

Questions 1-5

Complete the notes below.

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

Ratner Athletics Centre

Example: Current students get membership forno charge / free.....

- a yearly membership costs £ 1 for alumni
- Features offered include:
 - the Emily Pankhurst 2
 - the Dalton 3
 - personal 4 at an extra charge
 - Hours: 6 a.m. to 5 on week days and 6 a.m. to 9 p.m. on weekends

Questions 6-10

Complete the form below.

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

New CUSTOMER MEMBERSHIP FORM

- Customer name: Shannon 6
- Street Address: 7
- City: Newcastle
- Postcode: 8
- Telephone number: 9
- Payment method: cash
- Proof of address: 10

Questions 11-20

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

Orientation Meeting for students studying abroad in South America

Remember to sign the attendance lists on the way out!

To get a student visa you must make a folder of health information including:

- vaccination 11 _____
- proof you don't have a serious 12 _____

Have a consultation with a doctor specialised in 13 _____ to get information on:

- what vaccines you will need to get
- 14 _____ for malaria
- what to expect if you have any existing 15 _____

Health issues in South America

Malaria is a concern for most people going to South America.

- In each country, it is 16 _____ in some areas but not others.
- You must 17 _____ and not travel to high-risk areas if you are not protected.

To prevent insect bites:

- wear long-sleeved shirts and 18 _____
- use insect repellent on 19 _____ and flying-insect spray in rooms
- stay indoors in the peak biting periods of 20 _____ and dawn

Questions 21-23

Which opinion does each person express about filling out the evaluation forms?

Choose your answer from the box and write the letters A - F next to questions 21-23.

A	They encourage students to work hard.
B	Important changes have been made because of the forms.
C	We could be judged because of what we write.
D	It is alright to say that you don't have an opinion.
E	Probably no one reads them anyway.
F	They are required; if we don't do them we will get bad marks.

21 Joshua

22 Ethan

23 Lily

Questions 24-30

Complete the table below.

Write **NO MORE THAN THREE WORDS AND OR A NUMBER** for each answer

Opinions about project	Lily	Joshua	Ethan
Initial Suggested Rating	24 <input type="text"/>	25 <input type="text"/>	26 <input type="text"/>
Good Points	nothing specific	27 <input type="text"/>	choice between 28 <input type="text"/>
Bad Points	no practical point / choices were both 29 <input type="text"/>	should have given us 30 <input type="text"/>	no opinion

Questions 31-40

Complete the flow-chart below.

Write **NO MORE THAN THREE WORDS** for each answer.

Product Life Cycle Marketing Aims by Stage

Stage 1: Market Introduction	
Features: - Costs 31 <input type="text"/> - Sales volumes 32 <input type="text"/>	Marketing Strategy: <u>Step 1</u> Get the brand noticed by the 33 <input type="text"/> <u>Step 2</u> Encourage potential customers to 34 <input type="text"/>

↓

Stage 2: Growth

Features:

- Economies 35 _____ lead to reduced costs and rise in sales.

Marketing Strategy:

Step 1

Find a way to 36 _____ return customers.

Step 2

Differentiate the 37 _____ from rival products.

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Stage 3: Maturity

Features:

- Sales will 38 _____ - Competition will be 39 _____

Marketing Strategy:

Step 1

Continue to point out the differences between your product and rival brands.

Step 2

Find new 40 _____ for the product.

- | | |
|---------------------|-----------------------|
| 1 240 | 2 fitness center |
| 3 swimming pool | 4 trainers |
| 5 midnight | 6 Fleet |
| 7 24 Whitehal Close | 8 NEO 1EN |
| 9 9765 484 493 | 10 electricity bill |
| 11 records | 12 contagious disease |
| 13 travel medicine | 14 medication |
| 15 health issues | 16 present |
| 17 keep informed | 18 lone trousers |
| 19 bare skin | 20 dusk |

21 D

23 B

25 5

27 well thought out

29 boring

31 very high

33 target market

35 of scale

37 brand

39 intense

22 E

24 4

26 4.5

28 two topics

30 more time

32 low

34 try the product

36 reward

38 peak

40 applications