its way to its destination prompts us to put more of our feelings into the words. Still, e-mail is reality, not virtual reality, and the changes it has brought about are changes in real communication between real people.

Nor does the existence of social networks, which are also for the most part real communication between real people, involve any attempt simply to substitute a virtual reality for the actual one. On the contrary, they are parasitic on the real relationships they foster, and which they alter in large part by encouraging people to put themselves on display, and in turn to become voyeurs of the displays of others. Some might claim that the existence of these networking sites provides a social and psychological benefit, helping those who shy away from presenting themselves directly to the world to gain a public place and identity.

Yet already something new is entering the world of human relations with these innocent-seeming sites. No more need for weekly meetings, or the circle of friends in the downtown restaurant or bar. All those effortful ways of making contact can be dispensed with: a touch of the keyboard and you are there, where you wanted to be, on the site that defines your friends. But can this be real friendship, when it is pursued and developed in such facile and costless ways?

Example: According to the first sentence, what has internet communication influenced?

- A the intensity of feelings people have for others
- B the convenience of establishing contact
- C the way people see themselves



27. What does the writer ask in the first paragraph?

- A Is the general public’s mindset altered by increased internet use?
- B How are the minds of active internet users influenced by their habits?
- C What can be done about the harmful effects of internet on the way people interact?

27

28. What does the writer believe about writing letters?

- A It is the same as sending email in many ways.
- B It is a dying tradition that should be preserved.
- C It is a better way of conveying important information.

28

29. According to the writer, what change is electronic communication responsible for?

- A Email does not feel authentic because it is not as tangible.
- B People do not respond as intensely to emails as they do to letters.
- C The physical distance between people is less of an issue than it once was.

29

30. What does the writer say about social networks?

- A They allow people to forge relationships based on misrepresentations.
- B They feed off actual relationships, changing them in the process.
- C They try to take the place of actual relationships.

30

31. What does the writer imply about friendship in the final paragraph?

- A True friendship requires a higher degree of effort than we devote to online relationships.
- B It is fortunate that friendships can be maintained more easily than they once were.
- C Previous methods of staying in touch are now largely redundant.

31

Q5

(Total 5 marks)



Section 6

Read the blog below and answer the questions.

Mindset adjustments required in the ad industry

The staff turnover rate in the advertising industry is currently averaging 37% per annum. In a single year, around four out of every 10 people that work for an ad company will walk out the door. This means new staff have to be recruited and trained, which costs time, effort and money – only to have most of those people leave again the next year.

Our own cannibalistic attitude towards recruiting talent seems only to be eclipsed by our inability to demonstrate any loyalty to the companies which have fostered the skills we now use as currency. This is without a doubt the single biggest challenge facing our industry today and people are starting to realize it. "iWork/life balance" is a term we see thrown around a lot these days, with promises and programs now being put in place by some companies to help facilitate this. Nevertheless, in many firms when someone gets up out of their chair and heads for the door at the end of the day on time, they are looked upon poorly, whispered about and even openly mocked. Instead of trying to bring these people down, I suggest we reward those who work efficiently and begin the transformation of the prevailing attitude that needs to take place.

Example: What issue in the advertising industry is reflected in the statistics quoted?

..... **staff turnover rate**

32. Which two aspects of staffing does the writer mention as requiring company resources?

32

33. What quality does the writer claim that employees lack?

33

34. What ideal do some companies attempt to work towards?

34

35. According to the writer, what has to change in order to solve the problems?

35



Read the article below and answer the questions.

More Airline Embarrassment

Just days after the baggage-handlers returned to work after a strike over the length of their shifts, more chaos abounds at Rockford airport. The national airline North Plain Air faces a baggage nightmare after a stray rock-climbing rope jammed a vital conveyor in Rockford yesterday. The airline is believed to have approximately 600 pieces of luggage awaiting delivery nationwide and airline spokesperson Carolina Triani has advised passengers to return to their final airport destination and search through the piles to find their bags. In what is shaping up to be a PR disaster for the airline, Triani has admitted to "bag issues" at Rockford Airport but could not confirm the number of bags still missing.

Passengers claim that on arrival, their luggage was nowhere to be seen. Portstown-bound passengers were told they could walk out on to the tarmac to search through trolleys of missing bags if they were willing to sign a form and don a yellow vest. Alternatively, they could fill out a lost luggage form and wait for a call.

