

Check your ECCE Listening Skills – Part 2– Activity 3

Key and Item Analysis

Imagine you are listening to the radio. You are going to hear someone from a radio station interviewing some people at a special event in a candy factory in California.

Man (M): So tell me Amy, what are some of the interesting things that you can learn about the Jelly Belly factory at this event?

Woman (W): Well, at the stand near the entrance of the exhibition building we have lots of information about the history of the factory. Besides the flyers, we have a slide show and a very interesting book on the family that started the factory. It was written by one of the owner's grandsons and published recently. There are rumors going around that it will be made into a movie.

M: Really! That's interesting. Were they an interesting family?

W: Oh yes. The roots of the Jelly Belly candy can be traced back to a family named Goelitz. The Goelitz family tradition of making candy began when two young brothers emigrated from Germany in 1882, and after settling in England for a while, decided to make their mark in America. Today, the great-grandsons of Gustav and Albert Goelitz are still carrying on the tradition of making quality candy.

Item 1

Item difficulty: Moderate

1. What can you see at the stand near the door?

- A. a book exhibition
- B. a slide show
- C. movie

Answer: B

Explanation: The correct answer is B as the woman states that at the stand near the door there is information about the factory and apart from the advertising material there is a slideshow: Besides the flyers, we have a slide show... ."

Item 2

Item difficulty: Less challenging

2. Where did the two young brothers come from?

- A. America
- B. England
- C. Germany

Answer: C

Explanation: The correct answer is C as the woman states that the two young brothers left Germany to move to England before they finally went to America: "... when two young brothers emigrated from Germany..."

Item 3

Item difficulty: More challenging

3. Who runs the factory now?

- A. Amy Turner
- B. the great-grandsons
- C. the director of the event

Answer: B

Explanation: The correct answer is B as the woman states that the factory is now run by the great-grandsons of Gustav and Albert Goelitz, who are keeping with the family tradition of making candy. "Today, the great-grandsons of Gustav and Albert Goelitz are still carrying on the tradition of making quality candy."

M: So how did they begin candy making?

W: Well, if you go to the stand in the corner, you'll see some samples of the first candies called "butter candies" they made up until the First World War. But, the idea of a jelly bean made with natural flavorings came much later in 1976. Making the change to "true to life" flavors needed more than ten years of research. This was done during the sixties. They finally came up with jelly beans the same color as their flavor and called them jelly belly. For example, Lemon, the first one they made, is yellow and Very Cherry is red. Within a couple of years they came up with ten more exciting flavors. They were very popular with children, not just because of the natural ingredients with concentrated flavor, but also because they looked cute.

Item 4

Item difficulty: More challenging

4. When did they make the first jelly belly?

- A. before the First World War
- B. during the sixties
- C. in 1976

Answer: C

Explanation: This is the correct answer as the woman states that before the First World War there were "butter candies" and in 1976 the idea of a jelly bean with natural favoring was thought of: "But, the idea of a jelly bean made with natural flavorings came much later in 1976."

Item 5

Item difficulty: Moderate

5. Why do children like jelly belly?

- A. they look nice
- B. they look colorful
- C. they look natural

Answer: A

Explanation: The correct answer is A as the woman states that jelly bellies were popular amongst children because they had natural ingredients and because they looked nice: "They were very popular with children, not just because of the natural ingredients with concentrated flavor, but also because they looked cute."

Item 6

Item difficulty: More challenging

6. What was the first jelly bean called?

- A. Butter candies
- B. Lemon
- C. Very Cherry

Answer: B

Explanation: The correct answer is B as the woman states that the first jelly belly created was Lemon: "For example, Lemon, the first one they made"