

# ENGLISCH

## HÖRVERSTEHEN SERIE 2/3



Kandidatennummer

Name

Vorname

Datum der Prüfung

<b>PUNKTE UND BEWERTUNG</b>	Erreichte Punkte	/ Maximum
Task A		/ 12
Task B		/ 8
<b>Total</b>		<b>/ 20</b>

Die Experten

**WICHTIG:**

In diesem Hörverstehen hören Sie die Aufgaben A und B je zweimal.

# A

(12 POINTS)

Look at the notes below. Listen to the monologues.

Fill in the missing information.

## 1. An enquiry on an answering machine

Person calling	<i>Jim Smitley</i>
Person who decided to buy	1. ....
Model number of purchase	2. ....
Tom's email address	3. .... <i>@ABC.com</i>
How long Tom is absent	4. ....
Reduction they would like to get	5. ....
Tom's plan after the phone call	6. ....

## 2. A market report

Location of speech	<i>Hill Auditorium</i>
Region of today's talk	7. ....
Reason for success of phone	8. ....
Time the TV sales were good	9. ....
New product to be sold	10. .... <i>fan</i>
Country where it will be sold first	11. ....
Advantage of new product line	12. ....

# B

(8 POINTS)

Punkte

You will now listen to an interview about E-commerce.

Fred Saunders is interviewing Sally Bird, Marketing Manager of an internet site for teenagers.

For each question mark the best answer (A, B or C).

Tick one answer only.

- |  |   |
|--|---|
| <p><b>1. Teenagers are perfect customers for e-commerce because they</b></p> <p><b>A</b> <input type="checkbox"/> have a lot of financial responsibilities.</p> <p><b>B</b> <input type="checkbox"/> are happy about using new technologies.</p> <p><b>C</b> <input type="checkbox"/> run up enormous phone bills.</p> | <p><b>5. According to Sally,</b></p> <p><b>A</b> <input type="checkbox"/> the price is more important for adults than teenagers.</p> <p><b>B</b> <input type="checkbox"/> teenagers often watch films in the school library.</p> <p><b>C</b> <input type="checkbox"/> teenagers only want to listen to their favourite type of music.</p> |
| <p><b>2. When using the Internet, teenagers</b></p> <p><b>A</b> <input type="checkbox"/> are more patient than adults.</p> <p><b>B</b> <input type="checkbox"/> are very good at doing research.</p> <p><b>C</b> <input type="checkbox"/> quickly lose interest.</p>   | <p><b>6. Fred says that, when using the internet, teenagers</b></p> <p><b>A</b> <input type="checkbox"/> want to use their parents' credit card.</p> <p><b>B</b> <input type="checkbox"/> spend hours shopping on-line.</p> <p><b>C</b> <input type="checkbox"/> have different preferences from adults.</p>                              |
| <p><b>3. According to Sally</b></p> <p><b>A</b> <input type="checkbox"/> all teenagers have the same requirements.</p> <p><b>B</b> <input type="checkbox"/> some teenage sites do not suit all age groups.</p> <p><b>C</b> <input type="checkbox"/> the younger teenagers spend less time at the computer.</p>         | <p><b>7. When using "Fabulous Plastic", teenagers</b></p> <p><b>A</b> <input type="checkbox"/> can buy goods at shops around the country.</p> <p><b>B</b> <input type="checkbox"/> can only buy certain products.</p> <p><b>C</b> <input type="checkbox"/> cannot buy any videos.</p>   |
| <p><b>4. Magazines like "Cosmopolitan" and "Glamour"</b></p> <p><b>A</b> <input type="checkbox"/> have disappeared from the market.</p> <p><b>B</b> <input type="checkbox"/> are aimed at young teenage girls.</p> <p><b>C</b> <input type="checkbox"/> are popular among younger readers.</p>                         | <p><b>8. According to the interview,</b></p> <p><b>A</b> <input type="checkbox"/> future on-line shopping will be influenced by teenagers.</p> <p><b>B</b> <input type="checkbox"/> parents do not like "Fabulous Plastic" cards.</p> <p><b>C</b> <input type="checkbox"/> teenagers are very sensible customers.</p>                     |

