

IELTS PLACEMENT TEST

READING

READING PASSAGE 1

The Innovation of Grocery Stores

A At the very beginning of the 20th century, the American grocery stores offered comprehensive services: the customers would ask help from the people behind the counters (called clerks) for the items they liked, and then the clerks would wrap the items up. For the purpose of saving time, customers had to ask delivery boys or go in person to send the lists of what they intended to buy to the stores in advance and then went to pay for the goods later. Generally speaking, these grocery stores sold only one brand for each item. Such early chain stores as A&P stores, although containing full services, were very time-consuming and inefficient for the purchase.

B Born in Virginia, Clarence Saunders left school at the age of 14 in 1895 to work first as a clerk in a grocery store. During his working in the store, he found that it was very inefficient for people to buy things there. Without the assistance of computers at that time, shopping was performed in a quite backward way. Having noticed that this inconvenient shopping mode could lead to tremendous consumption of time and money, Saunders, with great enthusiasm and innovation, proposed an unprecedented solution—let the consumers do self-service in the process of shopping—which might bring a thorough revolution to the whole industry.

C In 1902, Saunders moved to Memphis to put his perspective into practice, that is, to establish a grocery wholesale cooperative. In his newly designed grocery store, he divided the store into three different areas: A 'front lobby' served as an entrance, an exit, and included checkouts at the front. 'A sales department' was deliberately designed to allow customers to wander around the aisle and select their needed groceries. In this way, the clerks would not do the unnecessary work but arrange more delicate aisle and shelves to display the goods and enable the customers to browse through all the items. In the gallery above the sales department, supervisors can monitor the customers without disturbing them. 'Stockroom', where large fridges were placed to maintain fresh products, is another section of his grocery store only for the staff to enter. Also, this new shopping design and layout could accommodate more customers to go shopping simultaneously and even lead to some unimaginable phenomena: impulse buying and later supermarket.

D On September 6, 1916, Saunders performed the self-service revolution in the USA by opening the first Piggly Wiggly featured by the turnstile at the entrance store at 79 Jefferson Street in Memphis, Tennessee. Quite distinct from those in other grocery stores, customers in Piggly Wiggly chose the goods on the shelves and paid the items all by themselves. Inside the Piggly Wiggly, shoppers were not at the mercy of staff. They were free to roam the store, check out the products and get what they needed by their own hands. There, the items were clearly priced, and no one forced customers to buy the things they did not need.

As a matter of fact, the biggest benefit that the Piggly Wiggly brought to customers was the money-saving effect. Self-service was optimistic for the improvement. 'It is good for both the consumer and retailer because it cuts costs,' noted George T. Haley, a professor at the University of New Haven and director of the Centre for International Industry Competitiveness, 'if you look at the way in which grocery stores (previous to Piggly Wiggly and Alpha Beta) were operated, what you can find is that there are a great number of workers involved, and labour is a major expense.' Fortunately, the chain stores such as Piggly Wiggly cut the fat.

E Piggly Wiggly and this kind of self-service stores soared at that time. In the first year, Saunders opened nine branches in Memphis. Meanwhile, Saunders immediately applied a patent for the self-service concept and began franchising Piggly Wiggly stores. Thanks to the employment of self-service and franchising, the number of Piggly Wiggly had increased to nearly 1,300 by 1923. Piggly Wiggly sold \$100 million (worth \$1.3 billion today) in groceries, which made it the third-biggest grocery retailer in the nation. After that, this chain store experienced company listing on the New York Stock Exchange, with the stocks doubling from late 1922 to March 1923. Saunders contributed significantly to the perfect design and layout of grocery stores. In order to keep the flow rate smooth, Saunders even invented the turnstile to replace the common entrance mode.

F Clarence Saunders died in 1953, leaving abundant legacies mainly symbolised by Piggly Wiggly, the pattern of which spread extensively and lasted permanently.

Questions 1-5

Reading Passage 1 has six paragraphs, A-F.

Which paragraph contains the following information?

Write the correct letter, **A-F**, in boxes **1-5** on your answer sheet.

NB You may use any letter more than once.

