

Part 2

Questions 9 to 18 are based on the following passage.

Read the passage carefully and choose the best answer A, B, C or D to fill in each blank.

Starting a Business

Entrepreneurs may have multiple reasons for starting a business. There (0) _____ both financial and personal factors at play. Since starting a business is such a difficult endeavour, those who choose the entrepreneurial path (9) _____ be extremely motivated, willing to put up with long working days, and tough enough to recover from the failures that will almost inevitably occur.

The desire to accumulate fortune for their families has (10) _____ a common reason for people to start a business. Some people have ambitious financial goals after seeing real-life examples of wealthy families passing down very profitable businesses (11) _____ one generation to another. Nevertheless, very few companies are able to withstand the test (12) _____ time. Creating a prosperous foundation for your children is a worthy endeavour. (13) _____, there is no guarantee that they will possess the work ethic or discipline required to run a successful company.

On the other hand, many aspiring business owners have a (14) _____ desire to use their companies as platforms to assist the less fortunate. They see launching a small business as a (15) _____ to bring about change. They are social entrepreneurs who are motivated by a desire to make the world a better place rather (16) _____ by financial gain.

If you are one of these kind-hearted people, you must always remember (17) _____ business is business. Even if you have (18) _____ greatest of intentions, you still have a duty to meet the demands of your target customers and to offer your customers competitive goods and services. If you do not, your clientele will start spending their money elsewhere, leaving you and your cause.

- | | | | |
|------------------|-------------------|---------------|-----------------|
| 0 A is | B are | C was | D were |
| 9 A will | B can | C must | D shall |
| 10 A become | B became | C becoming | D been becoming |
| 11 A of | B since | C from | D beginning |
| 12 A at | B of | C for | D on |
| 13 A In addition | B On the contrary | C Moreover | D However |
| 14 A solid | B sturdy | C intense | D strong |
| 15 A way | B path | C opportunity | D extension |
| 16 A commonly | B fairly | C than | D then |
| 17 A this | B that | C the | D which |
| 18 A a | B an | C the | D that |