

WRITING (1 hour 30 minutes)**Part 1**

You **must** answer this question. Write your answer in **220–260** words in an appropriate style **on the separate answer sheet**.

- 1 Your class has just watched an online discussion about factors which influence our consumer choices. You have made the notes below:

Factors which influence our consumer choices:

- celebrities
- peer pressure
- marketing

Some opinions expressed in the programme:

"People want to be like their favourite stars."

"No one wants to be different."

"Who takes any notice of all those adverts?"

Write an essay for your tutor discussing **two** of the factors which influence our consumer choices in your notes. You should **explain which factor is more significant, giving reasons** to support your opinion.

You may, if you wish, make use of the opinions expressed in the programme, but you should use your own words as far as possible.

Part 2

Write an answer to **one** of the questions **2–4** in this part. Write your answer in **220–260** words in an appropriate style **on the separate answer sheet**. Put the question number in the box at the top of the page.

- 2 You were recently sent on a training course by the company you work for, and your manager has asked you to write a report on the training you received. In your report, you should briefly describe the training, explain why it was useful for your current job, and say how the new skills may help you in the future.

Write your **report**.

- 3 You receive an email from a friend.

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I hear you ran a half-marathon – that sounds interesting. What organisation were you raising money for? Why didn't you just give them some money?

I look forward to hearing from you.

Write an email to your friend describing your experience, explaining the work of the organisation you were raising money for and saying whether you think such events are an effective way to support charities.

Write your **email**.

- 4 A car-sharing scheme has been running in your area for six months. You decide to write a review of the scheme for an English-language magazine. You should briefly explain how the scheme works in your area, and evaluate the advantages and disadvantages of such schemes, in general.

Write your **review**.