

**Sample Listening Key**

**Part 1** (1 point each – 20 points)

- |       |        |        |        |
|-------|--------|--------|--------|
| 1.) B | 6.) D  | 11.) C | 16.) B |
| 2.) A | 7.) D  | 12.) A | 17.) C |
| 3.) B | 8.) B  | 13.) C | 18.) B |
| 4.) B | 9.) B  | 14.) A | 19.) B |
| 5.) B | 10.) A | 15.) B | 20.) B |

**Part 2**

**A.** One point for each correct answer (13 points)

1. d; 2. e; 3. a; 4. f; 5. c;	6. c, 7. d; 8. a, 9. e; 10. b;	11. b; 12. d; 13. c
---	--	---------------------------

**B.** One point for each correct answer (5 points)

- 14. T;
- 15. F;
- 16. F;
- 17. T;
- 18. T;

**C.** (Points for each item are indicated below - 12 points)

19. What percentage of failures was caused by inappropriate timing?

\_\_\_\_\_42%\_\_\_\_\_ (1 point)

20. Why does Mr Gross say that having a business model at the start is not important?

It's more important for the product to be in demand/Because it's enough if your products are demanded by customers/You can add one later (2 points)

21. Why didn't investors provide funding for Airbnb?

They thought, "No one's going to rent out a space in their home (1 point) to a stranger (1 point)."/They didn't think it would be attractive (2 points)

22. Why were they wrong?

Recession made people want extra income/money / Timing / (Company came out during the height of the) recession (when people needed extra money (2 points)

23. Why did 'Z.com' fail?

It was too early/Because of timing/Broadband penetration was low/It was too hard to watch videos. (1 point)

24.-25. What two pieces of advice does Mr Gross give in terms of the good timing of your business?

24. (Right) Timing (1 point)/See if consumers are ready (for what you have to offer them (2 points)

25. Be honest (to yourself) about what you see/results (2 points)