


 **Track 1A and 1C** You are going to hear a radio interview about humour in the language classroom.

Choose the best answer according to the recording. Only one answer is correct.

- 0 In the radio programme they are going to talk about
- A  the influence of humour in the way we learn our own language.
  - B  how humour influences the way we learn another language.
  - C  the importance of languages in the classroom.
  - D  humorous classrooms.
- 1 Most teachers
- A  believe humour is important but not essential.
  - B  never encourage the use of humour.
  - C  believe they have to be experienced to use humour.
  - D  consider humour essential.
- 2 Which of these factors influence the use of humour?
- A  rapport, age, interests, travel.
  - B  speaking another language, age, interests, making jokes.
  - C  speaking another language, age, interests, rapport.
  - D  making jokes, age, interests, travel.
- 3 Teachers can influence the relationship they have with the class from the beginning through
- A  being informal.
  - B  good manners.
  - C  good wishes.
  - D  body language.
- 4 If a teacher wants the atmosphere to be informal,
- A  it is important to show she can also make mistakes.
  - B  she has to be approached by students.
  - C  she shouldn't reduce the social distance.
  - D  she should smile all the time.
- 5 One of the risks of teachers treating students in a supportive way is that
- A  students can get embarrassed.
  - B  students don't understand the limits.
  - C  teachers can get embarrassed.
  - D  both students and teachers don't understand the limits.
- 6 Students often laugh spontaneously when
- A  there's a misunderstanding
  - B  something expected happens
  - C  their teacher makes a mistake
  - D  no one else finds it amusing
- 7 According to the professor,
- A  all languages are communicative.
  - B  English is the most communicative language.
  - C  some languages are not as communicative as others.
  - D  all languages are international.
- 8 What humorous technique is not mentioned?
- A  facial expressions.
  - B  silly comments.
  - C  exaggerated gestures.
  - D  silly exercises.

 **Track 1B** You are going to listen to a conversation in which two young people talk about new ways of learning.

Choose the best answer according to the recording. Only one answer is correct.

- 0 Simon feels
- A  disappointed.
  - B  happy.
  - C  tired of playing sports.
  - D  fed up.
- 1 Simon has got
- A  many things to do.
  - B  more than four exams next weeks.
  - C  final exams next week.
  - D  good future career prospects.
- 2 The article Susan read is
- A  long.
  - B  about holidays.
  - C  about changes in exams.
  - D  not too interesting.
- 3 Susan thinks that exams are
- A  ideal.
  - B  don't show what students are capable of.
  - C  should all be done with technological applications.
  - D  should be done by every student.
- 4 Simon thinks that
- A  new technologies don't work in class.
  - B  online tests are not very enjoyable.
  - C  students feel pressurized by online tests.
  - D  online tests should be done more often.
- 5 The main objective of competence-based learning is
- A  to progress at your own pace.
  - B  to make teacher's more relaxed.
  - C  to get better results.
  - D  to progress very slowly.
- 6 Competence-based learning
- A  is already being used.
  - B  was used in the past.
  - C  will be used in the near future.
  - D  is being used in primary schools.
- 7 Competence-based learning does not include
- A  the student's activity.
  - B  informal tests.
  - C  quizzes.
  - D  essays.
- 8 Simon thinks
- A  the change to new technologies will happen soon.
  - B  teachers won't be able to use new technologies.
  - C  some teachers will find it difficult to change.
  - D  the project is realistic.


### Tip

#### Before you listen

Before you listen, use all the information on the page to help you:

- read all the information given to you about the content of the recording.
- quickly scan the questions to get an idea of what the recording is about.
- look at any key words you are given before you listen and think about how they might be pronounced.