Passenger John Farry said his flight experienced delays thanks to the baggage drama and, on landing, he saw passengers and crew from earlier flights still waiting for their luggage. Alas, his own bags remain at large.

Example: What were airport employees dissatisfied about?

..... (the length of their) shifts

36. What piece of airport equipment was damaged?

.....

36

37. What information is the spokesperson unable to give?

.....

37

38. What did passengers in Portstown have to do before being allowed to look for their bags on the tarmac?

.....

38

39. What did John Farry find when he arrived at his destination?

.....

39

Q6

(Total 8 marks)



Section 7

Read the article below and complete the notes. Write no more than three words from the article in each gap.

The Influence of Food Advertising on Children

Almost all of the studies on the impact of television advertising on children's food preferences and behaviors were conducted in the mid 1970s and the 1980s. These studies focused on the relationship between children's exposure to television advertising and their food preferences, food intake or purchase requests. A recent review on the effects of television food advertising on preschool and school-age children's food behavior concluded that: 1) studies of food preferences using experimental designs have consistently shown that children exposed to advertising will choose advertised food products at significantly higher rates than children who were not exposed; 2) findings from food purchase request studies based on surveys, diaries, experimental trials, and direct observation of mother-child pairs shopping have consistently shown that children's exposure to food television advertising increases the number of attempts children make to influence food purchases their parents buy; 3) purchase requests for specific brands or categories of food products also reflect product advertising frequencies; and 4) fewer studies have been conducted on food advertising effects on actual food intake, in part due to difficulty in managing children's exposure to advertising or to foods outside experimental settings.

However, considering all the evidence to date, the weight of the scientific studies suggests that television food advertising is associated with more favorable attitudes and behaviors towards the advertised product. The research evidence is strong showing that preschoolers and grade school children's food preferences and food purchase requests for high sugar and high fat foods are influenced by television exposure to food advertising.

Advertising and marketing aimed at children is rapidly becoming a pervasive presence on the Internet, with new techniques constantly being developed, yet advertising on the Web is virtually unrestricted. Advertising and content for children are often seamlessly interwoven in online "infomercials," interactive forms of product placement, and branded environments on food company websites.

In the mid 1990s, children's media advocacy groups documented a number of exploitative data collection marketing practices on children's websites used to gather personal information from children. These included interactive surveys with animated characters or spokespersons, guest books, registrations, incentives, contests, and prizes for filling out surveys. This information permitted companies to conduct market research which then could be used to create personalized marketing to children.

It is evident that food advertising targeting children is well-funded and saturates their environment from multiple channels. Furthermore, much of the non-television advertising, such as the food companies' web sites, toys and in-school marketing, is indirect and subtle (e.g., is it a toy or an ad?). Finally, available evidence suggests that food ads on television have an influence on children's food choices. As children have become an increasingly important target market for the food industry, consumer and child advocate organizations have become increasingly concerned that adequate safeguards do not exist to protect children from exploitative commercial gain.



Example: Most research into the way in which.....television advertising..... influences what children like to eat was done several decades ago.

40. In the mid-1970s and 1980s, researchers studied the connection between how much advertising children saw and what they wanted to eat, what they ate and their

40

41. Because of problems in controlling the subjects' environment, little research exists on how advertising influences children's.....

41

42. Overall, the research indicates that food advertising on TV is linked to positive.....in relation to what is being advertised.

42

43. Food company websites frequently blend advertisements and.....in such a way that children cannot distinguish between the two.

43

44. In the 1990s several instances were found where companies used unfair means to get children to give them.....

44

45. Using knowledge gained by suspect means, companies were able to make.....aimed at children.

45

46. Lobby groups would like to see.....in place for children.

46

Q7

(Total 7 marks)



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Q8

(Total 10 marks)

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Section 9

48. Choose **one** of the topics below and write your answer in **250-300 words**.

Either:

A You see this comment on an online magazine. Write an article explaining why you agree or disagree with the comment.

The only means of reducing the amount of traffic in cities is to minimise the need for people to travel to work, educational institutions and shops. This is what policy makers should be working towards.

Or:

B An international student magazine is asking readers to contribute articles on what their lives would be like without computers.

Write an article for the magazine, describing how you use computers in your daily life and how your life would be different without them.

Put a cross (☒) in the box next to the task you have chosen.

A ☒

B ☒

Write 250-300 words.