- | | | |
|----------|----------------------|---|
| 1 | <input type="text"/> | layout of Clarence Saunders' store |
| 2 | <input type="text"/> | a reference to a reduction by chain stores in labour costs |
| 3 | <input type="text"/> | how Clarence Saunders' idea had been carried out |
| 4 | <input type="text"/> | how people used to shop before Clarence Saunders' stores opened |
| 5 | <input type="text"/> | a description of economic success brought by Clarence Saunders's stores |

Questions 6-10

Complete the sentences below.

Choose **NO MORE THAN TWO WORDS** from the passage for each answer.

Write your answers in **boxes 6-10** on your answer sheet.

- Clarence Saunders' first job was as **6** _____ in a grocery store. In Clarence Saunders' store, people should pay for goods in the **7** _____.
- Customers would be under surveillance when shopping in the **8** _____.
- Another area in his store was called ' **9** _____ ', which was only accessible to the internal staff.
- In Clarence Saunders' shopping design, much work was done by the **10** _____.

Questions 11-13

Choose the correct letter, **A, B, C** or **D**,

Write the correct letter in **boxes 11-13** on your answer sheet.

- 11** Why did Clarence Saunders want to propel the improvement of grocery stores at his age?
- A. He wanted to transfer business to retailing.
 - B. He thought it was profitable.
 - C. He thought this could enable customers' life to be more convenient.
 - D. He wanted to create a new shop by himself.
- 12** The Piggly Wiggly store was
- A. located in Virginia.
 - B. mainly featured self-service.
 - C. initially very unpopular with customers.
 - D. developed with a pessimistic future.
- 13** Today, the main thing associated with Clarence Saunders is that
- A. a fully automatic store system opened soon near his first store.
 - B. his Piggly Wiggly store was very popular at that time.
 - C. his name was usually connected with Piggly Wiggly stores.
 - D. his name was printed together with that of his famous store.

READING PASSAGE 2

The Study of Chimpanzee Culture

A After studying the similarities between chimpanzees and humans for years, researchers have recognised these resemblances run much deeper than anyone first thought in the latest decade. For instance, the nut cracking observed in the Tai Forest is not a simple chimpanzee

behaviour, but a separate adaptation found only in that particular part of Africa, as well as a trait which is considered to be an expression of chimpanzee culture by biologists. These researchers frequently quote the word 'culture' to describe elementary animal behaviours, like the regional dialects of different species of songbirds, but it turns out that the rich and varied cultural traditions chimpanzees enjoyed rank secondly in complexity only to human traditions.

B During the past two years, the major research group which studies chimpanzees collaborated unprecedentedly and documented some distinct cultural patterns, ranging from animals' use of tools to their forms of communication and social customs. This emerging picture of chimpanzees affects how human beings ponder upon these amazing creatures. Also, it alters our conception of human uniqueness and shows us the extraordinary ability of our ancient ancestors to create cultures.

C Although we know that *Homo sapiens* and *Pan Troglodytes* have coexisted for hundreds of millennia and their genetic similarities surpass 98 per cent, we still knew next to nothing about chimpanzee behaviour in the wild until 40 years ago. All this began to change in the 1960s when Toshisada Nishida of Kyoto University in Japan and renowned British primatologist Jane Goodall launched their studies of wild chimpanzees at two field sites in Tanzania. (Goodall's research station at Gombe—the first of its kind—is more famous, but Nishida's site at Mahale is the second oldest chimpanzee research site in the world.)

D During these primary studies, as the chimpanzees became more and more accustomed to close observation, the remarkable discoveries emerged.

Researchers witnessed a variety of unexpected behaviours, ranging from fashioning and using tools, hunting, meat eating, food sharing to lethal fights between members of neighbouring communities.

E In 1973, 13 forms of tool use and 8 social activities which appeared to differ between the Gombe chimpanzees and chimpanzee species elsewhere were recorded by Goodall. She speculated that some variations shared what she referred to as a 'cultural origin'. But what exactly did Goodall mean by 'culture'? According to the Oxford Encyclopedic English Dictionary, culture is defined as 'the customs, . . . and achievements of a particular time or people.' The diversity of human cultures extends from technological variations to marriage rituals, from culinary habits to myths and legends. Of course, animals do not have myths and legends, but they do share the capacity to pass on behavioural traits from one generation to another, not through their genes but via learning. From biologists' view, this is the fundamental criterion for a cultural trait—something can be learnt by observing the established skills of others and then passed on to following generations.

