



BUSINESS Higher

Listening

SAMPLE TEST 2

Time Approximately 40 minutes (including 10 minutes' transfer time)

INSTRUCTIONS TO CANDIDATES

Do not open this question paper until you are told to do so.

Write your name, centre number and candidate number on your answer sheet if they are not already there.

Listen to the instructions for each part of the paper carefully.

Answer all the questions.

While you are listening, write your answers on the question paper.

You will have 10 minutes at the end of the test to copy your answers onto the separate answer sheet. Use a pencil.

At the end of the test, hand in both this question paper and your answer sheet.

INFORMATION FOR CANDIDATES

There are three parts to the test.

Each question carries one mark.

You will hear each piece twice.

For each part of the test there will be time for you to look through the questions and time for you to check your answers.

PART ONE

Questions 1 – 12

- You will hear a business lecturer talking to a group of students about a marketing technique called 'closed-loop marketing'.
- For questions 1 – 12, complete the notes using up to **three** words or a number.
- You will hear the recording twice.

CLOSED-LOOP MARKETING
<p>Current problems faced by companies:</p> <p>Recent developments have led to the (1) of products.</p> <p>The money allocated to (2) may be the main difference between competitors.</p> <p>Consumers receive a wide range of marketing (3) which they are paying less and less attention to.</p> <p>Consumers' (4) appears to be falling.</p> <p>Consumers are becoming more (5) in their buying behaviour.</p> <p>Companies are unable to make good use of all the (6) they have.</p> <p>Closed-loop marketing:</p> <ul style="list-style-type: none">• constantly monitors consumers' (7) to a marketing campaign• provides communication with consumers through various kinds of (8)• enabled Global Beach to identify which (9) had the greatest effect on consumers• gave Jaguar a much higher (10) when contacting potential customers• reduces the amount of (11) , which used to be included in marketing budgets• helps companies to make strategic decisions• will reduce the quantity of (12) that consumers receive.

PART TWO

Questions 13 – 22

- You will hear five people talking about change and growth in the companies where they work.

TASK ONE – CHANGE UNDER CONSIDERATION

- For questions 13 – 17, choose from the list A – H the change that each person mentions is currently under consideration.

- (13) Speaker 1: **A** introduction of new training provision
- (14) Speaker 2: **B** improvement of performance appraisal process
- (15) Speaker 3: **C** establishment of new section
- (16) Speaker 4: **D** implementation of automated costings
- (17) Speaker 5: **E** creation of an additional layer of management
- (18) Speaker 1: **F** extension of internet access
- (19) Speaker 2: **G** adoption of new system for handling data
- (20) Speaker 3: **H** revision of budget for business travel

TASK TWO – OBSTACLES TO FUTURE GROWTH

- For questions 18 – 22, choose from the list A – H the obstacle to future growth each person identifies.

While you listen you must complete both tasks. You will hear the recording twice.

- (18) Speaker 1: **A** short-term planning of IT needs
- (19) Speaker 2: **B** lack of qualifications among staff
- (20) Speaker 3: **C** too much separation between departments
- (21) Speaker 4: **D** inefficiency of delivery contractors
- (22) Speaker 5: **E** ineffectiveness of recruitment strategy
- (23) Speaker 1: **F** low motivation among management
- (24) Speaker 2: **G** poor quality of some components
- (25) Speaker 3: **H** reluctance to reduce the number of senior staff

PART THREE

Questions 23 – 30

- You will hear part of a conversation between two colleagues, Kelly and Daniel, who work in the marketing department of a company. They are talking about product packaging.
- For each question 23 – 30 choose the answer **A**, **B** or **C** which best fits according to what you hear.
- You will hear the recording twice.

23 Kelly believes that their company's packaging

- A** should use materials that use fewer natural resources.
- B** needs to help to make people's lives more convenient.
- C** can contribute significantly to their products' success.

24 According to Daniel, the main challenge of designing packaging for their new range is

- A** convincing consumers of the practical reason for its format.
- B** finding a solution that avoids an increase in production costs.
- C** producing an innovative idea without extensive market research.

25 Kelly feels it would be advantageous to use their packaging in order to

- A** emphasise customer service guarantees.
- B** underline the product benefits to customers.
- C** encourage customers to contact the company.

26 Daniel feels that packaging is the most powerful marketing tool because it can

- A** create sectors within which to develop brands.
- B** add value to a range of different products.
- C** impact on consumers' everyday lives.

27 Kelly thinks the Australian company *Smile* used foil pouches for its children's drinks as a way to

- A** transfer the brand associations of other product types.
- B** update its brand that was being overtaken by competitors.
- C** promote a new brand image without changing product ingredients.

28 Daniel suggests that *Smile* is doing well now because its new packaging

- A** uses humour in a particularly effective way.
- B** is the most noticeable on supermarket shelves.
- C** reflects a growing public interest in healthy eating.

29 Kelly believes the redesign of the *Smile* brand is particularly clever because

- A** the graphics do not resemble those of any other similar products.
- B** the company's core values are being promoted via the packaging.
- C** the product has widened its appeal without losing loyal customers.

30 Daniel feels one possible weakness of *Smile's* new packaging is that

- A** the product is no longer visible through the packaging material.
- B** the styles used are not consistent across its product range.
- C** the previous design fault with the cap has remained unsolved.

You now have 10 minutes to transfer your answers to your answer sheet.

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