

IELTS LISTENING – MARKETING
ASSIGNMENT S35T3



IELTS listening MARKETING ASSIGNMENT listening practice test has 10 questions belongs to the Leisure & Entertainment subject.

Jack: Lucy, we really need to get working on this marketing assignment. We’ve only got five weeks left to the end of term to design it, carry it out, and then write up the results.

Lucy: Sure. Well, let’s get started right now. Let’s go over the instructions. What exactly do we have to do?



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Questions 21 - 24

Complete the sentences below.

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

MARKETING ASSIGNMENT

21 For their assignment, the students must investigate one part of the

22 The method the students must use to collect data is

23 In total, the students must interview people.

24 Jack thinks the music preferences of listeners are similar.

Questions 25 - 30

Complete the notes below.

Type NO MORE THAN TWO WORDS for each answer.

Marketing Survey: Music Preferences

Age group of interviewee

• 25 or under

• 45 or over

Music preferences

• Pop

• 25

• Folk

• Easy listening

• 26

Jack: Well, it says here we have to look at one area of the **Q21 entertainment industry** – There’s a list of the different types.

Lucy: What are they?

Jack: Music, cinema, theatre, sport, and eating out.

Lucy: Is that all?

Jack: Looks like it.

Lucy: So we choose one branch of the industry and then we look at how two different groups of people use it? Is that right?

Jack: Yes.

Lucy: And do we have to use any particular method to get our data? Can we mail out a questionnaire, or do face-to-face interviews, or maybe even observations?

Jack: Well actually, it looks like we don’t have a choice. We have to do **Q22 telephone interviews**.

Lucy: OK, so at least we don’t have to waste time deciding between the different methods.

Jack: Yeah, that’s right. Oh, and the other requirement is the number of interviewees.

Lucy: Not too many, I hope. Ten? Twenty?

Jack: Well, we have to do two groups, remember, and it looks like we have to interview fifteen for each group.

Lucy: That’s **Q23 thirty** altogether then. It’s going to take ages.

Jack: Yes, but remember we’re working on this together, so we’ll only have to do fifteen each.

Lucy: OK, so those are all the requirements?

Jack: Yes, looks like it.

Lucy: So, first, which area are we going to choose? My preference would be cinema, since that’s where I spend most of my money.

Jack: Hmm, I don’t think that’s such a good idea. I don’t think there are huge differences in the market there. I mean you get young and old, **Q24 male and female**, rich and poor all going to the same movies.

Lucy: Yeah, maybe you’re right. Let’s make it music then.

Jack: Right. So, what two groups will we compare and contrast?

Lucy: Male and female?

Jack: No. Most of my female friends like the same music as me. Different age groups would be much more likely to show up differences,

I think.

Lucy: Yeah, I suppose you’re right again. I’ll take some notes, shall I? So. . . Age Groups. Well. What do you think? Maybe twenty-five or under for one group, and forty-five or over for the other group? That should show up differences.

Jack: Right.

Lucy: OK. Next. How about the kind of music they like – let’s give them some choices and then we can just tick boxes.

Jack: OK. Let’s have pop, **Q25 jazz**, folk, easy listening... What else?

Lucy: Well, we should include **Q26 classical** – Some people like it. you know.

Jack: OK. OK. And then we should have how they listen to music.

Lucy: The medium. Right. Let’s include radio, CD – and then I guess there’s TV.

Medium for listening to music

• Radio

• CD

• TV

• 27

Source of music

• Music shops

• 28

• Internet

Places for listening to music

• Disco

• Pub

• 29

• Concert hall

• 30

Jack: What about **Q27 concerts**? You know, in pubs and halls.

Lucy: Oh yeah, we should include live music of course.

Jack: OK, we’re on a roll now! Next point could be about where they actually get their music.

Lucy: You mean like, do they buy it in music shops, or **Q28 department stores**?

Jack: Yes, or download it from the Internet.

Lucy: Right. That could be for recorded music. Then we need another section for live music. Where do they go for that?

Jack: OK. Let’s say disco, pub, **Q29 club**, concert hall...

Lucy: Or **Q30 opera house**! And I guess we should include karaoke bars.

Jack: Not many of them in this city!

Lucy: OK. We’ll leave that out then. So, what’s left to do?

Jack: That’s it. Well, now we can make a time-scale for doing it.

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