Questions 168-171 refer to the following online chat discussion.

| | | |
|---|---|---|
| **Aurelia Ramos** | **[2:04 P.M.]** | Hi, all. I'm just checking in. How is it going with the brainstorming for our customer forum page? Any article ideas? |
| **Peter Xiu** | **[2:05 P.M.]** | Yes—I'd like to write a how-to guide for lighting a warehouse properly. |
| **Aurelia Ramos** | **[2:06 P.M.]** | Good. We do have many commercial clients that purchase lighting supplies from us, so our forum's content should reflect their needs. Other ideas? |
| **Linda Melo** | **[2:07 P.M.]** | For our consumer clients, I was thinking of writing tips on how to select the best lighting fixtures for recreation rooms. There are so many options. |
| **Aurelia Ramos** | **[2:07 P.M.]** | For sure. |
| **Linda Melo** | **[2:08 P.M.]** | I could also write a profile on Moishe Wietz, the artisan who makes wall lamps from recycled industrial pipes. |
| **Aurelia Ramos** | **[2:09 P.M.]** | Great. You used to work with him, right? |
| **Linda Melo** | **[2:10 P.M.]** | Yes, I was his apprentice. |
| **Peter Xiu** | **[2:11 P.M.]** | That reminds me. I have another idea. We should create a post that clarifies some common technical terms, and make them easier to understand. |
| **Aurelia Ramos** | **[2:12 P.M.]** | That would be very helpful. Could you do that? |
| **Peter Xiu** | **[2:13 P.M.]** | Sure thing. |
| **Aurelia Ramos** | **[2:14 P.M.]** | Great. Thank you, both, for your input. I'll check on your progress later this week. |

**168.** What kind of company do the participants most likely work for?

(A) A maker of gardening tools
(B) A seller of lighting supplies
(C) A chain of storage facilities
(D) A trade publication for electricians

**169.** At 2:07 P.M., what does Ms. Melo most likely mean when she writes, "There are so many options"?

(A) A coworker may need more time for a decision.
(B) She is not sure how to begin a piece of writing.
(C) Customers may be overwhelmed by a selection.
(D) She is impressed by a list of suggestions.

**170.** What is indicated about Ms. Melo?

(A) She worked under Mr. Wietz's guidance.
(B) She organizes recycling initiatives.
(C) She is currently remodeling her home.
(D) She used to be a magazine journalist.

**171.** What does Mr. Xiu agree to do?

(A) Collect data to measure customer satisfaction
(B) Develop content that explains some expressions
(C) Post reminder notes on a shared calendar
(D) Supervise a new internship program

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LIVEWORKSHEETS

**Questions 172-175** refer to the following article.

*Entrepreneur News-Times* *April 23*

## What Café Owners Should Know...

By Kayla Leitch

- Those who run an independent café will soon find that their decision on how much to charge for their offerings will have a major effect on profits. Because there is much competition among cafés, it is important to determine the optimal prices for products and services.

- When I first opened Café Connective nearly 10 years ago, I aimed to charge the same prices as the major coffee shop chains while providing superior service. This strategy succeeded in attracting customers, but it did not result in decent earnings. After my first year in business, I commissioned a market research study and found that most customers already perceive independent coffee shops as offering higher levels of service and product quality. With this in mind, I began to serve higher-quality, more expensive gourmet coffee products.

- To further justify my higher prices, I have made efforts to carve out a niche for my café as a neighborhood meeting place. Every month, I hold fun special events, such as brewing workshops or coffee tasting sessions, for customers. These gatherings have had a positive impact on my establishment's image.

- It is, of course, possible to charge lower prices than the competition, but this may not bring in enough additional sales to ensure profitability. Independent café owners have, after all, invested a good amount of money in equipment and inventory, so they must maximize their returns.

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**About the writer:** A native of Dee City, Ms. Leitch runs a successful café there, and just last week her online resource for café and tea shop owners worldwide, www.cafe-owners.com, went operational.



LIVEWORKSHEETS

172. Why most likely was the article written?

(A) To explain why many cafés fail to make profits
(B) To give tips for managing a café's staff
(C) To offer pricing advice for café owners
(D) To outline recent trends in the café industry

173. What is indicated about Café Connective?

(A) It has been in business for over a decade.
(B) It hosts biweekly special events.
(C) It was profiled in a marketing book.
(D) It is located in Ms. Leitch's hometown.

174. What is one reason changes were implemented in Café Connective?

(A) To differentiate it from its competitors
(B) To shorten the wait time for customers
(C) To reduce its impact on the environment
(D) To make it a more enjoyable place to work

175. The word "good" in paragraph 4, line 3, is closest in meaning to

(A) satisfactory
(B) dependable
(C) substantial
(D) useful



LIVEWORKSHEETS

**Questions 176-180** refer to the following article and notice on a Web page.

## Colway City Theater Group to Present *Cagen Street*

COLWAY CITY (June 3)—The Colway City Theater Group (CCTG) will kick off its summer season with Donna Mason's delightfully comical play *Cagen Street*, running from Friday, June 10 through Sunday, June 26. Friday and Saturday performances will be at 7:00 P.M. and Sunday performances will be at 2:00 P.M.

The play centers around a day in the life of Brad and Mary, a young married couple who invite their new neighbors, Ken and Janice, over for a barbecue dinner. During the cookout, the two couples learn that they went on the same tour company's overland journey across Africa just a few weeks apart. As the characters share anecdotes about the funny, adventurous, and inspirational aspects of international travel, the play carries audiences toward a sense of wonder.

