

Section 1

- A Good morning. Cannon Couriers. How can I help?
- B Hello, I'd like to send a package to Buenos Aires from the UK.
- A That will be no problem, sir. I'll take a few details from you and provide you with a quote.
- B Great
- A Can I take your name, please?
- B It's Robert Morelle.
- A Would you spell your surname, for me please?
- B Yes, it's M-O-R-E-L-L-E.
- A Is that 'M' for mother?
- B Yes. That's right.
- A Thank you, and you say that this is a delivery to Buenos Aires in Argentina?
- B That's correct. Yes.
- A And where will the pick up address be?
- B From my place of work, please. It's Horizon Gym on London Road.
- A That's H-O-R-I-Z-O-N, is it?
- B That's right. It's just opposite the shopping centre.
- A Oh yes, I know it. And could I have the postcode, please?
- B It's BS1 1BZ
- A OK. And what are the dimensions of the package, please?
- B Oh, just a moment and I'll measure it. (*pause*) It's 75 centimetres long and... er... 45 centimetres wide and about 80 centimetres in depth.
- A Great. So I'll calculate the volume in a moment and get you a quote. But first could you give me a general idea of what's in the package?
- B Er, well. There are a couple of books.
- A OK..
- B: The majority of it is photographs.
- A OK. Um ... Anything else?
- B I don't think so. Oh, there is some camera film too.
- A OK. Great. And when would be your preferred delivery time? Morning or afternoon?
- B Oh, I think morning, please.
- A Ok. Well... that will be £88.65 with an expected three-day delivery time.
- B That'll be great. Many thanks. Can I pay over the phone...?
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- A I'm sorry to bother you, sir. I am calling from Cannon Couriers regarding your delivery.
- B Yes. Hello. How can I help?
- A It seems that the addressee is not in to take the package and we need to know what you would like us to do.
- B I see. Well, that's a surprise. What are the options?
- A We can return the package at no charge, but this would take seven working days. We can leave it with a neighbour, assuming someone is willing to sign for it. Or we

can deliver it back to our distribution centre where the addressee can pick it up whenever it is convenient for them.

B Oh I think it'll be OK if you ask next door to take it. I know them well and I'm sure they won't mind.

A Which neighbour should we leave it with, sir?

B There's a hairdresser at number 3A. Just behind there you'll find the red door to his office in building 3B, just next to the car mechanics at 3C.

Section 2

So as we enter through the front door, we can see the dining room to our left, more on that later, and the sitting room to our right. As we go in we can see some furniture, a sofa and an armchair, which are at present arranged facing the fireplace. There is a writing desk in the corner which is large enough to hold quite a significant amount of stationery. The other half of the room is largely empty and you can see how spacious it is. If you turn around towards the rear of the house, you can see a connecting window that communicates with the kitchen. This is useful for handing snacks and drinks directly into the sitting room area. We can enter the kitchen by going back out into the hallway and walking past the stairs. You can see that it's very spacious with windows overlooking the back garden. The current owners are using those cabinets in the corner to our right to store crockery and cutlery and so forth and over to the left of the back door, there is further storage for dry goods and tins. The fresh food is stored in a large refrigeration unit in the basement which we can go and look at later when we've seen this floor. You'll find the bins down there too, so they're nice and out of the way.

What I like about how this floor is laid out is how there is direct access between the kitchen and the dining room. As you walk in you are presented with an oval dining table. It's not as big as the one in the kitchen though. It's a nice cosy place, perhaps to spend an evening with guests. They have a drinks cabinet over there in the far corner by the window in fact. And just next to that is where they store board games, I think, But there's a lot of space in those cupboards...

Now as regards house rules, we do ask that tenants take responsibility for a small number of things. The first is waste disposal. While this is collected by the council on a weekly basis, containers must be put out on the main road to ensure ease of access. This needs to be done every Thursday morning. Bins need to be returned inside by the evening of the same day as the cleaner will need use of them and she visits the property on the following day. She will have her own key, so tenants need not be present to enable access.

While the local town doesn't offer much in the way of shopping, it offers a wide range of leisure activities. Of particular interest is the restored King's Arms Theatre. Although it now shows films rather than plays, it has retained its name and is a fantastic example of Victorian architecture. You can easily spend a long afternoon taking in the sights but if all that exercise finds you working up an appetite, there are a number of wonderful catering establishments along the beach. I recommend Wilson's, which specialises in local seafood.

If food is your thing, I recommend a visit to the local dairy food producer, which is particularly famous for its local brand of cheddar. You can watch it being produced on the premises and even taste some right off the production line. There is even a small exhibition centre which is a fascinating trip through local history. Many of his products are on sale in local markets too. Also of interest, particularly to those with families, is the local theme park, with its beautiful Ferris wheel and famous 'white knuckle' rollercoaster. One final word of advice, be aware that the weather can change very quickly around here. Storms can come out of nowhere, and while temperatures never venture low enough for snow, the occasional hailstorm is not unheard of. High winds and sporadic showers are the most common phenomenon here so I would encourage you not to leave home without your waterproofs.

