

## Midterm Exam - Passages 2

### A. Listen to Carol and Mark talking about their attitudes toward animals.

Then check (✓) correct the answers.

1. Carol \_\_\_\_\_.

- ☐ a. has a dog and a cat
- ☐ b. loves wild animals
- ☐ c. works in a pet store
- ☐ d. thinks wild birds are boring

2. At her job, Carol \_\_\_\_\_.

- ☐ a. helps birds that are hurt
- ☐ b. takes care of pets
- ☐ c. sells wild animals
- ☐ d. trains cats and dogs

3. Mark \_\_\_\_\_.

- ☐ a. grew up on a farm
- ☐ b. kept mice as pets
- ☐ c. thinks animals are useless
- ☐ d. doesn't have pets anymore

4. Why has Mark's attitude toward animals changed?

- ☐ a. He has a problem with mice at home.
- ☐ b. He got a pet turkey.
- ☐ c. He wants to grow crops.
- ☐ d. He has moved to a city.

### B. Complete the text with the appropriate relative pronouns. Sometimes more than one answer is possible.

I once read a story about a little boy (1) **who / that** received an insect - a large beetle - for his birthday. Frustrated by the insect's frantic movements, the boy turned it over and over looking for a switch (2) \_\_\_\_\_ could turn it off. Clearly, this was a boy (3) \_\_\_\_\_ understanding of animals and the natural world was extremely limited. The result was a boy for (4) \_\_\_\_\_ a living thing was indistinguishable from a toy.

Parents should expose their children to nature from a young age. There is a farm not far from the city to (5) \_\_\_\_\_ hundreds of families go every weekend. There, city kids (6) \_\_\_\_\_ might not otherwise have had the chance are able to see, and even to touch, a wide variety of living things. By encountering animals (7) \_\_\_\_\_ are real, not just pictures, children learn the important lesson that these are living creatures (8) \_\_\_\_\_ are worthy of respect, just like us.

### C. Choose the expressions that best complete the sentences.

1. Cathy has decided to give up her high-powered job and do something more personally satisfying **like** / as though several of her friends have done.

2. Doesn't it seem the way / as if more people are trying to live a simpler life?

3. Elena feels as / as though she spends too much of her time commuting, so she is looking for work that she can do from home.

4. Today's kids don't have a lot of free time, as / as if we did when we were growing up, but they have many more opportunities.

5. Schools should offer music and art as if / the way they did when I was a student.

6. As / As though my aunt always says, "Make new friends, but keep your old ones."

7. Some days I feel as if / the way time passes too quickly.

8. Like / As though my mother before me, I serve a traditional dinner on special holidays for my family to enjoy.

**D. Unscramble the words to make sentences describing the woman's shopping experience.**

1. The latest tablets / showed / the woman / the salesperson

**The salesperson showed the woman the latest tablets.**

2. the woman / to / the GS5 model / recommended / the salesperson

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3. her / the main features / he / described / to

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4. him / the woman / the price / asked

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5. the salesperson / the price / her / told

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6. said / nothing / to / him / she / for a moment

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7. a discount / offered / the salesperson / her

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8. the money / the salesperson / she / to / gave

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**E. Use the words in parentheses to rewrite each sentence using the subjunctive.**

1. People should learn how to block offensive ads on their devices. (it is important)

**It is important that people learn how to block offensive ads on their devices.**

2. A health-conscious person should eat fast food only once or twice a month. (it is vital)

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3. Parents should read reviews before their children see a movie. (it is essential)

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4. The government must prevent students from dropping out of school. (we insist)

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**F. Complete the sentences with *when, where, whenever, or wherever*. Use *when* or *where* only if *whenever* or *wherever* are not possible.**

1. Jan will ask if the building allows pets \_\_\_\_\_ she calls the owner today.
2. \_\_\_\_\_ my daughter sees a butterfly, she gets excited.
3. \_\_\_\_\_ we went to the zoo last week, the polar bears were being fed.
4. Most people get scared \_\_\_\_\_ bears are seen in suburban neighborhoods.
5. There aren't many wild animals \_\_\_\_\_ we live.
6. Saeko was on vacation in Brazil \_\_\_\_\_ she decided she wanted to become a naturalist.
7. \_\_\_\_\_ mosquitoes live, there is often water nearby.
8. Felix likes to travel \_\_\_\_\_ there are many exotic animals to photograph.

**G. Complete the paragraph with *whoever* and *whatever*.**

People can really be irresponsible with animals. In parks, people feed them (1) \_\_\_\_\_ they have, meaning that ducks and other animals often eat sugary doughnuts, greasy potato chips, or other foods that are not necessarily good for them. In the wild, (2) \_\_\_\_\_ camps and leaves food out often finds that bears and other animals have eaten it in the morning. This is dangerous for (3) \_\_\_\_\_ is hiking and camping in these areas, because the wild animals then want (4) \_\_\_\_\_ humans are eating and will come close to the campsites to find food. Hungry bears are dangerous animals, and (5) \_\_\_\_\_ comes in contact with them can be severely injured or killed. The point is, be smart and don't feed the animals!

## 5 READING

**A** Read the article quickly. Which senses were the focus of the marketing strategies and experiments mentioned? Choose the correct answers.

- ☐ hearing   ☐ sight   ☐ smell   ☐ taste   ☐ touch

# Sensory plays and the scent of MARKETING

**G**lobal brands have become increasingly aware of the power of sight, smell, touch, and sound to influence purchasing behaviors.

A fast-food chain has trialed scents for use in its restaurants with the knowledge that this not only draws in customers but also improves their perception of their overall dining experience. A company that produces a popular deodorant for men has spent considerable sums perfecting the sound of its aerosol can to amplify its brand message of strength and effectiveness. This has led to a spray that is noticeably louder than their "female" deodorants.

A subtle scent or a particular sound can be just enough to awaken positive past associations or simply alter our other sensory perceptions. Charles Spence, professor of experimental psychology and a sensory consultant to brands, points to



research conducted by a company about 15 years ago. The company discovered that by adding a fragrance to clothes, they were perceived by users as whiter even when they weren't.

Other tricks, such as using high-pitched music, can drive people toward the top of a website, Professor Spence says. Meanwhile, by simply changing the background color on their website, companies can increase trustworthiness. This is of particular value, for example, when asking customers to enter their credit card details.

But brands do not always get it right. Back in 2008, one food company knew that consumers responded positively not only to crunchier chips but also to noisier packaging. So it introduced new noisy packaging for one of its chips. It was so loud that it reached as high as 105 decibels, louder than a lawnmower or food processor. Two years later, the company withdrew the packaging following widespread consumer complaints. There can be advantages in tapping into consumers' senses, but brands can clearly go too far.

**B** Read the article again. Choose the correct answer for each question.

- What is this article mostly about?
  - ☐ a. How marketing improves consumers' sensory experience.
  - ☐ b. How to avoid being tricked by sensory marketing strategies.
  - ☐ c. How marketing makes use of the senses to influence consumers.
- Which of these statements is true according to the article?
  - ☐ a. Sensory information doesn't have to be obvious to affect our perception of a product.
  - ☐ b. Sensory information only triggers positive associations.
  - ☐ c. One sense has no influence on how the other senses perceive a product.
- Which of the following is **not** mentioned in the article?
  - ☐ a. Particular scents can drive consumers into a restaurant.
  - ☐ b. A white product is considered more reliable by customers.
  - ☐ c. Packages that produce the wrong sound can drive customers away.