.....
.....
.....
.....
.....
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.....
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.....
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48E

48F

48R

48A

48C

48OC

48WI



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ANSWER KEY

Section 1

Example: B

1. C
2. B
3. C
4. C
5. B
6. A
7. C
8. A
9. B
10. A

Section 2

11. Some claims concerning the merits of ecotourism / are exaggerated, / or owe more to labelling (labeling) and marketing / than genuine sustainability. / Not only are such projects frequently planned / and implemented without local consent, / they often threaten local cultures / and natural resource bases. / Critics regard this niche tourism / as a facade, / a tactic concealing / the mainstream tourism industry's exploitative practices. (57 words)

Section 3

Example: mass tourism

12. (travel to-do) list
13. CO₂/carbon dioxide (emissions)
14. (a) local guide
15. Authenticity
16. (an) intrusion

Example: huge marketing budget

17. unexpected places
18. memorable (brand) experience
19. small companies
20. (competitor(s?'s)) retaliation
21. trust



Section 4**Example: C**

- 22. B
- 23. C
- 24. C
- 25. C
- 26. B

Section 5**Example: C**

- 27. B
- 28. A
- 29. C
- 30. B
- 31. A

Section 6**staff turnover rate**

- 32. (new) staff have to be recruited and trained / recruitment and training
- 33. loyalty
- 34. work / life balance
- 35. the prevailing attitude/the mind-set

Example: (the length of their) shifts

- 36. (a vital) conveyor
- 37. (the) number of bags (still) missing / (the) number of missing bags
- 38. sign a form (and) don a yellow vest (both required)
- 39. passengers / crew / people (from earlier flights still) waiting (for their luggage)

Section 7**Example: television advertising**

- 40. purchase requests
- 41. (actual) food intake
- 42. attitudes and behavio(u)rs
- 43. content
- 44. personal information
- 45. personalized / personalised marketing
- 46. (adequate) safeguards



Section 8**47. Sample answer.**

Dear Editor

I read with interest last month's article about the role of advertising in influencing children's eating habits. I certainly agree that the food industry and the media have much to answer for in terms of their encouragement of young people to pursue high-fat, high-sugar options when it comes to food. Television and the internet put up a barrage of enticing images and link fast food with toys and entertainment in a way that young minds cannot resist.

However, the blame for this cannot be placed solely on the shoulders of big business and the media. It is parents who decide the level of exposure their children have to television, the internet and the advertising that comes with these media. Likewise, it is parents (or caregivers) who decide whether to capitulate to the pester power of a demanding child in the supermarket. Schools can decide what to put in their canteens and whether to allow advertising and vending machines on the premises.

It seems that regulation of advertising, while necessary, will not be enough on its own to bring about healthy eating habits. Parents and educators must also take responsibility for making the right choices when it comes to children's diet.

Yours faithfully,

(200 words, excluding salutation)

Section 9**48A. Sample answer.**

While it is obvious that there would be fewer vehicles on our roads if people didn't have to travel to work, school or the shops, the implications of making this a widespread policy are of real concern. Surely it is neither realistic nor desirable to have large sections of the population barely leaving their homes, but working, doing courses and shopping online. People would lose social skills and a sense of community as they would become increasingly insular.

As well, the measure won't have the desired effect. Already people have started taking courses online and working from home. Internet shopping has taken off to the point that retailers are worried about the competition. And yet our traffic problems don't seem to have eased; if anything, congestion is worse than ever. Why could this be? Is it that more people have cars these days? Or could it be that there are more people in cities full stop? Surely these are issues worth looking into.

Rather than trying to keep people at home, it would seem more useful to work out how to get them into the city on public transport instead of in private vehicles. There have to be incentives – and reliable, affordable buses, trains and trams would be a good start. There should also be disincentives to discourage people from driving, for example, tariffs on entering the city centre and parking fees that make taking a car less viable.

Finally, if we don't want people all heading for the city at once, it also makes sense to stagger working and study hours and extend the opening hours of shops to prevent everyone from converging simultaneously. Businesses could be encouraged to move to outer suburbs. These would all be more feasible measures than confining people to their homes.

(297 words)



48B. Sample answer.

Over the last thirty years or so, most people, at least in the developed world, have become so accustomed to the role computers play in their lives that they rarely question it any more. If they did, it is likely that they would discover their dependence on computers is greater than they thought.

