

PART 2 LISTENING

A) DIALOGUES (Questions 1 - 8)

You have **ONE** minute to go over the following questions before you listen **TWICE** to **four** dialogues between two people. While listening, answer the following questions. Make sure you mark the letter of the correct choice on your optical answer sheet.

DIALOGUE 1

1. What time are they going to meet?
 - a) After four o'clock
 - b) Before two o'clock
 - c) At three o'clock
 - d) At two o'clock

2. What is the problem that the students are facing?
 - a) They cannot find a topic for the project.
 - b) They don't have any articles about the topic.
 - c) One student complains about the questionnaires.
 - d) One student doesn't fulfill his responsibilities.

DIALOGUE 2

3. The team scored _____ goals in total in the match.
 - a) 8
 - b) 62
 - c) 18
 - d) 12

4. How does the girl feel about the match?
 - a) Pleased to have had the experience once.
week's match
 - b) Excited to see the next
 - c) Satisfied that she had dressed appropriately
the team
 - d) Frustrated by the players of

DIALOGUE 3

5. Sally wants to break up with Mike because _____.
 - a) they had a serious fight
 - b) he doesn't care about her
 - c) he can't cook very well
 - d) she wants to feel freer

6. It is clear in the dialogue that _____.
 - a) Mike won't mind breaking up with Sally
 - b) Sally hasn't decided how to talk to him
 - c) Sally really doesn't like Mike anymore
 - d) Sally didn't try to talk to Mike

DIALOGUE 4

7. What does Laura insist on?
 - a) Leaving Paris right now
 - b) Staying in their hometown
 - c) Travelling the world together
 - d) Living in Paris

8. How does Tom feel about solving his problems?
 - a) He is very optimistic about it.
 - b) He believes he can only solve the problems with Laura.
 - c) He thinks it is difficult to solve all his problems.
 - d) He feels he will solve his problems in Paris.

B) LECTURE (Questions 9 - 18)

You have ONE minute to go over the questions below. Then, you will listen to a lecture TWICE. While listening, answer the following questions. Make sure you mark the letter of the correct choice on your optical answer sheet.

9. Marketing started when _____ wanted to trade some corn for a basket.
- a) all people from the same tribe
 - b) people from different tribes
 - c) two people from the same tribe
 - d) two people from different tribes
10. _____ is NOT one of the ways to provide a better marketing strategy.
- a) Trying to understand the products better
 - b) Finding how and where buyers shop
 - c) Analyzing the profiles of the buyers
 - d) Categorizing the buyers
11. The problem with the 20th century's marketing approach is _____.
- a) asking the buyer what he wants
 - b) assuming the buyer knows what he wants
 - c) trying to find out what to create and sell
 - d) using different communication strategies
12. The new science of neuromarketing appeared because marketers have _____.
- a) not trusted the customers
 - b) wanted some physical changes in their bodies
 - c) started to believe in what the consumers say
 - d) started to observe physiological changes in the customers
13. Brain studies about marketing have become common because _____.
- a) hardware and software used to test are affordable
 - b) hardware and software used to test are limited
 - c) marketers and customers analyze what they know
 - d) marketers and customers ignore what they need
14. The methods used by marketers do NOT include _____.
- a) facial imaging
 - b) voice analysis
 - c) eye tracking
 - d) breathing rate
15. With the help of MRI machines, _____ can be seen.
- a) certain behavioral tendencies and preferences
 - b) small electric currents on the skull
 - c) the most active part of the brain
 - d) the resistivity of the skin
16. After over a decade, in the field of neuromarketing _____.
- a) only 16 books have been published by researchers
 - b) the International Neuromarketing and Business Association has been founded
 - c) less than a hundred papers have been released
 - d) everything has become clear and open
17. Conscious modern customers _____.
- a) do not care about neuromarketing trend
 - b) cannot be easily fooled about marketing
 - c) helped Kahneman to win a Nobel Prize in 2000
 - d) get help from the sellers to make decisions
18. It is FALSE about the ancestral brain that it _____.
- a) influences people in decision making
 - b) gets help from the scientific examinations
 - c) has no effect on truly understanding people's needs
 - d) relates neuromarketing and science

C) NOTE-TAKING (10 pts.—1 pt. each)

On this sheet, take notes while you are listening to a text on “Therapy”. After you listen to the recording TWICE, you will be given the question sheet. Mark the correct answers and do not forget to code them on the optical answer sheet. Your notes will not be graded.

Therapy

- Misperceptions

- Definition and Examples

- Cognitive-Behavioral Therapy (CBT)

Problems with Therapy

1-

2-

3-

4-

Who needs therapy?

Use your notes to answer the questions below. Circle the correct answer. Make sure you code the answers on the optical answer sheet. (1 pt. each)

19. _____ is NOT one of the misperceptions about therapy.
- a) Laying on a couch and crying like a child
 - b) A doctor prescribing some pills
 - c) Looking at caricatures created by pop culture
 - d) A doctor asking you what you see in pictures of shapes
20. The idea behind psychotherapy is that most of our decision making comes from _____.
- a) unconscious aspects of our mind
 - b) conscious behaviors of ourselves
 - c) exercising control over thoughts
 - d) accepting our conscious thoughts
21. That _____ can be one of the reasons why a man gets angry when his girlfriend doesn't call him back.
- a) he always behaved irrationally
 - b) his ex-girlfriend cheated on him many times
 - c) he cheated on his girlfriend repeatedly
 - d) his nanny always left him alone
22. Cognitive-Behavioral Therapy (CBT) can be useful for someone who has _____.
- a) conscious emotions
 - b) strengths
 - c) daily habits
 - d) anxiety disorder
23. The speaker suggests to pursue medication if _____.
- a) the therapist has specialized in mental illnesses
 - b) the therapist prescribes drugs easily
 - c) therapy affects and changes your emotions
 - d) therapy seems ineffective over a long time
24. If you attend therapy, you should know that you are there to _____.
- a) work on yourself
 - b) facilitate the therapist
 - c) lift heavy things
 - d) direct the therapist
25. Many people cannot stop attending therapy for years because _____.
- a) the therapist only confirms some of the problems
 - b) the therapist offers a new perspective each time
 - c) they uncover all the major issues and make all the possible changes
 - d) they find it more comfortable than solving problems on their own
26. For therapy, it can NOT be said that it should _____.
- a) feel a little uncomfortable
 - b) feel good all the time
 - c) challenge you
 - d) make you think different
27. The therapist whom the speaker consulted was a(n) _____.
- a) young female
 - b) old male
 - c) musician
 - d) bartender
28. The speaker only suggests someone attends therapy if he _____.
- a) is interested in self-development tools
 - b) has faced some emotional issues
 - c) cannot handle his problems on his own
 - d) has never tried to solve his problems