

2002 UE Section A
Suggested Answers

Section A

Part I

A.

1. B 'The image of the world caught in the lens of a camera.'

2. (a) promotional trailer on DVD
(b) park website on the Internet
(c) an article in a magazine
(d) friends talking about the park

3.

General advice	What Pat means
target all your audience	must appeal to both adults and children
be expensive // show them the money	spend a lot on advertising // make advertisements colourful and big
be comprehensive	advertise every way // use every medium you can.
make your ads memorable	use a shocking image and catchphrases

4. magical day in the movies

5.

Considerations	Reasons
good public transport	1. visitors [do not want to spend too much getting to the place / have less to spend when they get there if they spend too much getting to the park] 2. causes traffic congestion 3. less parking space is needed in the park.
well developed [facilities and utilities // infrastructure]	1. need a good supply of electricity 2. park facilities require a lot of water 3. need plenty of hotel accommodation
good location	1. the scenery must be pretty 2. waste disposal is easy for getting rid of a lot of rubbish

6. 1 Lava Lava
2 Triassic Park
3 Dracula's Castle
4 Hot Dog Heaven
5 The Studio Backlot

Studio Backlot last:

'... end up on the Studio Backlot this afternoon'

The 3 attractions:

Pat: 'Our favourite attractions are the Lava Lava Ride, and Dracula's castle, and then, of course, there's Triassic Park—that's a must. So what do you say, shall we do those three?'

Clyde: Yeah, they sound great.

Ordering:

'.....start with the one nearest to the entrance and finish with the one furthest away.' Closest—Lava Lava; furthest away—Dracula's Castle.

Hot Dog Heaven:

'How does a hot dog sound to you?'

7. B
D
E
C
A

8.

Park Information		
General Information	Attractions	Waiting Time
Weather Forecast	Special Messages	

9. (a) keep people moving // do not let people shuffle
(b) help [people with special needs / elderly or disabled people]
(c) protect visitors from bad weather

10. (a) create enough waiting space
 (b) notify visitors of the waiting time at various points
 (c) provide refreshments nearby
 (d) entertain visitors while they wait

11. angry

12. embarrassed

13.

Types of visitors not allowed	Reason
(i) people under 46 inches	can slip out of the safety seat
(ii) people with a heart condition	sudden shocks may cause a heart attack
(iii) people who suffer from motion sickness	the ride is pretty rough in places

Part 2

14. What's the secret of a good ride? // What qualities are necessary for a good ride?

15. make it a total experience // have to appeal to sight, sound, smell and touch sensations.

16. a shower of fire
 a voice like thunder
 a terrible smell of [rotten eggs / sulphur]
 a hot cloud of ash right at the end

17. Does the ride make a profit?

18. 20,000

19. How long do rides normally take?

20. the content

21. (b) an introduction to the park guides
 (c) a safety demonstration

22. Are there lots of different species of dinosaurs in the park?

23. B C D E

24.

The stages of the boat ride	What the dinosaurs do	How Mrs. Hackenbacker felt
	call in the jungle // make all kinds of noises	Scared
the boat floats down the river	spit at them from the riverbank	Amused
the boat sails through a cave	dive at them from a rock ledge and make scary noises	Unconvinced
the boat drifts across a small lake	attack the boat from under the water	Scared
the boat shoots over a waterfall	shake their tails at them	Sick

25. the ride of a pre-historic lifetime

26. [a famous movie director / Sir Albert Hatchcock] has just arrived there

27. the master of suspense

28. What are your favourite camera shots?

29.

Movie	Why Sir Albert likes the shot
A (the panning shot / wide screen)	It gives you a real sense of scale // he gets you a real feeling that the person is lost in the cornfield
C (the extreme close-up)	It really captures real emotion
D (the dolly shot)	It conveys a feeling of power // the viewers feel they can see everything that's going on
B (the tracking shot)	it [copies human movement very accurately / makes you really feel you are on the plane]

30. Surprised