When I analyze my own life, this is certainly true, even though I wouldn't class myself as a technophile. I don't use my computer to play games, or indeed for entertainment in general. If I want to watch a film, I go to the cinema or hire a DVD. If I want to listen to music, I play a CD. Yet still it seems that I am probably "computer-dependent". By far my most frequent use is related to the Internet. Primarily, I use it for emails, either personal or work-related. I also use it as a source of information (again, both personal and work) and for writing and storing documents. Then of course there's downloaded music, and a large store of digital photos, and...

And this is how the list continues and grows, until I begin to realise that without computers my life would be very different indeed, and if I couldn't access my computer, it would mean a considerable re-adjustment. It would certainly be very inconvenient, but would it mean more than that? Some people, mostly younger than I am, would regard it as a catastrophe, but there are others I know, mostly older than me, who have never used a computer in their lives and never intend to. These people's lives don't appear to be any less happy than those who are more "computer-active", so perhaps living without computers, if we had to, would be something we would simply get used to.

(297 words)



TRANSCRIPT

This is the Pearson Test of English General Level 5. This test takes 2 hours and 55 minutes.

Section 1

You will have 10 seconds to read each question and the corresponding options. Then listen to the recording. After the recording you will have 10 seconds to choose the correct option. Put a cross in the box next to the correct answer, as in the example.

Example: Listen to the man speaking. What is he doing?

M: It's all about making a profit. Food companies use health charity logos because they want to give the impression that their foods are healthier in order to increase sales. But charities and medical associations aren't there to make money for food companies.

The correct answer is B

1. Listen to the news bulletin. What did the company MJB do?

M: Adcom has ended the year with another major client after landing MJB's media and advertising account, following a competitive pitch. The agency was appointed after a three-way tussle with Artamon and Publicity Price. MJB's account was previously handled by Media Initiatives, which split with the company in November. This caps off a strong run for Adcom, which has won a string of clients throughout the year, earning them new billings in excess of \$100 million.

2. Listen to the man speaking. What does he say may make a particular brand memorable?

M: A brand can only succeed if the name is easily remembered. That said, there are no exact specifics for what makes a brand memorable - it could be an eye-catching logo, or quirky theme music, or even using a prominent personality from the tabloid press in advertising campaigns. It is also true that some brand names are remembered despite having little link to what is actually being sold.

3. Listen to the man speaking. What point does he make about advertising awards?

M: I've noticed that very few people are actually willing to admit that advertising awards mean anything to them, that is, until they become a finalist. At this point what was previously sniped about now somehow finds its way into all their conversations. A danger arises when agencies become award obsessed and the focus shifts from creating great work to achieve a client's objectives, to creating an award-winning idea to promote one's own agency.

4. Listen to the radio interview. What does the woman say about ecotourism?

M: So, what are the main benefits of ecotourism?

F: Well, ecotourism can play an important role in raising awareness of the problems facing a particular locale or its people. For instance, tourism motivated the preservation of the Everglades National Park in Florida and has funded a program to save the highly endangered Bahama parrot. It's expected that marine ecotourism will raise the profile of marine resources and provide an economic rationale for ecological stewardship.



5. Listen to the introduction to a radio programme. Who will be interviewed?

M: Next we'll speak to Cherie Weston, the woman responsible for the Round the World travel guidebooks. Most of us are familiar with the superb advice and colourful descriptions in these popular travel companions, not to mention the award-winning pictures. We'll ask Cherie why she decided to put out the series, how she gathered her sterling team of contributors and how she accounts for the massive success that followed.

6. Listen to the radio interview. What does the man say about travellers in Australia?

F: So what kind of travellers tend to go to Australia?

M: A lot of backpackers from all over the world – um – quite a few first time backpackers, coming after graduating from school, often to work or seemingly just to party - normally both. But there are too many travellers to pigeonhole.

F: And how do they find the locals?

M: Oh, mostly amiable, although there are some who have become jaded with backpackers.

7. Listen to the advertisement. What is on display at the Computer History Museum?

M: Charles Babbage designed the first automatic computing engines but failed to build them. Now, 153 years after it was designed, Difference Engine No. 2, built faithfully to the original drawings, is here at the Silicon Valley Computer History Museum. Discover the wonder of a future already passed. Daily tours and demonstrations are available.

8. Listen to the conversation. How does the man intend to use his computer?

F: What are the main things you're going to be using the computer for?

M: Pretty rudimentary stuff really - email, word-processing and surfing the net. I'm not too fussed on gaming and movies but I'm keen to install some software for a home recording studio. I'd like a laptop so I can use it on the commute to work. And I'll be needing reliable virus protection.

