

READING PASSAGE 1

Questions 1-5

Do the following statements agree with the information given in Reading Passage 1?

In boxes 1-5 on your answer sheet, write

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this

1. The TF NextStage stores planned to sell products to make life easier for older people.
2. TF's market research indicated that people liked the products.
3. It cost more than expected to remodel the TF stores.
4. The TF NextStage coffee shops sold their own brand of food and drink.
5. TF NextStage customers liked the atmosphere in the new stores.

Questions 6-13

Complete the notes below.

Choose **NO MORE THAN TWO WORDS** from the passage for each answer.

Write your answers in boxes 6-13 on your answer sheet.

Feedback from experts

Donna Sturgess

Problems with customer research

- TF team limited their research to attitudes that occur at a **6** level in customers' minds
- TF didn't consider customers' emotions

How many company dealt with a similar problem:

- Product: Alli
- Use: help people achieve 7
- Marketing aim: help customers see the product in a positive way by:
 - giving the product a 8 that seems helpful and supportive
 - giving the product a reusable 9

Market research:

- does not need to be complex
- good information can come from interviews or studying the 10 of consumers in the home

Alex Lee

Problem:

- customers are attracted to the ideal not the reality, e.g ads for surf gear

How my company dealt with a similar problem:

- we organized 11 to find out what images customers associate with our products
- we do not call our products helping tools in our marketing campaigns

Market research:

- can be basic, e.g. by doing 12
- company executives should follow their 13

READING PASSAGE 2

Questions 14-19

Do the following statements agree with the information given in Reading Passage 2?

In boxes 14-19 on your answer sheet, write

TRUE if the statement is true

FALSE if the statement is false

NOT GIVEN if the information is not given in the passage

14. The purpose of collecting seeds now is different from the past.
15. The millennium seed bank is the earliest seed bank.
16. One of the major threats for plant species extinction is farmland expansion into wildness.
17. The approach that scientists apply to store seeds is similar to that used by farmers.
18. technological development is the only hope to save plant species.
19. The works of seed conservation are often limited by financial problems.

Questions 20-24

Complete the following summary of the paragraphs of Reading Passage 2,

Using **NO MORE THAN THREE WORDS** from the Reading Passage for each answer.

Write your answers in boxes 20-24 on your answer sheet.

Some people collect seeds for the purpose of protecting certain species from **20**_____. others collect seeds for their ability to produce **21**_____. They are called seed hunters. The **22**_____ Of them included both gardeners and botanists, such as **23**_____, who financially supported collectors out of his own pocket. The seeds collected are usually stored in seed banks, one of which is the famous

millennium seed bank, where seeds are all stored in the **24** _____ at a low temperature.

Questions 25-26

Choose the correct letter, A-E.

Write your answers in boxes 25, 26 on your answer sheet.

Which TWO of the following are provided by plants to the human?

- A.** food
- B.** fuels
- C.** clothes
- D.** energy
- E.** commercial products

READING PASSAGE 3

Questions 27-32

Choose the correct letter A, B, C or D

27. Why is it difficult to find mite harvestmen?

- A. They are too small to see with naked eye
- B. They can easily be confused with daddy longlegs
- C. They are hard to distinguish from their surroundings
- D. They do not exist in large numbers in any one place

28. Why are mile harvestmen of interest to Dr Giribet and his colleagues?

- A. They have been studied far less than most other species
- B. They show the effects of climate on the evolution of animals
- C. They have an unusual relationship with plants and other animals
- D. They provide evidence relating to a field of study other than insects

29. What factor contributed to Wegener's idea that present-day continents used to form a single landmass?

- A. changes in the level of the ocean
- B. the distance that species could travel the lack of certain fossils on one side of the Atlantic
- C. similarities in living conditions on both sides of the Atlantic
- D. similarities in living conditions on both sides of the Atlantic

30. What point is made by the reference to armadillos?

- A. regions have both separated and become connected
- B. certain animals could travel longer distances than others.
- C. the oldest species of animals are likely to be found in Africa,
- D. there is a tendency for animals to spread in a particular direction

31. Which of the following is stated in the fifth paragraph?

- A. Hawaii is a habitat that cannot support large birds.
- B. Hawaii is an attractive habitat for certain species of birds.
- C. flightless birds are more likely to become extinct than others.
- D. the Hawaiian goose became flightless after it had reached Hawaii.

32. Why is evidence from cockroaches of limited value?

- A. they spread too fast
- B. they multiply too quickly.
- C. they are found in too few places.
- D. they have divided into too many species.

Questions 33-36

Do the following statements agree with the information given in Reading Passage 3?

In boxes 33-36 on your answer sheet, write

YES **if the statement is true**

NO **if the statement is false**

NOT GIVEN **if the information is not given in the passage**

33. The colonization of Hawaii by geese provides evidence of continental drift

34. The reason why mite harvestmen don't exist on Hawaii can be explained

35. The DNA of certain species has evolved more quickly than that of others

36. Dr Boyer's theory concerning the origins of Florida is widely accepted

Question 37-40

Complete the summary using the list of words A-I below.

Write the correct letter A-I in boxes 37-40 on your answer sheet.

List of words

A. branches	B. fossils	C. drift
D. DNA	E. evolution	F. Pangea
G. dispersal	H. ancestors	I. continents

The age and evolution of mite harvestmen

Some of the first creatures to live on land were the (37)..... of mite harvestmen. Boyer, Giribet and others study differences in the (38)..... of these insects, and trace the development of a number of (39)..... of the species.

Their evolution appears to reflect changes in the location of (40)..... For example, the same type of mite harvestman is found in places that are now far apart but used to form Gondwana, part of a huge landmass.