F What are the implications for chimpanzees themselves? We must place a high value upon the tragic loss of chimpanzees, who are decimated just when finally, we are coming to appreciate these astonishing animals more completely. The population of chimpanzees has plummeted and continued to fall due to illegal trapping, logging and, most recently, the bushmeat trade within the past century. The latter is particularly alarming because logging has driven roadways, which are now used to ship wild animal meat—including chimpanzee meat to consumers as far afield as Europe, into forests. Such destruction threatens not only the animals themselves but also a host of fascinatingly different ape cultures.

G However, the cultural richness of the ape may contribute to its salvation. For example, the conservation efforts have already altered the attitudes of some local people. After several organisations showed videotapes illustrating the cognitive prowess of chimpanzees, one Zairian viewer was heard to exclaim, 'Ah, this ape is so like me, I can no longer eat him.'

H How did an international team of chimpanzee experts perform the most comprehensive survey of the animals ever attempted? Although scientists have been delving into chimpanzee culture for several decades, sometimes their studies contained a fatal defect. So far, most attempts to document cultural diversity among chimpanzees have solely relied upon officially published accounts of the behaviours reported at each research site. But this approach probably neglects a good deal of cultural variation for three reasons.

I First, scientists normally don't publish an extensive list of all the activities they do not see at a particular location. Yet this is the very information we need to know—which behaviours were and were not observed at each site. Second, there are many reports describing chimpanzee behaviours without expressing how common they are; without this information, we can't determine whether a particular action was a transient phenomenon or a routine event that Access <https://ieltsionlinetests.com> for more practices page 7 should be considered part of its culture. Finally, researchers' description of potentially significant chimpanzee behaviours often lacks sufficient detail, which makes it difficult for scientists from other spots to report the presence or absence of the activities.

J To tackle these problems, my colleague and I determined to take a new approach. We asked field researchers at each site to list all the behaviours which they suspected were local traditions. With this information, we assembled a comprehensive list of 65 candidates for cultural behaviours.

K Then we distributed our list to team leaders at each site. They consulted with their colleagues and classified each behaviour regarding its occurrence or absence in the chimpanzee community. The major brackets contained customary behaviour (occurs in most or all of the able-bodied members of at least one age or sex class, such as all adult males), habitual (less common than customary but occurs repeatedly in several individuals), present (observed at the site but not habitual), absent (never seen), and unknown.

Questions 14-18

Reading Passage 2 has eleven paragraphs, A-K.

Which paragraph contains the following information?

Write the correct letter, **A-K**, in boxes **14-18** on your answer sheet.

14 an approach to research on chimpanzees culture that is only based on official sources

15 mention of a new system designed by two scientists who aim to solve the problem

16 reasons why previous research on ape culture is problematic

- 17 new classification of data observed or collected
- 18 an example showing that the cultural traits of chimpanzees can lead to a change in local people's attitude towards their preservation

Questions 19-23

Do the following statements agree with the information given in Reading Passage 2?

In boxes 19-23 on your answer sheet, write

TRUE	If the statement is true
FALSE	If the statement is false
NOT GIVEN	If the information is not given in the passage

19. The research found that scientists can make chimpanzees possess the same complex culture as human beings.
20. Humans and apes lived together long time ago and shared most of their genetic substance.
21. Even Toshisada Nishida and Jane Goodall's beginning studies observed many surprising features of civilised behaviours among chimpanzees.
22. Chimpanzees, like humans, have the ability to deliver cultural behaviours mostly from genetic inheritance.
23. For decades, researchers have investigated chimpanzees by data obtained from both unobserved and observed approaches.

III. LANGUAGE USE:

Choose the best answer.

A. Grammar 1. Margo _____ drink tea in the morning. a. not b. don't c. doesn't d. no	26. His father warned him _____ too fast. a. not to drive b. don't drive c. not drive d. to drive not
2. _____ they swimming at the beach now? a. Are b. Is c. Does d. Do	27. Michael _____ have driven to work. He doesn't have a car. a. may b. must c. shouldn't d. couldn't