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| **Description: C:\Users\SLO\Desktop\Kadir_has.jpg** | **SCHOOL OF FOREIGN LANGUAGES****ENGLISH PREPARATORY PROGRAM** |
| **PROFICIENCY** |  |
| **LISTENING SAMPLE** |

**Student Name:**

**Student Number:**

#### LISTENING Part 2 Note-taking (17%) - THIS EXAM IS ONLY AN EXAMPLE AND THE LENGTH AND NUMBER OF QUESTIONS MAY DIFFER IN THE ACTUAL E.P.E

* **This part of the exam aims to test your note-taking ability from a lecture.**
* **You are going to listen to a lecture about Marketing. Take notes on the following pages as you listen to the lecture. Your notes will not be marked.**
* **At the end of the lecture, you will be given questions which you have to answer by using the notes you have made. You will have 15 minutes to answer the questions.**
* **Listen to the lecture and take notes. Note down the important information, as well as examples.**
* **You will hear the lecture only once.**
* **You now have 1 minute to look at the note-taking headings before the lecture starts.**

 **LISTENING OUTLINE**

 **OUTLINE**

**Definition of marketing**

**Different marketing approaches**

**• Production approach**

**• Product approach**

**• Marketing oriented approach**

**• Holistic marketing approach**

**Customer lifecycle pyramid**

Answer the following questions according to your notes.

1. What is the main purpose of marketing, according to the speaker?
A) Selling products at a competitive price
B) Creating demand through branding and ads
C) Identifying and satisfying customer needs
2. Marketing is described as a link between:
A) Products and advertisements
B) Customers and businesses
C) Societal needs and economic responses
3. What was the main principle of the production approach?
A) Prioritizing high quality over availability
B) Producing as much as possible at low cost
C) Creating loyal customer bases through branding
4. Why was Ford’s approach in the 1940s an example of the production approach?
A) It focused on making cars available in many colors
B) It prioritized cost reduction and quantity
C) It introduced customization based on taste
5. Which of the following best reflects the criticism of the product approach?
A) It focuses too heavily on brand image
B) It fails to consider what customers actually want
C) It is only suitable for expensive products
6. Why is Sony’s Walkman used as an example in the lecture?
A) It was cheap and met a known customer need
B) It succeeded despite ignoring customer feedback
C) It was designed through focus group input
7. What is a focus group used for in marketing research?
A) To compare product prices across competitors
B) To gather feedback on marketing campaigns
C) To collect people’s perceptions and experiences
8. Which of the following companies used focus groups to improve products?
A) Nike
B) Apple
C) Tom’s Shoes
9. How is the holistic marketing approach different from the others?
A) It focuses only on production cost
B) It considers societal, legal, and ethical issues
C) It ignores environmental impact
10. What is the first stage of the customer lifecycle pyramid?
A) Interest
B) Awareness
C) Trial
11. What is the purpose of the trial stage?
A) To compare product prices
B) To encourage immediate purchase
C) To let customers try the product without commitment
12. What does the speaker say about the final stage of the customer lifecycle?
A) It involves buying the product multiple times
B) It involves the customer recommending the product to others
C) It is the point when customers lose interest

**ANSWER KEY**

1. C – Identifying and satisfying customer needs
2. C – Societal needs and economic responses
3. B – Producing as much as possible at low cost
4. B – It prioritized cost reduction and quantity
5. B – It fails to consider what customers actually want
6. B – It succeeded despite ignoring customer feedback
7. C – To collect people’s perceptions and experiences
8. B – Apple
9. B – It considers societal, legal, and ethical issues
10. B – Awareness
11. C – To let customers try the product without commitment
12. B – It involves the customer recommending the product to others

**SAMPLE**