

Part 3

You will hear an interview with David McKinley, who recently opened 'The Adventure Centre', an adventure sports centre in Scotland. For questions **15–20**, choose the answer (**A, B, C** or **D**) which fits best according to what you hear.

- 15** David was first inspired to set up 'The Adventure Centre' when
- A** he was working as a TV cameraman.
 - B** he was employed as a fitness instructor.
 - C** he was approached by an architect with the idea.
 - D** he analysed the potential profitability of the project.
- 16** David left the film industry because he found it too
- A** insecure.
 - B** demanding.
 - C** competitive.
 - D** conventional.
- 17** When asked to sum himself up, David describes himself as
- A** impulsive by nature.
 - B** over-critical of others.
 - C** prone to making mistakes.
 - D** lacking a natural business instinct.
- 18** David says that the most memorable period of his career involved
- A** working on his own.
 - B** shooting a particular film.
 - C** watching something being built.
 - D** establishing his commercial reputation.
- 19** What does David think he will have difficulty with in the future?
- A** retaining existing club members
 - B** educating people about their health
 - C** competing with other health and leisure clubs
 - D** encouraging more interest in adventure sports
- 20** What does David tell us about his customers?
- A** They are becoming less physically active.
 - B** They are increasingly aware of their health needs.
 - C** They have grown bored with the range of sports traditionally offered.
 - D** They have unrealistic expectations about participation in adventure sports.