

For questions 1-8, read the text below and decide which answer (A, B, C or D) best fits each gap.

THE HISTORY OF CONVERSE

In 1908, the Converse Rubber Shoe Company began trading in the USA. Initially, the company made simple rubber-soled footwear for men, women and children. By 1910, Converse was producing 4,000 pairs a day. The company's main turning point came in 1917, when the red-and-white basketball shoe was introduced. This was a real innovation, as the sport was in its infancy. Then, in 1921, 'Chuck' Taylor, a basketball player, contacted the company complaining of sore feet. Converse immediately employed him as a representative, and he promoted their shoes for the remainder of his career. In 1941, when the USA became involved in the Second World War, Converse shifted production to manufacturing boots, and protective footwear for pilots and soldiers.

Converse shoes were hugely popular with teenagers during the 1950s, and in 1966 the company added a range of new colours. They remained popular until the early 1980s, but lost a large proportion of their share during the 1990s with the appearance of trainers.

- | | | | |
|-------------------|---------------|-------------|----------------|
| 1. A preparing | B producing | C creating | D constructing |
| 2. A point | B place | C pot | D situation |
| 3. A accounting | B considering | C viewing | D bearing |
| 4. A communicated | B wrote | C contacted | D spoke |
| 5. A employed | B occupied | C worked | D invited |
| 6. A remains | B surplus | C rest | D remnants |
| 7. A dress | B cloth | C attire | D clothing |
| 8. A young | B primary | C early | D first |
| 9. A shop | B sales | C retail | D market |



For questions 1-8, read the text below and think of the word which best fits each gap. Use only one word in each gap.

Strategies for improving how you learn

As soon as you have found out what your learning style is, there are a number of strategies you can put into practice to improve how you learn. If you are a visual learner, you should take notes in class or in lectures if you are not provided with handouts. You will find it helpful to use a highlighter pen to emphasize the most important information. Also, try to find sources of information that are illustrated. Visual stimuli, whether in a book or a video, will help you understand and remember things. If you are an auditory learner, you might benefit from recording a lecture rather than taking notes. You will learn from discussing your ideas with others, too. Kinesthetic learners find it hard to sit still for long so if you are studying for an exam, you will benefit from frequent breaks. Moving around while trying to memorize something or doing another activity at the same time will also be beneficial.

