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# LISTENING PART 1

The logo consists of a dark blue rectangular background. On this background, the word "MASTER" is written in a large, bold, white, sans-serif font. Below "MASTER", the words "CENTRO DI ALTA" and "FORMAZIONE" are stacked in a smaller, white, sans-serif font.

**MASTER**  
CENTRO DI ALTA  
FORMAZIONE

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# LISTENING PART 1

- Avrai **circa 40 minuti** per svolgere tutte le parti di Listening.
  - All'inizio di ogni parte dell'ascolto, ti verrà dato il tempo di leggere le domande e le varie opzioni. Ogni audio si ascolta **due volte**.
  - Mentre ascolti, puoi segnare le risposte sul foglio delle domande. **Al termine del Listening, ti verranno dati 5 minuti per ricopiare le risposte sulla Answer Sheet in MATITA.**
  - Prima di proseguire, ti consiglio di stampare il pdf sulla parte di Listening. In questo modo potrai svolgere l'esercizio durante la visione di questo video.
  - Nella prima parte di Listening, ci sono tre estratti con due domande ciascuna. Ti verranno fornite alcune opzioni, tra le quali dovrai scegliere quella giusta.
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# COME SVOLGERE QUESTO ESERCIZIO?

- Leggi attentamente le domande e le possibili risposte prima che inizia l'audio.
  - Sottolinea le parole chiave a cui dovrai prestare particolare attenzione.
  - Spesso si parlerà di quasi tutte le opzioni indicate, ma solo una è corretta. Quindi non farti ingannare! Non mettere una risposta solo perché senti una parola contenuta in essa. È anche importante capire se il contenuto, il significato è lo stesso! (Per esempio, se hai l'opzione "La mela è rossa" e nell'audio dicono "mela" non è detto che questa sia l'opzione giusta. Infatti, magari hanno detto che la mela è verde. )
  - Se non riesci a rispondere subito al primo audio, non ti preoccupare. Avrai il secondo audio per concentrarti di più sui pezzi che ti sei perso prima e fare bene la tua scelta.
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## Part 1

You will hear three different extracts. For questions **1 – 6**, choose the answer (**A**, **B** or **C**) which fits best according to what you hear. There are two questions for each extract.

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### Extract One

You hear two friends discussing the topic of marketing.

- 1 Which aspect of college publicity material do the friends disagree about?
  - A how useful the environmental rating system is
  - B how well the different courses are described
  - C how visually attractive the brochures are
  
- 2 In the woman's opinion, companies link themselves with charities in order to
  - A boost their profits.
  - B improve their image in society.
  - C distract attention away from other issues.



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**Extract Two**

You hear two friends talking about ways of keeping fit.

- 3 What is the woman's criticism of exercising in gyms?
- A Members get limited access to the facilities.
  - B The membership cost is too high for the services offered.
  - C It encourages exercise habits that lead to unhealthy lifestyles.
- 4 How does the man respond to his friend's criticism?
- A He objects to her making sweeping generalisations about gyms.
  - B He questions the value of excessive gym attendance.
  - C He suspects she'd enjoy a different type of gym.



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**Extract Three**

You hear a woman telling a friend about living in her capital city as a student.

- 5** What is she doing during the conversation?
- A** admitting to regrets about her choice of place to study
  - B** complaining about challenges she's had to face
  - C** expressing her admiration for people in the city
- 6** Why does the man give the example of trees?
- A** to support her main point
  - B** to present a counter-argument to hers
  - C** to express a reservation about her interpretation



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**ECCO LE SOLUZIONI...**

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## Extract 1.

You hear two friends discussing the topic of marketing.

Now look at Questions 1 and 2.

F: Hi, Daniel – how are things? Have you applied for college yet?

M: Well, I can't decide which one to go for. Lots of colleges have sent me their glossy brochures ... and I see they now go on about how environmentally friendly they are; in fact they've got a star rating system for this one ...

