

PART 7

Directions: In this part you will read a selection of texts, such as magazine and newspaper articles, letters, and advertisements. Each text is followed by several questions. Select the best answer (A, B, C or D) for each question.

Questions 153-156 refer to the following letter.

Dear Jim, Feb 10th

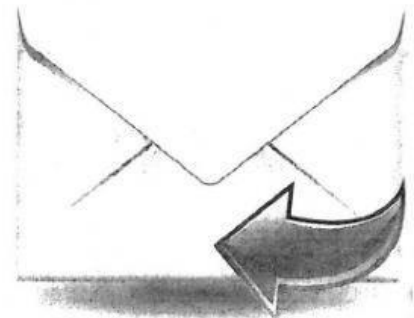
It was good talking with you the other night after so many years - you clearly remember our college parties as well as I do!

As I mentioned, our new aloe vera skin care product line is set to be released on April 1st. There won't be a national media campaign, as we feel that promotion via drugstores like yours, although slower, will spread awareness by word-of-mouth and set us apart from the competition. That's why, initially, Aloe-X will be available exclusively in pharmacies. The extra benefit to you is that as an exclusive distributor, our customer service department can refer interested customers to your store.

The launch date for the ad campaign is set for the summer with the placement of two-page spreads in health and general interest magazines. Our pricing strategy will reflect our target group - the upmarket, health-conscious consumer, and we will have an introductory promotional discount.

I look forward to hearing from you when you're in town again and we can discuss the discount and payment terms I can offer you. Call my personal secretary at (707) 849-7447.

Best regards,
Raymond



- | | |
|---|--|
| <p>153 What is the purpose of the letter?</p> <ul style="list-style-type: none"> A To thank someone for a meeting B To request information on available products C To reserve advertising space D To persuade a store owner to stock the company's product <p>154 When will the product be launched?</p> <ul style="list-style-type: none"> A Next month B In April C In the summer D Next year | <p>155 Where will the product NOT be advertised?</p> <ul style="list-style-type: none"> A Television B Pharmacies C General-interest magazines D Health magazines <p>156 What is probably the occupation of the recipient?</p> <ul style="list-style-type: none"> A Sales representative B Drugstore owner C Advertising designer D Doctor |
|---|--|

Questions 157-159 refer to the following calendar.

SEPTEMBER - Mr. Wallace

MON	TUE	WED	THU	FRI	SAT / SUN
	Tom Harmon sales rep	Open franchise meeting		J.S. Martin (franchisee)	5 / 6
2.00 Union meeting		Open franchise meeting	J. Pack (franchisee)	Rotary Club - lunch-Talk	12 / 13
9.15 Chip Hill (franchise holder)	Lunch with ad designers - Magus restaurant	Open franchise meeting			19 / 20 Golf w/ Jolly Roger executives
Ms. Mallow on vacation	9.00 R. Smith (franchisee)	Open franchise meeting	10.00 Tom Harmon - sales rep.		26 / 27
Lunch w/catalog editor - Les Renards restaurant	10.00 M. Tibbs (franchisee)	Open franchise meeting			

157 How many meetings per week does Mr. Wallace have in regard to franchising?

- A 1 C 4
B 2 D 5

158 Where and when will he meet with the catalog editor?

- A The Rotary Club, Sept. 11
B The Magus, Sept. 15
C Jolly Roger, Sept. 19
D Les Renards, Sept. 28

159 How many working days will Ms. Mallow be absent?

- A 5 C 7
B 6 D 8



EMERGENCY FIRE INSTRUCTIONS IN CASE OF FIRE:

1. Activate fire alarm by breaking glass and pulling handle.
2. Close doors.
3. Leave building by nearest available exit and call 777.
4. Never use the elevator. Use the stairs. Always go down, never go up.
5. Stay low. Asphyxiation is more dangerous than burns.
6. Before opening a door, check to see if it is hot. If so, do not open it as there may be fire behind it.
7. Fire extinguishers are for use solely on small kitchen or trash can fires. In no event should they be used on a large fire.

PLEASE NOTE: Fire extinguishers must be inspected every 12 months and replaced every 5 years. Smoke detectors must be inspected once a year and tested every month.



