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SECTION 1

Questions 1-10

Complete the form below.

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

Tourism Survey

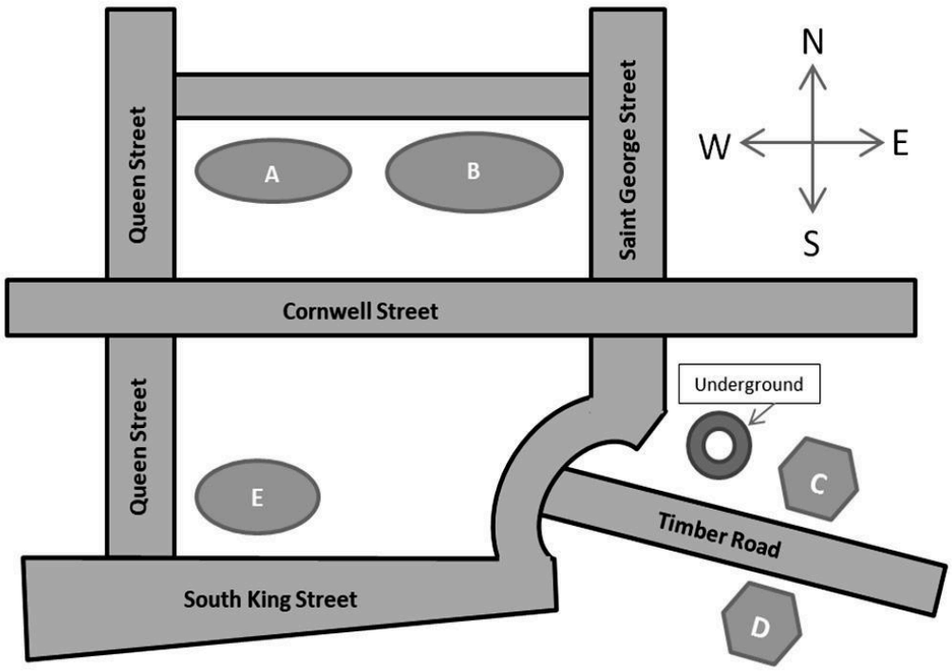
Example	**Answer**
Name:	*Robert Goddard*
Destination:	Melbourne
First time visited Melbourne?	1. twice before no
Best thing about the city:	2. amazing weather
Favourite attraction:	3. theater//building/townhall
Best thing about	
the destination's dining options:	4. variety/different of food
Method of transport	
to destination:	by 5. plane
Age group:	6. older than 40
Income level:	7. mid-range low income household
Purpose of visit:	• on business • 8. tourism
Occupation:	• 9. computer programmer • writer for a travel magazine
Opinion about accommodation:	10. comment/ good value 11. good price

SECTION 2

Questions 11-15

Label the map below.

Write the correct letter, **A-E,** on your answer sheet.



B 11. Science Museum

A 12. National History Museum

F 13. Car Park

C 14. Shopping Mall

D 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.

16. Car Park

17. Primary School G

18. Science Museum C

19. National History Museum F

20. Shopping Mall A

- New entrance
- Free lunch provided
- Free information provided
- Increase in size
- Additional signs
- New exhibitions
- New structure

SECTION 3

Questions 21 - 23

Choose the correct letter, **A, B or C.**

21. The proposal will A
    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 C
    A. topics
    B. methods
    C. results

23. For the practice paper, the tutor has directed the students to make sure to C
    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 CONDUCT lots of people.

Pay attention to the 25 FORMAT of the final report.

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

The deadline of the final paper is 27 MAY 11

The students can 28 BEGIN 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.

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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.C_____ 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. SOUND played with them.

• Mandy's Candy Store appeals to people's sense of 33. SMELL 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. REACTION 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. SWIMMING POOL

• A good scene for a water purification commercial would be wonderful sights of a 40.