F: Mmm ... they're trying to attract as much interest as possible, though I'm not sure that would have much impact on my choice ... ultimately the course has to be the right one, though I can see they need to compete ...

M: Well, yes, but if I was torn between two courses the new rating could decide it. It's good they're thinking about these issues ... and the marketing people are certainly shouting about it!

F: It's getting like the commercial sector – those companies who sponsor a charity for example, trying to persuade consumers that just by buying their products, they're doing their bit for charity and can ignore other causes. I don't know if it increases sales, but the cynic in me reckons many companies just want to appear softer in the public eye, so they make a lot of noise about their charitable credentials.

Repeat Extract 1.

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You hear two friends discussing the topic of marketing.

1 Which aspect of college publicity material do the friends disagree about?

- A how useful the environmental rating system is
- B how well the different courses are described
- C how visually attractive the brochures are

2 In the woman's opinion, companies link themselves with charities in order to

- A boost their profits.
  - B improve their image in society.
  - C distract attention away from other issues.
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**Extract 2.**

*You hear two friends talking about ways of keeping fit.*

*Now look at Questions 3 and 4.*

**F:** Are you still going to the gym, Frank?

**M:** Yes, but not as often as I should be.

**F:** That's the problem, isn't it? I've heard that the dropout rate among gym members is very high even in those really expensive, luxury health centres. Anyway, gyms aren't the answer. I'm sure the real key is to build exercise into your daily routine, by doing something simple like walking to the mall or taking the stairs rather than the elevator – or doing sport. And another thing, people tend to think that a sixty-minute workout entitles them to laze around for the rest of the day or eat a lot and then undo all the good they might've done, but people who exercise little and often don't fall into the same trap.

**M:** That's all very well, Mary, but what about the people who don't give up on the gym and who actually feel the benefit, and quite enjoy the comradeship? Each to his own, you know. If you'd just give it another shot, you might find it suited you too.

*Repeat Extract 2.*

You hear two friends talking about ways of keeping fit.

**3** What is the woman's criticism of exercising in gyms?

- A** Members get limited access to the facilities.
- B** The membership cost is too high for the services offered.
- C** It encourages exercise habits that lead to unhealthy lifestyles.

**4** How does the man respond to his friend's criticism?

- A** He objects to her making sweeping generalisations about gyms.
  - B** He questions the value of excessive gym attendance.
  - C** He suspects she'd enjoy a different type of gym.
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### Extract 3.

*You hear a woman telling a friend about living in her capital city as a student.*

*Now look at Questions 5 and 6.*

**M:** What did you study at university, Alicia?

**F:** Horticulture – plants and things. I was based at a regional one, but I also spent time studying in the capital.

**M:** Seems a strange place to go if you want to grow things – the middle of a huge city.

**F:** Mmm, that's what my fellow students said! I mean, I know it wasn't ideal. It's a harsh climate – winters are bitterly cold, and the summer's sweltering, with little rain. But folks in the city are just determined to grow stuff – on rooftops, balconies, wherever. They'll just garden anywhere they can. It was a reminder of the strong spirit of gardeners.

**M:** Come to think of it, I do remember noticing the way some of the trees ... er ... were looked after there. Instead of bare bits of ground around urban trees, they seem to take great pride in filling the earth around them with flowers.

**F:** And all that's done by the residents themselves. It's as if every tree is to be celebrated.

**M:** I wouldn't go that far. Not all parts of the city are like that.

*Repeat Extract 3.*

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You hear a woman telling a friend about living in her capital city as a student.

**5** What is she doing during the conversation?

- A** admitting to regrets about her choice of place to study
- B** complaining about challenges she's had to face
- ✘** expressing her admiration for people in the city

**6** Why does the man give the example of trees?

- ✘** to support her main point
  - B** to present a counter-argument to hers
  - C** to express a reservation about her interpretation
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**GRAZIE PER L'ATTENZIONE E BUONO STUDIO!**

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