Questions 160-162 refer to the following instructions.

160 Where would you most likely find this information?

- A On the Internet
B In an instruction manual
C On a wall
D At a fire station

161 What is mentioned about doors?

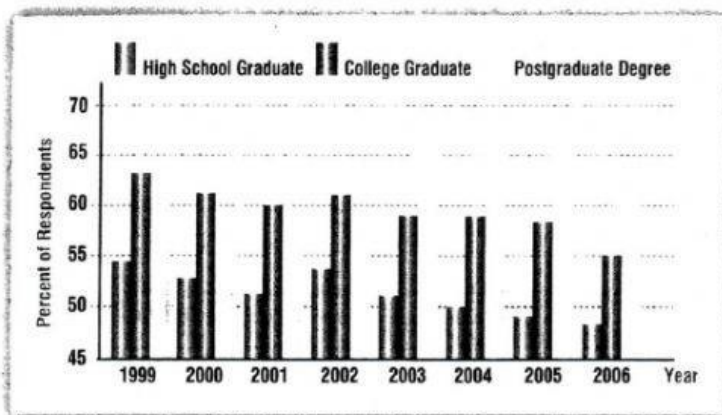
- A They should be locked at all times.
B They should be left open at all times.
C They should be located far from the stairs.
D They should be checked to see if they're hot.

162 How often should fire extinguishers be checked?

- A Once a month
B Once a year
C Twice a year
D Once every 5 years

Questions 163-166 refer to the following chart and comment.

NEWSPAPER READERSHIP IN THE U.S., BY EDUCATION



Although on an average day some 51 million people still buy a daily newspaper, a slow decline in circulation began in the U.S. at the end of the 90s with the appearance of new sources of news. Revenues were weak or negative; only growth in online versions kept many newspapers in the black. But online versions face equally stiff competition from other online news sources.

Big city newspapers suffered from staff reductions and reduced resources for coverage of local news. Within the European Union, the average decline over the eight-year period was 2 percent per year. If the trend continues, the most profitable newspapers will be in developing countries such as India, where the English language press underwent massive growth in the same period.

- 163 What does the chart indicate?
- A There were over 60 million newspaper readers in 2006.
 - B In 2003, all readers purchased more newspapers than in 2002.
 - C Less educated readers are reading fewer newspapers.
 - D The overall revenue of newspapers is stable.
- 164 In which educational group did newspaper readership increase over the eight years?
- A None
 - B High school graduates
 - C College graduates
 - D Postgraduate degree holders
- 165 According to the comment, why has readership declined?
- A Competition from other media
 - B Rising costs
 - C Improved education
 - D Declining public interest in news
- 166 Where had readership NOT declined?
- A India
 - B Europe
 - C Large cities in the U.S.
 - D Small towns in the U.S.

Questions 167-170 refer to the following notice.

Office of the Registrar

Bensen University

HOW TO REQUEST A DUPLICATE DIPLOMA

In accordance with the Privacy Act of 1974 and University policy, all requests for duplicate copies of your degree certificate must be submitted in writing. No email, fax or telephone requests will be accepted. To obtain a copy of your degree certificate, send the *Duplicate Diploma Request Form* to:

Registrar's Office
Mallow Bldg., Room 222
College Station, MI 49852

You must include: your name as it should appear on the diploma, social security number, signature, year of graduation and type of degree (Bachelor's, Law, etc.). Each duplicate diploma costs \$35.

If your name is different to the name on the original diploma, legal documentation to support the name change is required, such as a copy of your marriage certificate, a driver's license or a court order authorizing your name change.

Duplicate diploma requests take approximately six to eight weeks to process. The University does not keep a copy of your diploma on file. The copy is ordered from a printer. Therefore, if you need documented verification of your degree quickly, you should order an official transcript.

- 167 For whom is this notice intended?
- A Former students of the university
 - B Applicants for a job at the university
 - C Potential students
 - D Persons planning to get married
- 168 What is NOT needed when requesting a duplicate diploma?
- A Your social security number
 - B The year of your graduation
 - C A copy of your driver's license
 - D A completed application form
- 169 What should a married woman include?
- A A \$10 fee
 - B A copy of her marriage certificate
 - C A separate form
 - D Details of the date and place of marriage
- 170 Who should order a transcript?
- A Students who did not graduate
 - B A graduate who has not been married
 - C Law students
 - D Someone who needs a certificate immediately

Questions 171-175 refer to the following article.

