

**Exercise 6: Read the following passage and mark the letter A, B, C, or D on your answer sheet to indicate the correct answer to each of the questions.**

The 'Generation Gap' or 'Intergenerational Divide' has become a ubiquitous term within the debate surrounding workplace equality and diversity in recent years. **This** has become even more discerning with the rise of a workplace that has four or sometimes five generations under one organizational 'roof'. This myriad of diverse characteristics and individuality creates a management issue in relation to understanding the management of human experiences within the workplace.

**Conflict** rather than commonality has become a central part of the overarching narrative surrounding intergenerational workplace division. By understanding what the 'generation gap' is and how it impacts workplace organizational culture, organizations will be able to discern avenues of possible change by understanding how businesses can harness the power of commonality by unleashing intergenerational equality. HR practitioners are facing a generational 'time bomb'. By understanding the dynamics of this change and how to better facilitate a process towards change, organizations can overcome the problems that arise from intergenerational conflict within the workplace.

**73. What is the main idea of the article?**

- A. The need for organizations to address intergenerational workplace division.
- B. The importance of workplace diversity in organizational culture.
- C. The challenges faced by HR practitioners in managing multiple generations.
- D. The potential for change and improvement through intergenerational equality.

**74. The word "This" in paragraph 1 refers to \_\_\_\_\_.**

- A. recent years
- B. diversity
- C. Generation Gap
- D. workplace

**75. What is the meaning of the term "Generation Gap" as used in the article?**

- A. The difference in age between different generations.
- B. The conflict and divide between different generations in the workplace.
- C. The diversity and individuality within different generations.
- D. The rise of multiple generations working together in organizations.

**76. What is the general method that can be used to solve the intergenerational workplaces' issue?**

- A. Understanding the dynamics of change.
- B. Overcoming conflict within the workplace.

- C. Facilitating a process towards change.
- D. Harnessing the power of commonality.

77. The word " Conflict " in paragraph 2 is closest in meaning to \_\_\_\_\_.

A. Disagreement      B. Morality      C. Unity      D. Diversity.

**78. What is the suggested solution to the problems arising from intergenerational conflict in the workplace?**

- A. Embracing diversity and individuality.
- B. Ignoring the generation gap and focusing on common goals.
- C. Facilitating a process towards change within organizations.
- D. Overcoming the dynamics of change in HR practices.

**Exercise 11:** Read the following passage and mark the letter A, B, C, or D to indicate the correct answer to each of the questions from 98 to 102.

Everyone wants to live a long and healthy life. It's important to take care of ourselves and make choices that promote good health. By making simple lifestyle changes, we can increase our chances of living a long and fulfilling life.

Exercise is important for staying healthy. Doing activities like walking, jogging, or dancing makes our hearts strong, muscles toned, and bones healthy. It also makes us feel happy and lowers the chances of getting sick, like heart disease and diabetes.

Eating good food is very crucial too. We should eat different fruits, vegetables, whole grains, and lean meats. These foods give us important vitamins and energy. We should try not to have too many sugary drinks, processed foods, or snacks with lots of fat. Eating healthy helps our bodies stay strong, keeps us at a good weight, and reduces the chance of getting sick.

Getting enough sleep is also essential for our bodies. When we sleep, our bodies rest and get better. It helps our bodies be strong and our brains work well. If we don't get enough sleep, we can feel tired, have trouble paying attention, and get sick more easily. We should try to sleep for seven to nine hours every night.

Last but not least, we need to manage stress to stay healthy. Stress can make our bodies and minds feel bad. We can find good ways to handle stress, like doing relaxing activities, enjoying our hobbies, or talking to our friends and family. When we manage stress in healthy ways, it helps us stay healthy and happy.

(Adapted from Centers for Disease Control and Prevention)

**98. Which of the following can be the best title for the passage?**

- A. The Importance of Exercise for Good Health
- B. Tips for a Long and Healthy Life
- C. Managing Stress for a Healthy Lifestyle
- D. The Role of Sleep in Maintaining Good Health

**99. According to the passage, how does exercise contribute to staying healthy?**

- A. It makes our hearts strong and muscles toned.
- B. It helps us become taller and stronger.
- C. It makes us feel sleepy and tired.
- D. It completely eliminates the chances of getting sick.