- Track 1A and 1C** You are going to hear an interview with a professor about the use of humour in the language class. Do you think humour should be used in the classroom? Discuss with a partner and make a list of your reasons.
- Read all the questions on the page and the true / false statements in Exercise 4. What do you already know about the recording before you listen? Make notes.
- Listen. Were your notes correct?
- Listen again. Are the following statements true or false?
  - Humour is an essential aspect of teaching for many teachers.
  - If the teacher uses humour, the student will too.
  - It is always difficult to use humour in a language class.
  - Rapport among students is not a relevant factor.
  - To create a good atmosphere, teachers should connect well with students.
  - The teacher should always avoid making mistakes.
  - Teachers should use strict discipline to keep individuals in line.
  - There are specific techniques to use humour in class in all languages.
- Work with a partner. Discuss the questions.
  - Do your language teachers use humour in the classroom? If so, how?
  - Do you feel that you learn more when humour is used?

 **Track 2A and 2C** You are going to hear a radio programme in which someone talks about homelessness.

Choose the best answer according to the recording. Only one answer is correct.

- 0 The radio station is called
- A  KPCD
  - B  BMB2
  - C  BMC2
  - D  BMA2
- 1 What is the programme about?
- A  The social situation in the USA.
  - B  Social measures in the UK.
  - C  Homelessness.
  - D  The economic crisis.
- 2 How many Americans are homeless?
- A  633.000.
  - B  More than 630.000.
  - C  More than 650.000
  - D  370.000
- 3 Why is homelessness expected to increase?
- A  Because of a growth in poverty.
  - B  Because there aren't any new houses being built.
  - C  Because the government is not making any more cuts.
  - D  Because there aren't any services provided.
- 4 Services that are offered include
- A  clothing and food.
  - B  clothing and shelter.
  - C  clothing, economic help and shelter.
  - D  clothing, food and shelter.
- 5 The latest data is from
- A  2012
  - B  2013
  - C  2011
  - D  2009
- 6 According to the text, politicians think
- A  things will get worse.
  - B  the problem isn't being treated effectively.
  - C  things will get better.
  - D  we won't see signs of recovery for more than five years.
- 7 Social groups say
- A  that only men become homeless.
  - B  it's impossible to feel broken inside.
  - C  your dignity can't be taken away.
  - D  anybody could become homeless.
- 8 Liz Murray
- A  has travelled around the world.
  - B  has written a book about her homeless experience.
  - C  has always been homeless.
  - D  has written a successful play.

**Track 2B** You are going to hear an interview with a social worker.

Choose the best answer according to the recording. Only one answer is correct.

- 0 Frank Towers
- A  is an active worker.
  - B  is a social worker.
  - C  works in urgent areas.
  - D  understands social areas.
- 1 What social issue is not mentioned?
- A  Help for the elderly.
  - B  Help for the unemployed.
  - C  Help in solving family conflicts.
  - D  Economic help.
- 2 According to Frank Towers, the obligation of a social worker is
- A  to confront reality.
  - B  to make people think about values.
  - C  to help transform problems into opportunities.
  - D  to confront psychological problems.
- 3 What does a social worker need to be able to do?
- A  To get as involved as possible.
  - B  Not to get too involved.
  - C  Get involved in a professional way.
  - D  Get personally involved.
- 4 People see social work as
- A  a positive thing.
  - B  not very positive.
  - C  an uncomfortable job.
  - D  something they all want to be involved in.
- 5 Possibilities to become a volunteer don't include
- A  setting up your own company.
  - B  working in the social area in a company.
  - C  joining a NGO.
  - D  going to your town hall.
- 6 Which of the following qualities should a social worker have?
- A  sympathy and knowledge.
  - B  empathy and responsibility.
  - C  patience and affection.
  - D  experience and respect.
- 7 According to Frank, a social worker
- A  has to study to have all the necessary qualities.
  - B  has to train every day to improve.
  - C  requires a different type of personality.
  - D  cannot be compared to any other professional.
- 8 Elderly people
- A  are always lonely.
  - B  suffer from a constant lack of help.
  - C  are never considered as important.
  - D  have a very important role in our society.

### Tip

#### Listening for gist

When listening to something for the first time, try to focus on the main aspects - listen for the information that allows you to get an overall impression of what the speaker is talking about, that is, the 'gist', e.g. what, where and why something happened.