In an office on the 47th floor of Manhattan's Gamble Building, the president is working past midnight. But Charlie Gamble appears fresh and ready for the morning. Tall, with a mass of red hair and an eternal coffee mug in his hand, he laughs as he extends his other hand. "Time makes business. It's the only investment that always pays."

That Gamble represents his organization's dynamic, "can-do" spirit is suggested by a recent survey for **Success** magazine, naming him as the best-known example of success in business. The son of Russian immigrants, Gamble finished high school 159th in his class and was rejected by four business schools before getting his first job selling audio equipment to theaters and restaurants. Within five years, he was managing the company. This gave him the idea for his first business venture, Gamble Transport, which opened six months later; sixteen other enterprises followed this initial success, all in very diverse fields.

"I believe in diversity," he says. "Every company starts with a risk. All my businesses are gambles – as my name suggests." When **Success** listed Gamble as the nation's wealthiest man under 40, he was unimpressed. "I'm against people having a lot of wealth. It may buy them happiness, but it's bad for the economy because usually they make bad investments. I could pay a hundred people to paint my portrait every day of the week, but the economy would benefit more if they went out and did something more useful. The money has to be used sensibly. Wealth should be spent where it benefits the economy the most."

Gamble himself lives in a house he bought 16 years ago and still makes his own lunches. Among the charities benefiting from his philosophy is the Neighborhood Library program, which offers reading classes for underprivileged children and computer classes for those between jobs. Another project helps fund start-up businesses while guiding them in effective business practices.

"Everyone has the seed of success," Gamble says, smiling. "The fact that some people can make it grow more than others proves only that they've learned to say, *Yes I can!* Every time it looked like I'd be bankrupt by the afternoon, I'd say, *And by tomorrow I'll have it back!* I try to convince everyone that life is a gamble worth taking."

- 171 What is true about the first company Gamble set up?
- A It was extremely successful.
 - B It sold equipment to theaters.
 - C It managed a casino.
 - D It manufactured furniture.
- 172 What does Gamble say about wealth?
- A It doesn't buy happiness.
 - B It requires education.
 - C It should be wisely invested.
 - D It has no effect on the economy.
- 173 Who does NOT benefit from his charities?
- A Children
 - B The unemployed
 - C New business owners
 - D College students
- 174 In the 4th paragraph, the word "underprivileged" is closest in meaning to
- A intelligent
 - B wealthy
 - C poor
 - D handicapped
- 175 What would be the most appropriate title for the article?
- A The Benefits of Wealth
 - B Success is a Gamble
 - C Gamble for Charity
 - D Gamble's 17th Investment

Questions 176-180 refer to the following information.

THE IMAGE ORGANIZATION INC.

A passion for excellence – Respect for people and nature – Sustainable growth

Image is a language everyone speaks. Founded 37 years ago in Miami, Florida, The Image Organization markets and sells high-profile clothing and accessories designed for men and women with a passion for quality. In the past 15 years, we have opened over 400 outlets and expanded into more than 35 countries. We have been thrilled by the acceptance our brand has received abroad, proving that our passion transcends language and culture. We are pleased to announce that:

WE NOW INTEND TO FURTHER EXPAND BY INVESTING IN NEW MARKETS!

Products: Besides clothing, the company's most important cash cow is its handcrafted women's handbags, made to order, which generate more than half of our annual revenue.

Brand portfolio: We market under the brand names Image, Vision, Glow and Due Occhi.

Merchandise: Children's shoes (Due Occhi), bags, toys and music. Recent innovations include coffee corners within our shops.

Benefits for teammates (employees): In addition to a great working environment, our trained team members receive comprehensive health insurance and medical benefits, family support packages and, after five years of service, participation in our stock option plan.