**100. According to the passage, we can manage stress in healthy ways by \_\_\_\_\_.**

- A. doing relaxing activities, enjoying hobbies, or talking to friends and family
- B. eating healthy foods and not skipping meals
- C. watching television and playing video games for long hours to relax
- D. avoiding social interactions and isolating ourselves

**101. Which of the following is not true according to the passage?**

- A. Exercise helps in preventing heart disease and diabetes.
- B. Consuming sugary drinks and snacks with high fat content is beneficial for our bodies.
- C. Getting enough sleep improves our physical and mental well-being.
- D. Managing stress contributes to our overall health and happiness.

**102. It can be inferred from the passage that \_\_\_\_\_.**

- A. Eating a variety of fruits and vegetables provides essential nutrients for our bodies.
- B. Exercising regularly leads to weight gain and a higher risk of illness.
- C. Lack of sleep has no impact on our cognitive functions.
- D. Managing stress negatively affects our physical and mental health.

***Exercise 12: Read the following passage and mark the letter A, B, C or D to indicate the correct answer to each of the questions.***

For many years, knowing how to market to Millennials was the hot ticket for most marketers. Today, advertisers are **wrapping their heads around** how to reach their younger counterparts, Gen Z - the generation that often feels like they're ahead of the rest of us.

While marketers are quickly shifting their attention to each incoming generation, they're missing one key insight that's been bubbling beneath the surface: no generation is the same, but no one in a generation is the same, either.

People across every generation are **defying** norms more and more. More single women own houses than men. Men are going back to college in their 60s. Early-career workers are leading the great resignation rather than taking whatever job they can get after college. Women are delaying having children. And the list goes on.

The truth is, people are “growing up” at different rates or redefining what it means to grow in the first place. This variation inside generations creates a challenge for marketers, how do you market to changing peer groups?

### **Avoid ageism in your marketing**

While this insight might sound obvious, it's not obviously put into practice in marketing. For instance, one study found that “variation in ageing successfully or in lifestyles is not promoted in advertising.” Another survey from AARP found that 69% of consumers ages 50 and older say media images are ageist. This could affect younger groups, too. New research suggests ‘acute’ ageism could be an even bigger problem for younger cohorts.

### **Make your language more inclusive**

How you refer to age groups or generations could keep customers (or top talent) away. Whether it's women reentering the workforce or retired professionals seeking returnships, these individuals want to go where they'll feel like they belong. And since your employees are a reflection of your company, one way to combat this is how you speak internally.

*Source: <https://www.forbes.com/sites/forbescontentmarketing/2021/10/15/how-to-bridge-the-age-gap-in-marketing/?sh=1d64fec267fd>*

**103. Which of the following can be the best title for the passage?**

- A. Difficulties in Marketing
- B. Marketing for Gen Z
- C. Social Norms in Marketing
- D. Narrowing the Age Gap in Marketing

**104. The phrase “wrapping their heads around” in paragraph 1 mostly means \_\_\_\_.**

- A. trying to understand
- B. struggling to understand

105. The word “defying” in paragraph 3 is closest in meaning to \_\_\_\_\_.

A. opposing      B. agreeing      C. obeying      D. praising

106. The word “they” in paragraph 3 refers to .

A. single women      B. men in their 60s    C. early-career workers      D. marketers

107. For many years, marketers focus on targeting \_\_\_\_\_.

108. According to paragraph 3, \_\_\_\_\_.

A. women now have children later than previous generations.

B. men cannot pursue education when they are old.

C. people try to have whatever jobs they can get after graduating.

D. many single women do not own a house.

109. Which of the following is NOT true according to the passage?

A. Each generation is unique.

B. When old people or women return to work; they want to be in the place they feel belonged to.

C. Language used to indicate generations do not have an impact on attracting customers.

D. Many old people say that media images include age-discrimination.