

PART 1: Video**A. Watch the professor's lecture and answer questions 1–6.**Questions 1–6**Choose the best answer.**

1. How many types of business fraud were covered in the previous class?
 - A. 1
 - B. 2
 - C. 3

2. According to the lecturer, which industry is especially affected by plagiarism?
 - A. accounting
 - B. creative
 - C. mortgage

3. Which of these best summarizes the lecturer's definition of plagiarism?
 - A. It's when someone criticizes another person's creative work.
 - B. It's when someone steals another person's creative work.
 - C. It's when someone destroys another person's creative work.

4. How does the lecturer define intellectual property?
 - A. It's an offensive type of original, creative work.
 - B. It's a person who sells others' original, creative work.
 - C. It's someone's original piece of creative work.

5. What has happened to cases of plagiarism since we've had the Internet?
 - A. They've gone up.
 - B. They've gone down.
 - C. They've stayed the same.

6. Which of these does the lecturer NOT say about plagiarism?
 - A. It's wild.
 - B. It's not ethical.
 - C. It's illegal.

B. Read the questions first. Then watch the lecture again. Answer questions 7–12.

Questions 7–8

Read the questions. Choose TWO answers to each one.

7. Which TWO expressions does the lecturer use to signal the topic?

- A. “Let’s continue our discussion of . . .”
- B. “Last time we discussed . . . , and this week we’re going to . . .”
- C. “We’ve already explored . . . Now let’s talk about . . . “
- D. “We’ll be looking at . . . “

8. Which TWO strategies does the lecturer use?

- A. asks a rhetorical question
- B. gives an overview of the lecture
- C. signals the topic
- D. signals the lecture plan

Questions 9–12

Read the statements and choose TRUE, FALSE, or NOT GIVEN.

9. According to the lecturer, plagiarism is not a big problem in the book publishing industry.

TRUE FALSE NOT GIVEN

10. Plagiarism is a highly profitable practice.

TRUE FALSE NOT GIVEN

11. Plagiarism is unethical, but it’s not a crime.

TRUE FALSE NOT GIVEN

12. The Internet makes it easier to steal intellectual property.

TRUE FALSE NOT GIVEN

PART 2

Questions 13–17

Read sentences A-K from a lecture. Then choose the best answer.

(A) Today we are going to talk about an important tool used by marketers called the “BCG Matrix,” or sometimes the Boston Box. (B) It was first developed by the Boston Consulting Group back around 1970. (C) The BCG Matrix categorizes products in four ways—as cash cows, dogs, question marks, and stars, and we’ll take a look at all four of these in our discussion today. (D) Now, how do we

classify products? **(E)** Well, we classify them according to how much market share they have and according to how fast that share is growing. **(F)** Let me start with cash cows. **(G)** Cash cows are products with a high market share in a slow-growing industry. **(H)** They generate more cash than is required to maintain their position in the market. **(I)** Okay, then let's move on to dogs. **J.** Dogs are products that have a low market share in a slow-growth market. **(K)** Dogs generate barely enough money to maintain their market share. **(L)** Now, before I continue, does anyone have any questions about the BCG Matrix so far?

13. In which sentence does the speaker introduce a lecture plan?

- A. Sentence A
- B. Sentence C
- C. Sentence E

14. In which sentence does the speaker introduce the first section of the lecture?

- A. Sentence C
- B. Sentence F
- C. Sentence I

15. In which sentence does the speaker introduce the topic?

- A. Sentence A
- B. Sentence G
- C. Sentence I

16. In which sentence does the speaker ask a rhetorical question?

- A. Sentence B
- B. Sentence D
- C. Sentence L

17. In which sentence does the speaker transition from one section of the lecture to another section?

- A. Sentence C
- B. Sentence F
- C. Sentence K

Questions 18—22

Fill in the blanks. Write the meaning of the note-taking symbol or abbreviation.

18. % _____

19. b/t _____

20. e.g. _____

21. sth _____

22. / _____

Question 23

Choose the best answer.

23. Which does NOT communicate authority and confidence when giving a presentation?

- A. Making eye contact
- B. Keeping your chin up
- C. Standing straight
- D. Speaking softly