

# WRITING

## WRITING TASK 1

You should spend about 20 minutes on this task.

*The table below gives information about the effectiveness of five marketing strategies for a company selling Internet broadband packages during March 2015.*

*Summarise the information by selecting and reporting the main features, and make comparisons where relevant.*

Write at least 150 words.

**Marketing Strategies for Broadband Packages in March 2015**

Strategy	Initial cost (\$)	Number of free offers used	Follow-up sales (\$)	Profit/Loss (\$)
Supermarket coupons	15,000	225	13,500	- 1,500
Direct mail-outs	24,000	450	34,500	+ 10,500
Local newspaper coupons	5,600	32	8,250	+ 2,650
Telemarketing	37,000	722	58,600	+ 21,600
Radio advertising	16,400	75	10,700	- 5,700

TEST 3  
WRITING

## WRITING TASK 2

You should spend about 40 minutes on this task.

Write about the following topic:

***Many people today choose to move from rural areas to cities in search of better opportunities.***

***Does this have more advantages or disadvantages for a country?***

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.