9. Listen to the conversation. How does the woman feel?

M: I don't know what's wrong with this internet connection. It took me at least ten minutes to send an email and then I lost it because it dropped out. Oh well, what can you do?

F: Look, I know. I was trying to look up a website online last night – you'd think it would be simple but it took forever. It's beyond me why they can't get it right in this day and age. I'm totally fed up!

10. Listen to the woman speaking. What does she say about the paparazzi?

F: If tips are scarce, photographers make their own luck by strolling through airport baggage claims and entrances for shots. Airport paparazzi scour crowds not so much for actual famous people as for signs that famous people may be about to appear: a shiny black limousine, muscle-bound men with earpieces or, above all, a "star greeter," hired to whisk VIPs through queues at the airport. Photographers tend to memorize the greeters' faces, wardrobes and client lists.



Section 2

11. You will hear a recording about ecotourism. Listen to the whole recording once. Then you will hear the recording again with pauses for you to write down what you hear. Make sure you spell the words correctly.

F: Some claims concerning the merits of ecotourism / are exaggerated, / or owe more to labelling (labeling) and marketing / than genuine sustainability. / Not only are such projects frequently planned / and implemented without local consent, / they often threaten local cultures / and natural resource bases. / Critics regard this niche tourism / as a facade, / a tactic concealing / the mainstream tourism industry's exploitative practices.

Section 3

12-16. You will hear a radio interview. First, read the notes below then listen and complete the notes with information from the interview. You will hear the recording twice.

F: Today Pat Harris, author of 'Travelling Responsibly' is here to spread the message of his book. Pat, what do you mean by 'responsible travel'?

M: Well, responsible travel is a new way of travelling for those who've had enough of mass tourism. It's about respecting and benefiting local people and the environment – but it's far more than that. If you're after fulfillment, adventure and knowledge – instead of simply ticking off a travel to-do list – then responsible travel is for you.

F: Ok – but practically, what's involved?

M: Well, take air travel - although it's currently a relatively small contributor, it's the fastest growing source of carbon dioxide emissions. We must accept that we should fly significantly less than we do now. Responsible travel is also about bringing you closer to local cultures and environments by involving local communities in tourism. For example, a local guide from the destination will open your eyes to their cultures and ways of life far better than an expat guide could ever do – they will also earn a much needed income from you. Responsible travellers don't like being herded about in a large crowd like nameless faces and understand that travelling in smaller groups makes local people and cultures more accessible. The responsible traveller values authenticity – experiences integral to local people's traditions, cultures and rituals - rather than those created for tourism, or those whose existing meanings and uses have become lost as they have been packaged up for tourism. That said, responsible travellers understand that some cultural experiences are best kept private, and that their visit would be an intrusion.

F: So, they believe that travelling with respect earns them respect.

M: That's right.

Now listen again



17-21. You will hear a lecture on aggressive marketing. First, read the notes below then listen and complete the notes with information from the lecture. You will hear the recording twice.

F: Now, the concept of aggressive marketing was invented as an unconventional system of promotions that relies on energy and imagination rather than a huge marketing budget. These marketing campaigns tend to be unexpected and unconventional; for example, consumers are targeted in unexpected places. The objective is to create a unique, engaging and thought-provoking concept to generate buzz.

This kind of marketing or advertising involves unusual approaches such as intercept encounters, street giveaways of products, PR stunts, any unconventional marketing intended to get maximum results from minimal resources. More innovative approaches to aggressive marketing now utilize cutting edge mobile digital technologies to really engage the consumer and create a memorable brand experience for them.

Marketeers use all of their contacts, both professional and personal, and examine their company and its products, looking for sources of publicity. Many forms of publicity can be very inexpensive, while others are free. Sometimes when implementing such marketing tactics, having a small company is actually a plus. Small companies are able to obtain publicity more easily as they are closer to their customers and consider ably more agile.

Aggressive marketing techniques have been utilised more covertly by large organisations to improve advertising impact and reduce the likelihood of competitors' retaliation. Sponsoring the Indian cricket team failed for one large sportswear company, as another leading sportswear company managed to put branded stickers on their bats, at far less cost but for a much greater return. Third party market research companies are often used to gather corporate information and guerrilla advertising agencies are contracted to market products in aggressive media.

Yet ultimately the marketeer must establish a relationship with the customer by building trust. It has to understand the customer's needs and provide a product that delivers on its promises.

Now listen again

That is the end of the listening section of the test. Now go on to the other sections of the test.



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