

**PART 2**

You will hear a man called Dave Tyrell at a careers conference, talking to students about the work of professional divers. For questions 7 – 14, complete the sentences with a word or short phrase.

**How about working as a professional diver?**

Dave Tyrell starts by describing a commercial diver as someone who is part of a very

(7) ..... professional group.

Every country that has (8) ..... connected with water will have employment for divers.

Tyrell uses the word (9) ..... to describe projects that involve divers working on historical wrecks.

Tyrell mentions geology, (10) ..... and engineering as additional qualifications that professional divers often have.

Divers working on container ships carry out repairs to propellers, (11) ..... and valves.

The large (12) ..... that oil-rig divers receive are appropriate for the dangers they face.

Diving to recover hazardous materials is carried out to control spillage of such pollutants as (13) .....

Divers are employed by communications companies to install lengths of (14) ..... under water.

**PART 3**

You will hear a man and a woman talking about changes in advertising. For questions 15 – 20, choose the answer (A, B, C or D) which fits best according to what you hear.

- 15 What do both speakers think about advertising in the 1950s?
- A Consumers were easily exploited by the advertising industry.  
 B Advertising executives were ruthless in their business methods.  
 C Consumers were unused to being exposed to widespread advertising.  
 D Advertising executives found the demands of their job stressful.
- 16 The woman says the government regulations regarding advertising
- A are unsuccessful because they are difficult to enforce.  
 B have to avoid damaging the welfare of companies.  
 C must be prevented from restricting people's rights.  
 D should be stricter in order to protect the public.
- 17 The man says the TV programme he watched was interesting because it
- A highlighted certain skills needed by advertising executives.  
 B demonstrated how different the commercial environment was at the time.  
 C underlined how much advertising improved with the arrival of television.  
 D showed that the process of creating advertisements was slow and expensive.
- 18 What does the woman say about today's TV commercials?
- A They are shorter and more frequently repeated than in the past.  
 B They are placed at random times throughout a programme.  
 C They are integrated into programmes in a conspicuous way.  
 D They are less well made than the old-fashioned TV advertisements.
- 19 What is the man's opinion about very popular commercials?
- A The techniques used to get their message across are inventive.  
 B They are more amusing than many other forms of entertainment.  
 C People only watch them because their appeal is sentimental.  
 D It can be difficult to remember what product they are advertising.
- 20 What does the woman say about customers and marketing?
- A Companies use their customers' feedback as a promotional tool.  
 B The detailed information in commercials helps customers make decisions.  
 C The results of any advertising campaign are difficult to measure precisely.  
 D Companies want customers to feel they have control over their shopping choices.