

**Fill in the missing letters in the paragraph.
(Questions 1-10)**

The human brain is a complex organ responsible for controlling all bodily functions and enabling thought, emotion, and memory. It is divided into several regions, each with specific roles. The cerebrum, the largest part, is involved in cognitive functions such as reasoning, planning, and language. The cerebellum coordinates movement and balance, while the brainstem controls vital bodily functions like breathing and heart rate. Together, they enable the brain to perform its various tasks.

Read an email.

To:	edward56L@dmail.com
From:	artforeveryone@dmail.com
Date:	10/09/2025
Subject:	Art Workshop Reservation Confirmation

Dear Ms. Edwards,

The reservation for the art workshop that you made on September 10th has been confirmed. The workshop will take place on September 20th at 3:00 PM. All necessary arts supplies will be provided, but please bring your own apron or smock.

Best regards,

Laura Bennett

11. When is the date of the art workshop?

- (A) September 10th
- (B) September 12th
- (C) September 20th
- (D) September 30th

12. What should Ms. Edwards bring to the workshop?

- (A) A payment method
- (B) Extra paint
- (C) A protective garment
- (D) Proof of reservation

Read an email.

To: nguyenbooklover@dmail.com

From: part.gymworkers@dmail.com

Subject: You're Invited – Bring Friends & Family to Our Grand Opening!

Dear Ms. Nguyen,

We're excited to invite you—and your friends and family—to the grand opening of our new branch at 25 Orchid Street, happening next Monday. This event is a great opportunity to explore our state-of-the-art facility, featuring top-tier equipment, energizing group classes, and expert personal training.

This celebration, exclusively for our valued members and their guests, will include guided tours, live fitness demonstrations, and complimentary refreshments. It's the perfect chance to experience our community-focused approach to wellness and introduce others to a space designed for all fitness levels.

Bring your friends and family! We're offering a special one-day-only discount on memberships for all attendees.

For questions or to RSVP, contact our customer service team at 555-1234.

Warm regards,
John Parker

13. What is the main purpose of the email?

- (A) To attract customers to a new fitness center
- (B) To provide Ms. Nguyen with an opportunity to provide expert personal training
- (C) To celebrate Ms. Nguyen's achievements in wellness
- (D) To announce a discount available to fitness-center members

14. What can be inferred about Ms. Nguyen's relationship with the fitness center?

- (A) She helps the fitness center to organize activities.
- (B) She has already explored the new facility.
- (C) She is a member at one of the fitness center's other locations.
- (D) She is new to using fitness centers and exercise equipment.

15. The new fitness center is intended for use by which of the following groups of people?

- (A) Expert personal trainers
- (B) Top-tier athletes
- (C) Existing fitness-center members
- (D) Community members of all fitness levels

The Paradox of Choice

The paradox of choice, a concept popularized by psychologist Barry Schwartz, suggests that more options can lead to less satisfaction. While the freedom to choose is fundamental to consumer culture, an overabundance of choices—from groceries to electronics—can overwhelm individuals, causing anxiety and decision fatigue. This paradox implies that the vast array of possibilities available today might actually diminish consumer contentment, as the fear of making the wrong choice looms large.

Research supports this notion. In an experiment, psychologist Sheena Iyengar found that shoppers were more likely to purchase jam when offered 6 varieties instead of 24. The limited selection eased the decision process, reducing the pressure to find the 'perfect' option and making the experience more enjoyable. This phenomenon reveals that fewer choices can sometimes make consumers happier, which is a valuable insight for marketers and retailers aiming to boost satisfaction by **curating** their offerings.

The paradox also has broader implications. In individualistic cultures, where personal choice is highly valued, the burden of decision-making can be significant. Conversely, collectivist cultures, which often provide fewer choices, report higher levels of contentment. This dynamic suggests that understanding cultural differences in consumer psychology can help businesses optimize their product strategies and enhance overall well-being.

16. Which of the following best states a main idea of the passage?

- (A) Effective marketing strategies focus on increasing product options.
- (B) Modern consumer culture is driven by a demand for fewer products.
- (C) Individualism enhances consumer contentment.
- (D) Limiting consumer choices can lead to higher satisfaction.

17. What is one effect of decision fatigue as mentioned in the passage?

- (A) Desire to make the same choices as other consumers
- (B) Anxiety about making the wrong choice
- (C) Preference for consumer cultures
- (D) Enhanced freedom to choose

18. Why does the author mention Sheena Iyengar's experiment?

- (A) To highlight the effectiveness of marketing strategies
- (B) To explain the methodology used in consumer psychology
- (C) To provide evidence supporting the paradox of choice
- (D) To criticize the abundance of products in modern markets

19. The word "curating" in the passage is closest in meaning to

- (A) eliminating
- (B) organizing
- (C) increasing
- (D) changing

20. What can be inferred about consumers in collectivist cultures?

- (A) They tend to report lower levels of satisfaction.
- (B) They are more affected by the paradox of choice.
- (C) They generally have fewer choices available.
- (D) They prefer individual decision-making.