- 1** **Track 2A and 2C** You are going to hear a radio programme about homelessness. Here are some of the things that are going to be mentioned. What do you think they'll say about them? Discuss with a partner.

economic crisis • community organisations • change

- 2** Listen. Were your predictions correct?


- 3** Listen and complete the sentences with the expressions the speaker uses.

- 1 \_\_\_\_\_ we can say that it has always existed, the thing is that with the economic crisis, this situation has worsened in some areas.
- 2 \_\_\_\_\_, in Western countries there has been an increase in the number of people who...
- 3 \_\_\_\_\_, a larger number of homeless people is expected...
- 4 \_\_\_\_\_ of this is Liz Murray.

- 4** Listen again. Match the expressions in Exercise 3 with their functions (A-D)


- A to express a possibility
- B to give an example
- C to add information
- D to express contrast

- 5** Work with a partner. Discuss this question.  
What can be done to help homeless people?

 **Track 3B and 3C** You are going to hear a radio programme in which experts talk about fracking.

Choose the best answer according to the recording. Only one answer is correct.

- 0 The name of the programme is
- A  The World around Us.
  - B  The World We Live in.
  - C  The World We Live on.
  - D  In the World.
- 1 Peter Jenney is
- A  a civil engineer.
  - B  a resource phenomenon.
  - C  an expert in fracking.
  - D  an environmental engineer.
- 2 Fracking
- A  is extracting oil and gas from the ground.
  - B  brings water to the surface.
  - C  isn't an important discovery.
  - D  provides the water and gas we need.
- 3 According to Pam, fracking
- A  involves socio-economic projects.
  - B  has socio-economic and political aspects.
  - C  has social, economic and political implications.
  - D  is about social elements.
- 4 In Wyoming
- A  they have found illegal cases of fracking.
  - B  there are many anti-fracking protesters.
  - C  there are polluted waters that could be caused by fracking.
  - D  people cannot drink the water.
- 5 Peter claims that the connection between the water and fracking
- A  has not been investigated.
  - B  has not been proved.
  - C  depends on the chemicals used.
  - D  depends on the level of drinking water.
- 6 One country which does not study the connection between fracking and earthquakes is
- A  Spain.
  - B  United States.
  - C  Ukraine.
  - D  Japan
- 7 Peter thinks that fracking
- A  could solve many energy problems.
  - B  won't create new jobs.
  - C  will make electricity bills more expensive.
  - D  won't create air pollution.
- 8 Pam connects fracking with
- A  alternative governments.
  - B  climate change.
  - C  fossil fuels.
  - D  government demands.

 **Track 3A** You are going to hear a talk about St Bernards.

Choose the best answer according to the recording. Only one answer is correct.


- 0 St Bernards aren't associated with
- A  brandy.
  - B  the Alps.
  - C  saving people.
  - D  good atmospheric conditions.
- 1 Why are St Bernards not considered our number one choice anymore?
- A  They are not slow enough.
  - B  They are not cheap to keep.
  - C  They can be aggressive.
  - D  They have become obsolete.
- 2 The tradition of St Bernard's as rescue dogs started in
- A  1660.
  - B  1650
  - C  1960
  - D  1560
- 3 The Congregation of Canons of the Great St Bernard is going to sell
- A  17 adults and 17 puppies.
  - B  18 adults and 17 puppies.
  - C  16 adults and 16 puppies.
  - D  18 adults and 16 puppies.
- 4 It is thought that St Bernards have saved
- A  more than 200 people.
  - B  2000 people.
  - C  over 2000 people.
  - D  less than 200 people.
- 5 The helicopter
- A  can only reach the easy places.
  - B  goes more quickly than the dogs.
  - C  can't take people to hospital.
  - D  can't rescue more people than the dogs.
- 6 St Bernards have been replaced by
- A  puppies and big dogs.
  - B  German shepherds and golden retrievers.
  - C  big dogs that can react in extreme atmospheric conditions.
  - D  German shepherds.
- 7 Who will buy the dogs?
- A  Associations.
  - B  Tourists.
  - C  Individuals.
  - D  Monks.
- 8 What will the dogs do with their new owners?
- A  Visit the tourists in the Alps.
  - B  Go back to the mountains in the summer.
  - C  Continue rescuing people.
  - D  Stay in the mountains all year.