Section Three

- Jules: Hi Hannah. Better late than never, I guess.
- Hannah: I'm in no mood for jokes, Jules. I think that was the worst journey I've ever had.
- Jules: Really? What happened?
- Hannah: Well, it started off badly from the get go. I thought I'd be able to pick and choose a departure time but there's like two trains a day to this place and the only one that would have got me here on time was really early in the morning, so I didn't get any sleep last night. I really had no idea just how out of the way this village was. I mean, it's in the middle of nowhere.
- Jules: You came by train? Oh, I wouldn't have advised that. If I'd known, you could have hitched a ride with me.
- Hannah: I wish I had. It would have saved me all kinds of problems. I had no idea just how complicated getting here would be. Besides the early departure time, I had to change trains twice. And the first change meant an hour's wait in the cold at this gloomy, lifeless place called Horse Moor.
- Jules: Sounds a bit grim.
- Hannah: Oh, it was awful. I'd hoped there would be somewhere for a coffee or something. I mean, in this day and age it doesn't seem like too much to ask. But there was nothing at all. Just a dusty old waiting room – which was padlocked shut – and some disgusting leaky toilet. So, I just sat there on the platform alone shivering, praying that my train wouldn't be late. There was no one around at all. It was really unsettling, to be honest.
- Jules: I can imagine. I hope the train was on time.
- Hannah: It was, thank goodness. But that's about the only thing that went well. Barely five minutes after leaving the station, the train came to a halt and just sat there. Eventually, a message came over the tannoy, barely audible, muttering something about signal problems and that we would be delayed. And that was that. Silence. And we all just sat and waited for what must have been twenty minutes. Eventually we got rolling again, only for the train to come to a halt a second time for another half an hour.
- Jules: Dear me, how frustrating.

- Hannah: Well, of course, I gave up on any hope of catching my connection. As luck would have it, that one was only a five-minute margin, so with all the delay, there was no way I would catch it. So, I started thinking about what to do next. Frankly, at first I was tempted just to give up and get the first train back but then I thought better of it. I then began to go through all my contacts, wondering if there was anyone in the local area who might be willing to stage a rescue but no one sprang to mind. I then got on my phone to look up alternatives and to my relief discovered that there would be a cab office at the next station. So I decided I would just have to swallow the expense.
- Jules: Wow. What terrible luck.
- Hannah: I know. But it's so important that I'm here, what with it being Caroline's thirtieth, and I promised her I wouldn't let her down. I think she'd be really upset if I wasn't here... and our mother would probably never speak to me again.
- Jules: I hope they appreciate the effort you've made to get here. But please let me give you a lift back. I'd hate to think of you having to go through all that again.
- Hannah: That really would be wonderful. Thanks.
- Jules: The only thing is, I promised to help with the cleaning up, so we won't be able to get out of here until that's done.
- Hannah: Oh, that's fine. I'm in no rush. Just so long as I never have to see another train.
- Jules: I have to say, I haven't used a train for some time. I gave up on our national railway network as soon as work allowed me to. You just never know if it'll get you there or not, and that's just not feasible really. Such a shame. And it's not as if it's an economical option either. It's not competitive at all.
- Hannah: I know. My local trains are usually quite good, but I'm not sure I'll risk a long distance trip again. I really thought it would be the best option as I'm no fan of driving, and I had hoped that it would be quite pleasant travelling through this part of the country by train. I was expecting to spend a few hours taking in the lovely landscapes. But if a single journey takes all day like it tends to, it's really not a realistic option. And all that toing and froing can really up your stress levels. In the end it's not any less taxing than sitting in traffic.

Section 4

Hello everyone. My name is Jessica Holmes. I'm here today to present the findings of our recent consumer survey which looked into the viability of three new Internet advertising campaigns. So, the three campaigns are as follows.

The first, which we will refer to as A, is for our sparkling orange drink "Nero". It is a 25 second spot centred around a chubby superhero who cheers everybody up by offering them a can of "Nero".

The second, or B, is for "Elite", our milk chocolate bar product. The main protagonist here is a young artist who experiences a surreal dream about enjoying her favourite confectionary. The spot lasts for 32 seconds and there is a shorter version for use on a selection of specific websites.

Finally, item C is a campaign for “Plus”, a breakfast cereal. This campaign tells the story of a stressed-out geography teacher who is able to transport his class around the world with the energy given to him by his breakfast.

We took a random sample of a thousand passers-by who we asked to watch each commercial and who answered a set of multiple choice questions to measure their reaction. We found that the youngest demographic – which we capped at 18 – felt most favourably towards item A. It seems that the greatest appeal of this commercial was the amusing character and the slapstick action, although a large minority commented favourably on the soundtrack. Common words to describe this commercial included fast-paced and entertaining.

Campaign B, for Nero, seemed to appeal to two age groups. That of 18 to 35 but particularly to the 36 to 55 age bracket. Of note were the actress and the visual effects, who the younger group of the two described as attractive and memorable respectively. The older of the two demographics – while finding these elements appealing – made special mention of the soundtrack, describing it as atmospheric and enjoyable.

The “Plus” campaign, campaign C, achieved less success with all age groups. The 55 to 75 age group failed to identify with any of the three campaigns but scored this one marginally higher than the other two. However, they commented especially negatively on both the narrative and the protagonist and often commented that they found felt the former to be confusing and far-fetched. As well as age, we also looked at groups based on occupation. These were separated into three basic groups: professional, trade and not working. As regards the first two groups, employed people were asked to choose which category they felt they belonged to. The latter group consisted of unemployed people, stay-at-home parents and people in full time education.

Of the three, the clearest preference was among the professional group, who overwhelmingly favoured the Elite campaign. The trade group also preferred this campaign but although preferences across this group were far more even. Interestingly, the not working group showed an almost exact inverse of the trade group with their preferences being evenly distributed among campaigns A and C and with campaign B being the least preferred of the three.