

TOEFL Listening Practice Test 23

Directions: Read the script. Give yourself 10 minutes to answer the questions in this practice set.

Health Club Library

Narrator Listen to a conversation between a student and a business professor.

Professor So, Richard ... what's up?

Student Well, I know we have a test coming up on chapters ... uh ...

Professor Chapters 3 and 4 from your textbook ...

Student Right ... 3 and 4. Well, I, uh ... I didn't get something you said in class Monday.



Professor Alright, do you remember what it was about?

Student Yeah, you were talking about a gym ... a health club, where people can go to exercise ... that kind of thing.

Professor OK. But the health-club model is actually from chapter 5, so ...

Student Uh, chapter 5? Oh, so it's not ... OK, but I guess I still want to try to understand.

Professor Of course. Well, I was talking about an issue in strategic marketing. Um, the health-club model, um ... I mean, with a health club, you might think they

would have trouble attracting customers, right?

Student Well, I know when I pass by a health club and I see all those people working out ... exercising ... I'd just as soon walk on by!

Professor Yeah, there's that, plus ... lots of people have exercise equipment at home, or they can play sports with their friends, right?

Student Sure.

Professor But nowadays, in spite of all that, and expensive membership fees, health clubs are hugely popular. So, how come?

Student I guess that's what I didn't understand.

Professor OK. Basically, they have to offer things that most people can't find anywhere else—You know, quality. That means better exercise equipment, high-end stuff. Um, and ... classes ... exercise classes, maybe aerobics ...

Student I'm not sure if I ... oh, OK, I get it ... Yeah. And you know, another thing is, I think people probably feel good about themselves when they're at the gym. And they can meet new people, socialize ...

Professor Right. So, health clubs offer high-quality facilities, and also, they sell an image ... about people having more fun, relating better to others, and improving their own lives, if they become members.

Student Sure. That makes sense.

Professor Well then, uh, can you think of another business or organization that could benefit from doing this?

Student Um ...

Professor Think about an important building on campus here, something everyone uses ... a major source of ... information.

Student You mean like, an administrative building?

Professor Well, that's not what I had in mind ...

Student Oh! You mean the library?

Professor Exactly. Libraries. Imagine public libraries. ... They're an information resource for the whole community, right?

Student Well, they can be, but ... now, with the Internet, and big bookstores, you can probably get what you need without going to a library.

Professor That's true. So, if you were the director of a public library, what would you do about that?

Student To get more people to stop in? Well, like you said, better equipment. Maybe a super-fast Internet connection. And not just a good variety of books, but also, like, nice, comfortable areas where people can read and do research. Things that make them want to come to the library, and stay.

Professor Great.

Student Oh, and ... maybe have authors come and do some readings? Or, I don't know ... special presentations. Something people couldn't get at home.

Professor Now you're getting it.

Student Thanks, Professor Wilkins. I think so too ...

Directions: Answer the questions.

1. What is the conversation mainly about?

- A Preparing for a test
- B A strategy for attracting customers
- C Business opportunities in the field of health
- D Differences between two business models

2. What does the professor imply about the upcoming test?

- A It will not contain questions about the health-club model.
- B It will ask about ways to improve the customer's self-image.
- C It will require students to discuss marketing strategies for libraries.
- D It will not require students to give examples of successful businesses.

3. Based on the conversation, indicate whether each of the following is offered by health clubs. Choose the correct boxes.

	Yes	No
Low membership fees		
High-quality facilities		
Exercise classes		
Positive self-image		
Special presentations		

4. What does the professor imply about public libraries?

- A They tend to be more popular than health clubs.
- B They cannot offer as many services as health clubs.
- C They should not spend money on high-quality equipment.
- D They need to give greater emphasis to strategic marketing.

5. Part of the conversation is repeated below. Read it and answer the question.

Professor I mean, with a health club, you might think they would have trouble attracting customers, right?

Student Well, I know when I pass by a health club and I see all those people working out ... exercising ... I'd just as soon walk on by!

Why does the student say this:

Student Well, I know when I pass by a health club and I see all those people working out exercising ... I'd just as soon walk on by!

- A To introduce a personal story about exercising
- B To point out a flaw in the health-club model
- C To give an example that supports the professor's point
- D To explain why he disagrees with the professor