## Tip

## Avoiding getting lost when listening

- Don't panic if you don't understand everything – remember that you don't need to understand every word to be able to answer the questions.
- Focus on listening for the information you need to answer the questions.
- If you get lost, don't stop listening – carry on and try to catch up again at the next question.

- 1  **Track 3B and 3C** What do you know about fracking? Discuss with a partner and try to get as much information as possible.
- 2 Read all the questions on this page and the true/false statements in Exercise 4. What do you already know about the recording before you listen? Make notes.
- 3 Listen. Were your notes correct?
- 4 Listen again. Are the following statements true or false?
  - 1 Fracking is associated with the environment.
  - 2 The connection between earthquakes and fracking has been scientifically proved.
  - 3 Chemicals are used in fracking.
  - 4 There has been a case of polluted air in Wyoming.
  - 5 There have been floods in areas where fracking is done.
  - 6 Fracking only has one negative effect.
  - 7 Renewable energies cannot substitute the energies obtained from fracking.
  - 8 Around 80% of fuel reserves should be removed from the ground for a safer environmental future.
- 5 Work with a partner. Discuss the questions.
  - 1 What alternative energies are most common in your country?
  - 2 What can be done to help the environment?

 **Track 4B** You are going to hear a lecture on mental health in young people.

- 0 Universities
- A  have a lot of students with mental problems.
  - B  should convince students to look for help.
  - C  have to deal with a lot of problems.
  - D  have to look for help.
- 1 According to the experts,
- A  more than a quarter of students get help.
  - B  23% of students have a mental health problem.
  - C  one in 10 students get help.
  - D  most students get treatment.
- 2 Many students have mental health problems because they
- A  find it difficult to leave home.
  - B  start a new life when they go to university.
  - C  change physically.
  - D  change academically.
- 3 Anxiety is a symptom suffered by
- A  55% of students.
  - B  13% of students.
  - C  50% of students.
  - D  14% of students.
- 4 Researchers think that the results of their survey
- A  are very precise.
  - B  should be compared.
  - C  could be excessive.
  - D  should be repeated.
- 5 Paul Farmer explains
- A  that talking about mental problems is a difficult issue.
  - B  that the family is very important.
  - C  that friends are very important.
  - D  students have stigmas.
- 6 Talking to friends and family
- A  can end the problem.
  - B  can help but is sometimes not enough.
  - C  can make things worse.
  - D  is recommended by doctors.
- 7 Which of the following do not contribute to mental ill health?
- A  Intense studying
  - B  Exams
  - C  Living away from home.
  - D  Surprises.
- 8 Prevention and intervention
- A  are enough at present.
  - B  need improvement.
  - C  have been improved.
  - D  support the treatment.

 **Track 4A and 4C** You are going to hear a conversation about happiness and success.


Choose the best answer according to the recording. Only one answer is correct.

- 0 The radio programme is about
- A  the weather.
  - B  success.
  - C  to what extent success makes us happy.
  - D  the relationship between success and happiness.
- 1 According to Mary,
- A  happiness and success are related if you are interested in success.
  - B  happiness and success are always related.
  - C  people must be interested in success.
  - D  you have to be interested in what you do.
- 2 For Paul, success is
- A  professional.
  - B  being good at the job you do.
  - C  personal.
  - D  being interested.
- 3 For Paul, success does not involve
- A  good health.
  - B  having a lot of money.
  - C  fitting in.
  - D  having friends.
- 4 According to Mary we always need
- A  to have a wish.
  - B  to agree with people.
  - C  to disagree with people.
  - D  to have a dream.
- 5 Mary explains that
- A  all middle-aged people have good jobs.
  - B  middle-aged people don't know what they want.
  - C  middle-aged people sometimes don't have anything to look forward to.
  - D  middle-aged people are positive.
- 6 For Paul, stress
- A  can be good.
  - B  is always good.
  - C  is always bad.
  - D  shouldn't exist.
- 7 Sonia was
- A  happy at work but not at home.
  - B  not happy at work or at home.
  - C  stressed at work and bored at home.
  - D  bored at work and stressed at home.
- 8 Sonia
- A  made a list of what she needed to buy.
  - B  made a list of all the bad things she didn't want in her life.
  - C  did exercise every ten days.
  - D  made a list of all the good things in her life.