The cast includes Eric Griffey, of West Town; Amy Yoon, of Hillside City; Kevin Braddock, of East Valley; and Betsy Maliki, of West Town. After the performance on June 10, audience members can meet and take photos with the performers. The director, George Mulway, will be on hand to answer audience questions as well.

For more information about the CCTG, visit www.colway-theater.org. Tickets may be purchased via its Web site or at the box office.

http://www.colway-theater.org/home

### The Colway City Theater Group (CCTG)

Update for June 6: The management of the CCTG is happy to announce that we will offer extra performances, at 2:00 P.M. each Saturday, for *Cagen Street*, the first play of our summer season. Evening performances for Friday and Saturday are at 7:00 P.M., and the Sunday matinee is at 2:00 P.M.

The play, directed by Colway City native George Mulway, will feature the talented Kevin Braddock, making his stage debut with our group, in the role of Brad. He is joined by Amy Yoon, as Mary; Eric Griffey, as Ken; and Betsy Maliki, as Janice.



LIVEWORKSHEETS

176. What is *Cagen Street* mainly about?

(A) Neighbors with a common experience
(B) A family's humorous cooking mistakes
(C) Immigrants adapting to a new culture
(D) The challenges of moving house frequently

177. In the article, the word "carries" in paragraph 2, line 11, is closest in meaning to

(A) propels
(B) maintains
(C) communicates
(D) captures

178. What will audiences at *Cagen Street*'s premiere receive?

(A) A preview of a future CCTG production
(B) The opportunity to interact with the cast
(C) Entry into a drawing for a theater tour
(D) A small gift related to the play's theme

179. What most likely is the main purpose of the notice?

(A) To encourage early ticket purchases
(B) To honor the director of a stage play
(C) To announce the retirement of an actor
(D) To publicize an expanded performance schedule

180. What is implied about Mr. Braddock?

(A) He appears in a video on the CCTG's Web site.
(B) He will perform at 7:00 P.M. on June 26.
(C) He will play the husband of Ms. Yoon's character.
(D) He is from the same city as Mr. Mulway.

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LIVEWORKSHEETS

**Questions 181-185** refer to the following summary and e-mail.

*Goalmarkk Research*

## Summary of market research study on four milkshake drinks

**Name of client:** Montroy's Spot

**Description:** Goalmarkk Research was hired by Montroy's Spot, a large chain of casual dining restaurants, to assess consumer reactions to four of its milkshake drinks. The study took place between mid-August and mid-September at the company's restaurant locations in Cleveland, Ohio and Pittsburgh, Pennsylvania. Participants were instructed to visit a restaurant in their local region, where they were randomly assigned one of the four flavors of milkshake drinks to sample. They then had to access a link via their mobile phone and take a survey consisting of multiple-choice and open-ended questions.

**Overall findings:**

| | |
|---|---|
| Sample #1 | ***Banana and cherry flavor***<br>Percent of respondents who indicated *"tasted great"* – 79%<br>Most frequent comments: "too much banana flavor", "couldn't taste much cherry" |
| Sample #2 | ***Pineapple and mango flavor***<br>Percent of respondents who indicated *"tasted great"* – 82%<br>Most frequent comments: "refreshing flavor", "not enough pineapple taste" |
| Sample #3 | ***Salted caramel flavor***<br>Percent of respondents who indicated *"tasted great"* – 84%<br>Most frequent comments: "Strong flavor," "attractive color" |
| Sample #4 | ***Coconut and vanilla flavor***<br>Percent of respondents who indicated *"tasted great"* – 87%<br>Most frequent comments: "thick texture," "just sweet enough" |

| | |
|---|---|
| To: | Barbara Milligan <b.milligan@goalmarkkresearch.com> |
| From: | Carl Pella <c.pella@goalmarkkresearch.com> |
| Date: | October 2 |
| Subject: | Results of Montroy's Spot research study |
| Attachment: | Graphs_and_tables |

Hi, Barbara,

As per your request, I have attached the graphs and tables for the report for Montroy's Spot. The electronic questionnaire you designed was quite effective in eliciting feedback. I'm pleased the survey process went so smoothly, especially considering our firm had never used the online format before.

Based on our previous studies for this client, most of the results were consistent with what I had projected. One finding, however, did stand out. What I had thought would be the least popular flavor ended up being the second most popular. I really hadn't anticipated this.

Let me know if you need any more information to support our recommendations for the client.

Thanks,

Carl



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181. What is NOT stated about the market research study?

(A) It was conducted in two cities.
(B) It required the use of a mobile device.
(C) It had multiple-choice survey questions.
(D) Each of its participants sampled four drinks.

182. What feedback did two of the drink samples receive in common?

(A) The texture was too thick.
(B) The taste was refreshing.
(C) The flavor mix was uneven.
(D) The color was appealing.

183. What most likely is true about Montroy's Spot?

(A) It plans to expand into other regions.
(B) It is based in Pittsburgh.
(C) It offers a range of bottled beverages.
(D) It has consulted Goalmarkk Research in the past.

184. Which sample received more positive feedback than Mr. Pella had expected?

(A) Sample #1
(B) Sample #2
(C) Sample #3
(D) Sample #4

185. What is indicated about Ms. Milligan?

(A) She used to work for a food manufacturer.
(B) She created a firm's first electronic survey.
(C) She will meet with a client in October.
(D) She revised graphs for a market report.

Test 7

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