

## SAMPLE TEST

### 1 Choose the correct option.

- 1 The ..... audience for the car is young professional women.  
a customer b focus c target d respondent
- 2 There will be six people in each ..... group.  
a focus b data c desk d impact
- 3 Laura sent an online ..... to two hundred customers.  
a research b tester c analysis d survey
- 4 The hotel's ..... satisfaction level is very high.  
a sample b tester c customer d respondent
- 5 We prefer ..... interviews that last an hour with each person.  
a launch b viable c desk d in-depth
- 6 The ..... size must be larger to be fully representative of the market.  
a target b sample c focus d customer
- 7 That software company tries to ..... a new product every two years.  
a gather b impact c gauge d launch
- 8 My job involves a lot of desk ..... into our competitors.  
a research b focus c audience d analysis
- 9 Employing product ..... is a good investment for technology companies.  
a testers b groups c surveys d audiences
- 10 Market research companies do a lot of ..... analysis.  
a group b data c desk d impact

### 2 Write the correct form of the question tag.

- 1 The meeting starts at 9.30, ..... ?
- 2 Marie has left the office, ..... ?
- 3 This isn't Jon's desk, ..... ?
- 4 They went to lunch at 1.30, ..... ?
- 5 Let's leave now, ..... ?
- 6 Tom didn't go to the party, ..... ?
- 7 They aren't students, ..... ?
- 8 Please wait here, ..... ?
- 9 Sam and Kim won't be at the meeting, ..... ?
- 10 You can do the presentation, ..... ?

### 4 Complete the sentences with the words you hear.

- 1 ....., but I have the figures to answer your question.
- 2 That's a good question, but I'm ..... the answer.
- 3 Let me ..... James in Sales to answer that.
- 4 I'm sorry. I didn't understand you. .... ?

5 ..... what you mean by that?

5 **Choose the correct option.**

A recent customer survey <sup>1</sup> ..... that our paperless billing system is popular. The <sup>2</sup> ..... of respondents were in agreement that it's more convenient. Just under 10 percent raised <sup>3</sup> ..... about online safety. The survey <sup>4</sup> ..... that our customers like the new system and the findings indicate that <sup>5</sup> ..... changes should be made.

- 1 a raised b demonstrated c concerned d felt  
2 a majority b most c quarter d 10 percent  
3 a changes b participants c image d concerns  
4 a believed b confirmed c raised d admitted  
5 a none b least c minimal d majority

### Listening 1

Look at the notes below. You will hear two colleagues discussing a survey.

#### Key points – survey

Most customers feel <sup>1</sup> ..... with their kitchen appliances.  
Main problems = narrow range and slightly <sup>2</sup> .....  
Customers would like a <sup>3</sup> .....  
Next step is to think about ways to <sup>4</sup> ..... the idea.

### Listening 2

Look at the notes below. You will hear a customer calling a mobile phone company.

#### Customer enquiry

Customer would like <sup>5</sup> .....  
Two solutions: Increase <sup>6</sup> ..... OR new contract with new phone  
New charge = <sup>7</sup> .....  
Customer will call back <sup>8</sup> .....