## Tip

## Listening for specific information

- Always read the questions to find out exactly what information you need to listen for - often you have to listen for specific words, numbers or facts.
- When you're listening, try to listen only for the information you need and don't get distracted by anything else. This reduces the amount of information you have to process and so makes the listening task easier.

**1**  **Track 4B** You are going to hear a talk about mental health problems. Discuss with your partner and think of possible causes. Make notes.

**2** Listen. Were your notes correct?

**3** Read the questions carefully. Listen again and make notes. Then compare your notes with your partner.


- 1 How many students do not get treatment?
- 2 Why do mental health problems happen while at university?
- 3 What things put pressure on students?
- 4 What is one of the most common symptoms of distress?
- 5 What is the experts' main concern?
- 6 Who is Paul Farmer?
- 7 What can help students?
- 8 What is the general feeling about mental health in students?

**4** Work in pairs. Circle the answer that most closely matches your answers in Exercise 3.

- 1 A 23%  
B 25%  
C 26%
- 2 A Students leave home and start a new life.  
B Students find a lot of academic pressure.  
C There are no counselling services.
- 3 A Classes and tutorials.  
B Deadlines and exams.  
C Classes and exams.
- 4 A Panic.  
B Stress.  
C Financial difficulties.
- 5 A Not many students talk about their problems.  
B Many students have the same problem.  
C There isn't a solution to their problem.
- 6 A The chief.  
B An executive.  
C The chief executive of a company.
- 7 A Talking to the family about it.  
B Talking to friends.  
C Talking to friends and family.
- 8 A Universities are important.  
B More things need to be done to improve the situation.  
C Teachers are important.

**5** Work with a partner. Discuss the questions.

- 1 What do you think can be done to help university students?
- 2 Do you think the situation in your country is different?

 **Track 5A and 5C** You are going to hear a talk about the American Band *Creedence Clearwater Revival*.

Choose the best answer according to the recording. Only one answer is correct.

0 In the late 1960s and early 1970s *Creedence Clearwater Revival*

- A  was a very big band.
- B  played in America.
- C  was the most important band in America.
- D  was better known than *The Beatles*.

1 In 1972

- A  things were not difficult.
- B  the band thought about splitting up but didn't.
- C  all the members of the band had a mental paralysis.
- D  the band stopped playing together.

2 John Fogerty

- A  continued to perform all his own songs.
- B  played the guitar.
- C  enjoyed listening to his songs in the car.
- D  was the leader.

3 After the separation John Fogerty

- A  couldn't play for many years.
- B  started playing again.
- C  had a lot of pains.
- D  created 25 songs.

4 At present,

- A  he is in his late 70s.
- B  he looks very different to the way he was.
- C  he still looks the same.
- D  he lives in Hollywood.

5 Julie

- A  is responsible for the name of his new album.
- B  helps him choose his shirts.
- C  is Fogerty's first wife.
- D  made him feel responsible for the bad times.

6 Fogerty's childhood was

- A  not embarrassing for him.
- B  ideal
- C  spent with his mother and five brothers.
- D  spent in California.

7 John Fogerty's musical career

- A  was inspired in the Army.
- B  started at high school.
- C  started before he was 15.
- D  was inspired by his first experiences.

8 Fogerty wrote his songs

- A  late at night.
- B  with his wife and baby.
- C  in his brother's apartment.
- D  early in the morning.

 Track 5B You are going to hear a conversation about films and fairy tales.

Choose the best answer according to the recording. Only one answer is correct.

0 Tom

- A  can't believe they went to see another vampire film.
- B  doesn't understand why Helen goes to the cinema so often.
- C  is upset because Helen and Julie didn't ask him to go to the cinema.
- D  doesn't understand why they went to see the film.

