

CEO EXAM CORRECTION MODEL

Part I: **Audiotrack 1**

Exercise 1: Are the following statements true/ False. Correct the false ones (5pts)
(0.5=false/0.5 justification-1 pt for true)

1- Our brain consumes less of our body's energy than other organs. ...**false**.....

Despite making up only 2 percent of our total weight, our brain uses 20 percent of the body's energy.

2- The African monkey has the biggest brain among mammals. ...**False**....

In fact, the biggest brain belongs to the sperm whale, weighing about 8 kilos.

3- "Batch cooking" means cooking a small amount of food at a time.**False**....

Batch cooking means cooking a lot of food at the same time and saving some for later

4- Microwave ready meals are rich in nutrients needed by the brain... ...**False**...

Microwave ready meals lack many nutrients needed by the brain.

5- Dr. Reeta Achari suggests that we should eat a balanced diet for our brains. ...**true**....

Exercise 02: Listen to the audio track again and answer the following questions (8pts)

1. What would happen according to Dr. Achari if we go low on a given food?

- If we go low in something, we will not be as sharp!

2. What is the key to a healthy brain?

- To have a balanced diet

3. What is the "Rainbow Rule" mentioned by Georgie?

- the 'Rainbow Rule' – eat foods of many different colours with lots of leafy greens.

4. According to Michelle Munt, how can people eat well without spending a fortune?

- It is not expensive and everyone's got a freezer these days so, yes, you can batch cook things, freeze them, and then use them in like a week's time or something

5. Why are microwave ready meals not recommended for brain health?

they lack many nutrients needed by the brain

6. What does "batch cooking" involve, and why is it beneficial for brain health?

Batch cooking means cooking a lot of food at one time, then saving some to eat later, usually by freezing it.

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7. What does it mean to describe someone as "sharp"?

Intelligent and quick to notice things

8. What is the largest mammal brain, and what is its main food source?

Sperm whale/fish

Part 2: Audiotrack 2 (7 pts/ 0.5 for each)

Exercise 03: Fill in the blanks with the appropriate words

Let's say you make the 1...**profitable** option 2....**button** green and highly 3..**attractive**, the less ..4 **profitable** option, you make it kind of 5..**grey**, and kind of **manky** looking, okay...That would be an example of something which is, you know, a nudge not necessarily used **in 6..the best 7..interests** of the 8...**consumer**.

The big one, the one people have **concentrated** 9..... on, is that it's **paternalistic**10..... – that is that nudge might be in our interests but we want to make our own decisions. People **worry** 11..... that nudges **infantilize**12..... us, it's ... **undermining**13.....our **autonomy** ...14