- 176 What is the purpose of this information sheet?
- A To advertise the company's products
 - B To explain the company's objectives
 - C To justify management decisions
 - D To provide financial information for investors
- 177 How long has the company been in operation?
- A 5 years
 - B 15 years
 - C 35 years
 - D 37 years
- 178 What is the company's most profitable product?
- A Clothing
 - B Children's shoes
 - C Handbags
 - D Music
- 179 What does the company NOT offer its employees?
- A Training
 - B Stock options
 - C Health benefits
 - D Discounts on clothes
- 180 In the first paragraph, the word "transcends" is closest in meaning to
- A goes beyond
 - B goes over
 - C goes ahead with
 - D goes against

Questions 181-185 refer to the following invoice and email.

SHIPPING ORDER	
MIDSOUTH WINES & SPIRITS CHAMBLEE, GA 30631	Order Date: Aug. 3 Delivery Date: Aug. 7
Ship To: Connor's Party Supplies 753 Nevada Ave. Chamblee, GA 30631	Please inform us of any loss or damage within 3 days of delivery.

No. of units	DESCRIPTION	UNIT PRICE \$	TOTAL \$
10	Red Zinfandel 2007 / case	120	1,200
20	Zinfandel Rosé 2007 / case	100	2,000
15	Chardonnay 2006 / case	105	1,575
5	Hearty Chianti / case	90	450
SUBTOTAL			5,225
DISCOUNT 20 %			1,045
TOTAL			4,180

A 10% surcharge will be applied to all invoices not paid within 30 days of receipt of goods.

Email Headers	
To:	Scott Morris <smorris@midsouthws.zz>
From:	Trisha Connor <tc@connors.com>
Subject:	Wine shipment
Date:	Aug. 7

Scott,

Thanks for filling our order so quickly and on such short notice. I know you're rushed off your feet, but we'd received two large orders at the last minute. However, the shipment is 3 cases short of one item, the Chardonnay, and as the entire order of that item is destined for a single customer, we need to make up the shortfall ASAP. We understand that the heavy workload at this time of year means mistakes happen more frequently.

Let me know if you can't ship them by tonight, otherwise I'll expect them tomorrow.

Regards,
Trisha Connor



181 Why did Trisha Connor write to Scott Morris?

- A To complain about a delayed shipment
- B To inform him about an incomplete shipment
- C To request a discount
- D To place a revised order

182 What was the value of the discount given to Ms. Connor?

- A \$20
- B \$5,225
- C \$4,180
- D \$1,045

184 How many cases of Chardonnay did she receive?

- A 3
- B 12
- C 15
- D 18

183 When should she settle her bill by in order to avoid paying a penalty?

- A Aug. 7
- B Aug. 10
- C Sept. 6
- D Sept. 10

185 What was probably the cause of the problem?

- A Supply shortages
- B A defective fax machine
- C A mistake by the customer
- D A staff error

Questions 186-190 refer to the following magazine article and note.

Six ways NOT TO FAIL AN INTERVIEW

by Victor Newman

When interviewing job candidates, interviewers are looking for someone who can not only do the job but also connect with their co-workers – in other words, people who have the right chemistry. Although a candidate only has a few minutes, it is essential to create the right impression in that time.

Here are six things you should avoid doing that would undoubtedly destroy that chemistry.

1. **Don't talk more than you listen.** Too many candidates are guilty of trying to dominate the conversation and not giving well-thought-out responses. Money should be discussed, but without making any unrealistic demands.
2. **Don't be too assertive.** Insisting that you have all the answers, and using inappropriate body language such as wild gestures or touching, would not create the right impression.
3. **Don't exaggerate your abilities.** Claiming that you were the star of your old company, or that your previous position was far superior to that of the

interviewer, are obvious mistakes that give a negative impression. Never compare yourself with the other candidates or try to suggest they would be incompetent.

4. **Don't be defensive.** In the high-stress situation of an interview, a candidate should not become defensive because they think the interviewer is trying to catch them out – this is rarely the case. Concerning themselves with the company's needs and being honest about their own ability is key to forming a good relationship.
5. **Don't push the interviewer.** A candidate should never tell an interviewer to take notes ("You might want to take this down."). Likewise, jokes are rarely appropriate during an interview.
6. **Don't change to mirror your interviewer.** Presenting an image of yourself that matches the interviewer's own personality is counterproductive. You will eventually be found out and stand out from the other candidates for the wrong reasons.