1 Helen explains that

- A  the film they went to see is different from others.
- B  *Malificent* is for children.
- C  it is fashionable to readapt fairy tales and make new film versions.
- D  she thinks *Malificent* is a film for adolescents.

2 Tom

- A  sounds like his father.
- B  thinks the main characters are important in these films.
- C  understands the importance of the baddies.
- D  explains what retelling a story really means.

3 Tom explains he knows about the films because

- A  he watches the trailers.
- B  they are constantly reviewed.
- C  he sent information to his email account.
- D  they are advertised everywhere.

4 Tom feels

- A  the plot is not what makes this type of film popular.
- B  everyone knows about the changes in the new versions.
- C  superstars sell really well.
- D  Angelina Jolie has the best role.

5 In *Malificent*

- A  the plot remains the same as the original.
- B  some characters are different.
- C  only the baddies are the same as the original.
- D  the main character remains the same.

6 According to Helen in a fairy tale,

- A  the baddie isn't always horrible.
- B  there are several conventional elements.
- C  the situation and the ending are usually happy.
- D  the goodie isn't always innocent.

7 Tom says

- A  there's no difference between Walt Disney films and fairy tales.
- B  he was never scared of fairy tales.
- C  he felt more comfortable with the films than with the tales.
- D  he thought books were less aggressive than films.

8 Helen thinks that the new versions of the Disney films

- A  describe a more gothic version of the classics.
- B  show deep characters.
- C  use characters who are difficult to believe.
- D  use members of the same family to play the main roles.

### Tip

#### Making inferences

When we listen, we guess or make assumptions about situations and things that have happened, even when we haven't been given the information directly. This is called 'inference'. Remember to:

- listen carefully and make a mental or written notes of any clues you are given.
- think logically from these clues about what the situation might be or what might have happened.

**1** **Track 5A and 5C** You are going to hear a talk about the band Creedence Clearwater Revival and its leader, John Fogerty. What international bands do you know about? Discuss with a partner.

**2** Listen and make notes of what you think are important facts.

**3** Listen again and check your facts. What is said about the following?

1 the end of the band

---

2 John's childhood

---

3 John's physical appearance now

---

4 when and how John composed the songs

---

5 an important member of the family

---

**4** Work in pairs. What facts are mentioned on the topics in Exercise 3?

1 **A** the band stopped playing in the early 1970s

**B** the band is still together

**C** the band was together after 1972

2 **A** he had a normal childhood

**B** he was difficult at school

**C** his parents got divorced

3 **A** he changed the way he looked

**B** he was never interested in how he looked

**C** he still wears the shirts on stage

4 **A** when he joined the Army

**B** when he started high school

**C** with his first wife

5 **A** his younger brother


**B** his older brother

**C** his father

**5** Work with a partner. Discuss these questions.

1 What bands are you interested in and why?

2 What do you think about bands getting back together after a long time?

 **Track 6A and 6C** You are going to hear a talk about the chain of shops *Tiger*.

Choose the best answer according to the recording. Only one answer is correct.

0 *Tiger*

- A  became a phenomenon before IKEA.
- B  is a better business than IKEA.
- C  follows the same commercial concept of IKEA.
- D  is a furniture shop.

1 *Tiger* and IKEA share

- A  colourful toys.
- B  cheap prices.
- C  small complements.
- D  furniture.

2 In *Tiger* you cannot find

- A  complements.
- B  small pieces of furniture.
- C  big pieces of furniture.
- D  napkins.

3 The shop they mention is

- A  in the centre of London.
- B  very big.
- C  in a Danish building.
- D  the cheapest.

4 *Tiger* shops are

- A  as big as IKEA stores.
- B  bigger than IKEA stores.
- C  smaller than IKEA stores.
- D  noisy.

5 Lennart Lajboschitz

- A  found a *Tiger* shop.
- B  tried to imitate his market stall.
- C  started in Israel.
- D  founded *Tiger*.

