

Part 3- Section 1
Listening- Lecture

Questions 1-15

Use your notes to answer the questions below.

Instructions:

Choose the correct option (A, B, or C) for each question. All answers must be filled in on the answer sheet.

EXAMPLE:

Answer Sheet

What is the text about?

- | | | | |
|--|--------------------------|-------------------------------------|--------------------------|
| a. Effects of pollution on the economy | a. <input type="radio"/> | b. <input checked="" type="radio"/> | c. <input type="radio"/> |
| b. Effects of pollution on the environment | (answer "b" is chosen) | | |
| c. Effects of pollution on health | | | |

QUESTIONS:

- 1) The guest speaker, Susan Martin, works mainly in the field of _____.
 - a. financial consultancy
 - b. computer engineering
 - c. online commerce
- 2) According to the class teacher, Susan is the perfect person to lecture about the topic because she _____.
 - a. worked at some of the top computer companies such as IBM in the past
 - b. has the expertise to talk about the developments in trade over the Internet
 - c. believes in listening to people who have different political views on the future of the Internet
- 3) According to Susan, the standard definition of e-business is _____.
 - a. not sufficient to explain the changes happening in this area
 - b. limited in the sense that it does not include certain sectors of the economy
 - c. a revolutionary idea that will change the world of business
- 4) According to Susan, who will be the winners in the Internet future?
 - a. Companies that invest in innovative ideas in the field of consumer electronics.
 - b. Businesses that realize the importance of social and political connections.
 - c. Firms that can adjust to the changes occurring in electronic commerce.

- 5) According to Susan, which statement is **TRUE** about the new Internet economy?
- Customers will have a more important role in determining the success of a business.
 - Customers will prefer a company that promotes ethical online business.
 - Customers will have easy access to products that are more sustainable for the future generations.
- 6) According to the lecture, in the future workers will _____.
- work fewer hours per week
 - work from home
 - be paid better salaries
- 7) According to Susan, at the first stage of the evolution of the Internet in business there _____.
- was neither cheap nor easy access to the Internet for all customers
 - was not much interactivity between customers and companies
 - were not enough brochures and annual reports on company websites
- 8) Which Internet-only company is **NOT** mentioned in the lecture?
- Amazon
 - Yahoo
 - Hotmail
- 9) In the future, smart companies will use their *intranets* to _____.
- share information with government officials
 - increase efficiency by keeping employee morale high
 - create harmony between top executives and workers' families
- 10) Which of the following is **NOT TRUE** about the fifth stage of the evolution of the Internet in business?
- Most companies will continue their traditional businesses despite the changes in technology.
 - Consumers will be able to shape the way companies provide their products and services.
 - Many firms will increase their Web presence in order to compete in this new online world.

11) According to the class teacher, the future of e-business is _____.

- a. full of challenges
- b. creative and innovative
- c. very exciting

12) What does the example given by Susan show about the relationship between technology and people?

- a. Technology advances much faster than people can adapt to it.
- b. People reject technology because it develops faster than they can understand it.
- c. People get confused when technology becomes too complicated.

13) Susan believes that the future of e-commerce is _____.

- a. in the hands of multinational corporations
- b. promising if companies manage to see the larger picture
- c. full of difficulties that can only be solved by politicians

14) The class teacher ends the lecture by _____.

- a. asking the students to relate the topic to their ongoing class work
- b. announcing the topic of the next class session
- c. reminding the students to keep up with the assigned readings

15) The main purpose of the lecture is to _____.

- a. inform the audience about the history of online commerce and some of the main issues related to the future of it
- b. compare the companies that are using the latest technology to sell their products and services
- c. discuss what some organizations are doing to adjust to the changes in electronic business