

PASSAGE 3 – MAKING THE MOST OF TRENDS

1. What does **profound** mean?
 - a) Trivial
 - b) Deep
 - c) Superficial
 - d) Shallow
2. What is **peripheral**?
 - a) Marginal
 - b) Main
 - c) Essential
 - d) Central
3. What does **innovation** mean?
 - a) Conformity
 - b) Creativity
 - c) Routine
 - d) Tradition
4. What does **wait-and-see** imply?
 - a) Bold
 - b) Assertive
 - c) Cautious
 - d) Decisive
5. What is **profit**?
 - a) Deficit
 - b) Revenue
 - c) Loss
 - d) Debt
6. What does **jeopardize** mean?
 - a) Secure
 - b) Endanger
 - c) Protect
 - d) Preserve
7. What does **engender** mean?
 - a) Prevent
 - b) Generate
 - c) Suppress
 - d) Eliminate
8. What are **propositions**?
 - a) Ideas
 - b) Criticisms
 - c) Denials
 - d) Rejections
9. What does **adept** mean?
 - a) Skilled
 - b) Novice
 - c) Inexperienced
 - d) Amateur
10. What does **analyzing** mean?
 - a) Skipping
 - b) Neglecting
 - c) Studying
 - d) Ignoring
11. What does **exploiting** mean?
 - a) Misusing
 - b) Utilizing
 - c) Ignoring
 - d) Wasting
12. What does **infuse** mean?
 - a) Expel
 - b) Instill
 - c) Extract
 - d) Remove

13. What does **augment** mean?

- a) Decrease
- b) Increase
- c) Reduce
- d) Minimize

14. What are **attributes**?

- a) Disadvantages
- b) Traits
- c) Flaws
- d) Defects

15. What is a **downturn**?

- a) Boom
- b) Decline
- c) Upsurge
- d) Improvement

16. What is **consumer-research**?

- a) Sales data
- b) Customer analysis
- c) Manufacturing study
- d) Production analysis

17. What does **vibrant** mean?

- a) Weak
- b) Lively
- c) Dull
- d) Faint

18. What is **conventional**?

- a) Traditional
- b) Radical
- c) Innovative
- d) Modern

19. What does **avert** mean?

- a) Prevent
- b) Cause

c) Trigger

d) Initiate

20. What is a **recession**?

- a) Economic downturn
- b) Expansion
- c) Boom
- d) Growth

21. What is **renewal**?

- a) End
- b) Revival
- c) Decline
- d) Collapse

22. What is a **supermarket**?

- a) Grocery store
- b) Boutique
- c) Warehouse
- d) Factory

23. What are **concerns**?

- a) Indifference
- b) Worries
- c) Neglect
- d) Apathy

24. What is **commitment**?

- a) Indifference
- b) Devotion
- c) Neglect
- d) Abandonment

25. What does **tangible** mean?

- a) Intangible
- b) Abstract
- c) Imaginary
- d) Concrete

26. What are **offerings**?
- a) Goods
 - b) Absences
 - c) Withdrawals
 - d) Rejections
27. What does **radical** mean?
- a) Revolutionary
 - b) Moderate
 - c) Conservative
 - d) Ordinary
28. What does **transcend** mean?
- a) Surpass
 - b) Yield
 - c) Submit
 - d) Follow
29. What is **novel**?
- a) Common
 - b) Traditional
 - c) Old-fashioned
 - d) New
30. What is **engagement**?
- a) Disengagement
 - b) Absence
 - c) Withdrawal
 - d) Involvement
31. What does **counteract** mean?
- a) Neutralize
 - b) Worsen
 - c) Intensify
 - d) Promote
32. What does **reaffirm** mean?
- a) Confirm
 - b) Reject
 - c) Invalidate
 - d) Deny
33. What does **stresses** mean?
- a) Ignores
 - b) Neglects
 - c) Overlooks
 - d) Emphasizes
34. What does **temporarily** mean?
- a) Briefly
 - b) Forever
 - c) Continuously
 - d) Permanently
35. What does **undesirable** mean?
- a) Wanted
 - b) Preferable
 - c) Favorable
 - d) Unwanted
36. What is a **category**?
- a) Unique
 - b) Individual
 - c) Classification
 - d) Singular
37. What does **ME2** refer to?
- a) Personal
 - b) Professional
 - c) Public
 - d) Business
38. What are **iToys**?
- a) Foods
 - b) Tools
 - c) Animals
 - d) Electronic devices

39. What does **negative** mean?

- a) Adverse
- b) Positive
- c) Beneficial
- d) Favorable

40. What are **impacts**?

- a) Effects
- b) Sources
- c) Reasons
- d) Causes

41. What does **handheld** mean?

- a) Portable
- b) Stationary
- c) Immobile
- d) Fixed

42. What is **LCD**?

- a) Linear Circuit Display
- b) Light Circuit Diagram
- c) Liquid Crystal Display
- d) Low Crystal Device

43. What is a **pedometer**?

- a) Step counter
- b) Stopwatch
- c) Thermometer
- d) Compass

44. What is **skateboarding**?

- a) ice-sliding
- b) Surfing
- c) Skiing
- d) Rollerblading

45. What does **introduced** mean?

- a) Removed
- b) Launched
- c) Abandoned
- d) Excluded

46. What is **perspective**?

- a) Viewpoint
- b) Proof
- c) Fact
- d) Assumption

47. What does **disparity** mean?

- a) Inequality
- b) Uniformity
- c) Equality
- d) Balance

48. What is a **clash**?

- a) Harmony
- b) Conflict
- c) Accord
- d) Agreement

49. What are **associations**?

- a) Disconnections
- b) Isolations
- c) Connections
- d) Separations

50. What are **lifestyles**?

- a) Furniture
- b) Habits
- c) Valleys
- d) Mountains