

WORD PRACTICE**LISTENING COMPREHENSION****Part 1 Photo**

Look at the picture and listen to the sentences. Choose the sentence that best describes the picture.



1. (A) (B) (C) (D)

Part 2 Question-Response

Listen to the question and the three responses. Choose the response that best answers the question.

2. (A) (B) (C) 3. (A) (B) (C)

Part 3 Conversation

Listen to the dialogue. Then read each question and choose the best answer.

4. What does the woman want to do with the doll?
 (A) Make it less expensive.
 (B) Examine it.
 (C) Change its color.
 (D) Add a noisemaker.

5. How much does the woman think that sales will increase?
 (A) 13 percent.
 (B) 15 percent.
 (C) 30 percent.
 (D) 40 percent.

6. What does the man suggest that the woman do?
 (A) Search for a bigger doll.
 (B) Research prices and sales.
 (C) Give the doll a new figure.
 (D) Hire more salespeople.

Part 4 Talk

Listen to the talk. Then read each question and choose the best answer.

7. Why is the product popular?
 (A) It has a low price.
 (B) People are familiar with it.
 (C) It is available everywhere.
 (D) Nobody is sure of the reason.

8. How long has the product been on the market?
 (A) Exactly two years.
 (B) Exactly twenty years.
 (C) More than twenty years.
 (D) About ten years.

9. Who buys the product?
 (A) Children.
 (B) Teenagers.
 (C) Men and women.
 (D) People of all ages.

READING**Part 5 Incomplete Sentences***Choose the word that best completes the sentence.*

10. The product development team were _____ that the competition would produce a similar product and get it on the market before they did.
 (A) anxious (C) anxiousness
 (B) anxiously (D) anxiety

11. The designer made the _____ that people are attracted to boxes in primary colors.
 (A) assumption (C) assuming
 (B) assumed (D) assume

12. The _____ model of the new car drew attention wherever it was shown.
 (A) experiment (C) experimental
 (B) experimentation (D) experimenting

13. Our team came up with the most _____ solution to the problem.
 (A) logic (C) logically
 (B) logical (D) logician

14. The new employee accepted _____ for not discovering a trademarked toy exactly like his own company's.
 (A) responsible (C) responsibly
 (B) responsibility (D) response

15. Mr. Oh did not give the project adequate _____ and the product never made it to market.
 (A) supervisor (C) supervised
 (B) supervision (D) supervise

Part 6 Text Completion

In order to stay competitive in today's market, companies must continually work to develop new products. Through _____ research, a company can ascertain what consumers are interested in buying. Then products that match those interests can be developed. Nothing should _____ about consumer interests. Product developers need _____ all the data carefully before spending money on a new product. This is only logical. Consumers will buy products that meet their needs and desires. The money and effort spent on market research will be repaid many times over by a product that sells well.

16. (A) system
 (B) systemize
 (C) systematic
 (D) systematically

17. (A) assume
 (B) assumes
 (C) assumed
 (D) be assumed

18. (A) examine
 (B) to examine
 (C) examining
 (D) will examine

Part 7 Reading Comprehension*Questions 19–23 refer to the following two letters.***February 12, 20—**

Kathleen Hollinger
 Product Development Department
 New Age Systems, Inc.
 475 Cutter Avenue
 Sellingham, WA 90876

Dear Ms. Hollinger,

I understand that the company has an opening in the Product Development Department. I am interested in applying for this position. I have been working for New Age Systems for close to a decade. Currently I am a research assistant in the Marketing Department. During my time at New Age Systems, I have worked in several departments at the company and have had the opportunity to learn a great deal about its work. I feel that I am now ready to assume the responsibilities of a higher level position. I am anxious to speak with you about working in the Product Development Department. Thank you for your attention. I look forward to hearing from you.

Sincerely,

Dean Ayers

February 16, 20—

Dean Ayers
 Marketing Department
 New Age Systems, Inc.
 475 Cutter Avenue
 Sellingham, WA 90876

Dear Mr. Ayers,

Thank you for your letter expressing interest in applying for the position in the Product Development Department. Unfortunately, the position you are interested in has already been filled. However, I have communicated with your supervisor, and he speaks very highly of you. I have also examined your work record. It is clear that you would be a good asset to our department. I expect that we will have another opening before the end of this year. As soon as I have ascertained the availability of that position, I will be in contact with you. I look forward to meeting with you in the near future.

Sincerely,

Kathleen Hollinger
 Manager, Product Development Department

19. How long has Mr. Ayers worked for New Age Systems, Inc.?
 (A) Almost ten years.
 (B) Exactly ten years.
 (C) Almost twenty years.
 (D) More than twenty years.

20. What job does Mr. Ayers have now?
 (A) Product developer.
 (B) Department head.
 (C) Marketing manager.
 (D) Research assistant.

21. What will Ms. Hollinger do?
 (A) Hire Mr. Ayers right away.
 (B) Ask Mr. Ayers to supervise a project.
 (C) Tell Mr. Ayers when a position becomes available.
 (D) Send Mr. Ayers a copy of his work record.

22. The word *assume* in line 9 of the first letter is closest in meaning to
 (A) teach
 (B) study
 (C) decide
 (D) take

23. The word *examined* in line 6 of the second letter is closest in meaning to
 (A) looked at
 (B) brought up
 (C) taken back
 (D) given up