6 According to the director,

- A  they sell some nasty looking products.
- B  *Tiger* got off to a good start.
- C  some of the products are not affordable.
- D  the products they sell are affordable.

7 *Tiger* has

- A  more than 200 stores in 20 countries.
- B  more than 300 stores in 20 countries.
- C  more than 3000 stores in 30 countries.
- D  more than 2000 in 20 countries.

8 One of the reasons why *Tiger* has become such a phenomenon is

- A  the economic crisis.
- B  the importance of high streets.
- C  the shopping areas.
- D  empty shops.



 Track 6B

- 0 Jennifer thinks Alice
- A  can help her understand crowdfunding.
  - B  is not going to understand her.
  - C  is not good at Economics.
  - D  needs her help.
- 1 The idea of crowdfunding is
- A  to get help from people.
  - B  to sell a design product on the Internet.
  - C  to help friends.
  - D  to start a new business.
- 2 Alice says that crowdfunding can be used
- A  for business purposes only.
  - B  for many different objectives.
  - C  if you don't have money.
  - D  to raise money for a competition.
- 3 Crowdfunding
- A  is only for big projects.
  - B  is for small projects.
  - C  is for any kind of project.
  - D  is for inventors.
- 4 Kano
- A  is part of a British project.
  - B  is an example of good crowdfunding.
  - C  is an American computer brand.
  - D  is a conventional computer.
- 5 *Crowd* in crowdfunding is making reference to
- A  the people who have the idea.
  - B  the companies which participate.
  - C  all the supporters of a project.
  - D  the platforms involved.
- 6 Events
- A  are important to show what is being done.
  - B  have to include videos.
  - C  do not require people.
  - D  have to be different but not necessarily attractive.
- 7 A tribe can be formed by
- A  well-informed family members.
  - B  teachers, friends, potential customers, families.
  - C  teachers, friends, potential customers.
  - D  potential customers who give ideas.
- 8 Crowdfunding
- A  started in the 16th century.
  - B  has been happening since the 17<sup>th</sup> century.
  - C  is exactly the same as it was in the 17<sup>th</sup> century.
  - D  has its origins in printing books.

## Tip

## Answering multiple-choice reading comprehension questions

Try to think of the answer to the question yourself after listening for the first time. Then read the answer options and decide which is the closest to the answer. The second time you hear the recording, listen to confirm or revise your choice.

- 1  **Track 6A and 6C** What do you know about *Tiger* or *IKEA*? Discuss with a partner.
- 2 You are going to hear an expert in global initiatives talking about the success of *Tiger*. Listen and put the parts of the talk (1-5) in the correct order (A-E).
  - 1 what you can find in the shops
  - 2 an explanation for the success
  - 3 a description of the business
  - 4 why it was a good moment
  - 5 the beginning
- 3 Where will you find the answers? Match the questions with the parts of the talk in Exercise 2. Write 1-5.
  - A What did Lennart Lajboschitz want to do?
  - B What is *Tiger's* selling philosophy?
  - C What do office workers look for?
  - D What are the common aspects with *IKEA*?
  - E Why have sales increased enormously?
  - F What has happened to shops with the economic crisis?
- 4 Circle the correct answer for the questions in Exercise 3.
  - A
    - 1 He wanted to start a new business.
    - 2 He wanted to start cheap shops for everyone.
    - 3 He wanted to sell things for a pound.
  - B
    - 1 to sell cheap things that are attractive.
    - 2 to sell environmentally-friendly things.
    - 3 to enjoy shopping.
  - C
    - 1 multi-coloured stationery.
    - 2 things for hobbies.
    - 3 furniture.
  - D
    - 1 they both sell attractive and cheap products.
    - 2 they are both Danish.
    - 3 in both shops you can get things for a pound.
  - E
    - 1 It has lots of benefits.
    - 2 It has less expenses.
    - 3 It has more financial power.
  - F
    - 1 many have closed down.
    - 2 they don't sell as much as before.
    - 3 they are all on high streets.
- 5 What type of shops do you enjoy going to? Tell your partner about them.