

IELTS Reading Practice: Sentence Completion

An exercise for IELTS Reading Sentence Completion. Read the passage below and then answer the questions.

The War on Smoking

Make no mistake, the move to introduce plain packaging is just the latest front in the war against smoking. Over the past decade, there has been a ban on smoking in public places and moves to restrict displays in shops. But one of the issues that has been concerning health experts and ministers is the number of people who continue to take up smoking, particularly young people.

More than 200,000 under-16's start in the UK each year – helping ensure a viable market remains for manufacturers once the number of people quitting and dying is taken into account. In countries like the UK where there is a ban on advertising, the pack remains the last major vehicle for promotion. Hence the detail and care taken in the design of the packets with their laminated and special print effects, foil decorations and slide openings and bevelled edges. It should come as no surprise therefore to learn that they have become known as the “silent salesman” and “mobile billboard” within the industry. They are that important. (Passage from [here](#))

Questions 1-4

Complete the sentences. Choose no more than two words and / or a number from the passage for each answer.

1. is the most recent strategy to tackle the problem of smoking.
2. The large number of new smokers, particularly under 16's, makes certain that cigarette companies will always have a
3. In some countries, packaging is the only method that cigarette companies have for
4. Packets are seen as being the in the cigarette industry.