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
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DIALO	GUE 1				
1.	What tim	ne are they g	oing to meet?		
	a)	After four o	'clock		
	b)	Before two	o'clock		
	c)	At three o'c	lock		
	d)	At two o'clo	ock		
2.	What is t	the problem	that the students are fac	ing?	
	a)	They canno	t find a topic for the proje	ect.	
	b)	They don't	have any articles about th	ne topic.	
	c)	One studen	t complains about the qu	estionnaires.	
	d)	One studen	t doesn't fulfill his respor	nsibilities.	
DIALO	GUE 2				
		n scored	goals in total in the ma	atch.	
	a)		b) 62	c) 18	d) 12
4.	How doe	es the girl fee	el about the match?		
		_	nave had the experience	once.	b) Excited to see the next
\	week's ma		·		,
	c)	Satisfied th	at she had dressed appro	priately	d) Frustrated by the players of
t	the team				, , , ,
DIALO	GUE 3				
5.	Sally war	nts to break	up with Mike because		
			serious fight		
	b)	he doesn't	care about her		
	c)	he can't co	ok 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 <u>TWICE</u>. While listening, answer the following questions. Make sure you mark the letter of the correct choice on your optical answer sheet.

9.	Mark	etin	g started when	wanted to trade		
		a)	all people from the sa	me tribe	b)	people from different tribes
		c)	two people from the s	same tribe		two people from different tribes
10.			is <u>NOT</u> one of the w	ays to provide a better	maı	rketing 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 n	roh	lem with the 20 th cent	ury's marketing approa	ch i	5
11.	inc p			t he wants		assuming the buyer knows what he
			vants	the wants	IJ)	assuming the buyer knows what he
		c)	trying to find out wha	t to create and sell	d)	using different communication
		S	trategies			
12.	The n	ew	science of neuromarke	eting appeared because	e ma	rketers have
		a)	not trusted the custo	mers		
		b)	wanted some physica	I changes in their bodie	es	
		c)	started to believe in v	vhat the consumers say	/	
		d)	started to observe ph	ysiological changes in t	he c	customers
13.	Brain	stu	dies about marketing l	nave become common	beca	ause
		a)	hardware and softwa	re used to test are affo	rdak	ole
		•		re used to test are limit		
				ners analyze what they		
		d)	marketers and custor	ners ignore what they i	need	1
14.	The m	neth	nods used by marketer	s do <u>NOT</u> include		·
		a)	facial imaging		-	voice analysis
		c)	eye tracking		d)	breathing rate
15.	With	the	help of MRI machines	, can be seen	١.	
		a)	certain behavioral ter	ndencies and preferenc	es	
		b)	small electric current	s on the skull		
		-	the most active part of			
		d)	the resistivity of the s	kin		
16.	After	ove	er a decade, in the field	of neuromarketing		·
				een published by resea		
		-		•		Association has been founded
				apers have been releas	ed	
		d)	everything has becon	ne clear and open		
17.	Consc		s modern customers _			
			do not care about ne			
			cannot be easily foole	_		
		-		win a Nobel Prize in 20	00	
		d)	get help from the sell	ers to make decisions		
18.	It is F	ALS	E about the ancestral b	orain that it		
		-	influences people in o			
		-	gets help from the sc			
				understanding people'	nee	eds
		d)	relates neuromarketi	ngwayhtngitten cursu.gen.tr		

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 <u>TWICE</u>, 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 <u>not</u> be graded.

Therapy
Misperceptions
Definition and Examples
Cognitive-Behavioral Therapy (CBT)
Cognitive-behavioral merapy (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

b) c)	A doctor prescribing some pills Looking at caricatures created by pop culture A doctor asking you what you see in pictures or	f sh	apes
20.	The idea behind psychotherapy is that most of	our (decision making comes from
b) c)	unconscious aspects of our mind conscious behaviors of ourselves exercising control over thoughts accepting our conscious thoughts		
doe a) b) c)	That can be one of the reasons why esn't call him back. he always behaved irrationally his ex-girlfriend cheated on him many times he cheated on his girlfriend repeatedly his nanny always left him alone	a m	nan gets angry when his girlfriend
a)	Cognitive-Behavioral Therapy (CBT) can be us conscious emotions daily habits	b)	l for someone who has strengths anxiety disorder
a)b)c)	The speaker suggests to pursue medication if _ the therapist has specialized in mental illnesses the therapist prescribes drugs easily therapy affects and changes your emotions therapy seems ineffective over a long time		
a)	If you attend therapy, you should know that yo work on yourself lift heavy things	b)	facilitate the therapist direct the therapist
a)b)c)	Many people cannot stop attending therapy for the therapist only confirms some of the probler the therapist offers a new perspective each time they uncover all the major issues and make all they find it more comfortable than solving prob	ns e the p	possible changes
a)	For therapy, it can <u>NOT</u> be said that it should _ feel a little uncomfortable challenge you	b)	feel good all the time make you think different
	The therapist whom the speaker consulted was young female b) old male	a(n) c)	musician d) bartender
a)	The speaker only suggests someone attends the is interested in self-development tools cannot handle his problems on his own	b)	has faced some emotional issues has never tried to solve his problems