186 What should a candidate NOT do during an interview?

- A Be honest
- B Listen to the interviewer
- C Be aggressive
- D Relax

187 In the article, the word "incompetent" in point 3 is closest in meaning to

- A unaware of the latest news
- B unable to do the job
- C uneducated
- D unwilling to accept new ideas

188 What position is Ms. Galvin applying for?

- A Personnel director
- B Sales manager
- C Receptionist
- D Public relations officer

189 What did she NOT do during the interview?

- A Tell the interviewer to take notes
- B Discuss the other candidates
- C Discuss money
- D Compare the interviewer's company with another

190 Why will the interviewer not offer her the job?

- A She was ill-mannered.
- B She discussed her current job.
- C She asked for too much money.
- D She had no experience.

Paul,

I've just interviewed a candidate for the job of personnel director who fits the description in this article exactly. This woman did everything but suggest I take notes! First off, she mentioned what a big shot she is at Melvin-Grape, her current employer, and what a fantastic company they are, as opposed to us, and how she makes more money than "middle management such as yourself". And she commented on how poorly-dressed the other candidates sitting outside were. When we got to discussing salaries, she asked for double what we are offering. I know she is our strongest candidate, but we aren't in a position to offer her a job on those terms. As you know, even the management is doing without raises this year, at least until we get this loan for our new branch approved and have some cash in hand. So – too bad for Ms. Galvin!

Jim

Questions 191-195 refer to the following evaluation form and memo.

MARTIN'S - Save Smart! CUSTOMER SURVEY

Thank you for taking the time to answer these questions. Your input will help us serve you better. Please leave your completed form at the customer service desk.

	Excellent	Good	Average	Poor
1 How would you rate the store's				
• cleanliness?	☐	☐	☒	☐
• organization?	☐	☐	☒	☐
• accessibility?	☐	☐	☐	☒
2 How would you rate our the personnel's				
• treatment of you?	☐	☐	☒	☐
• knowledge of our products?	☐	☐	☒	☐
3 How would you rate our merchandise and food's (meat, vegetables)				
• freshness and appeal?	☐	☒	☐	☐
• quality?	☒	☐	☐	☐
• variety?	☐	☒	☐	☐
4 How would you rate our checkout?	☐	☐	☒	☐

Would you recommend us to a friend? ☐ Yes ☐ No

Comments: You need better staff at the meat counter. They always give me a lot more meat than I ask for.

From: Brandon Smith, Marketing
To: Joe Maddux, Operations Manager

Joe,

The results of this quarter's customer survey are in. This time we had over 5,000 respondents, as opposed to 3,300 last quarter. I'm writing because, although the results are generally positive, I think some of the complaints we've been hearing about the meat counters can be handled administratively. I have been informed that store managers are encouraging their meat counter staff to provide larger quantities than customers request, especially towards the end of the day as a waste-reducing measure. I've discussed this with some of them and I think they would agree to discounting meat by up to 70% on the date of expiration.

Here are the preliminary survey findings (%):

	Excellent	Good	Average	Poor
Store facilities	20	20	40	20
Service	10	10	30	50
Merchandise	10	40	30	20
Checkout	20	30	15	35

Perhaps implementing the aforementioned change would go some way towards getting those service numbers up. I'd appreciate your views on this so that I can work out exactly how we will respond.

Thanks,
Brandon

191 What type of firm is being evaluated?

- A A supermarket
- B An automobile dealership
- C A vegetable wholesaler
- D A butcher's

192 What did the customer who filled out the survey form rate highest?

- A The store facilities
- B The personnel
- C The merchandise
- D The checkout

193 How many customers responded to the most recent survey?

- A Fewer than 3,300
- B 3,300
- C 5,000
- D More than 5,000

194 What is the purpose of Mr. Smith's email?

- A To announce the final results of a survey
- B To request a colleague's opinion on an idea
- C To implement a change in procedures
- D To respond to a customer's complaint

195 What feature of the store received the worst rating in the survey?

- A The store facilities
- B The service
- C The merchandise
- D The checkout

Questions 196-200 refer to the following article and memo.

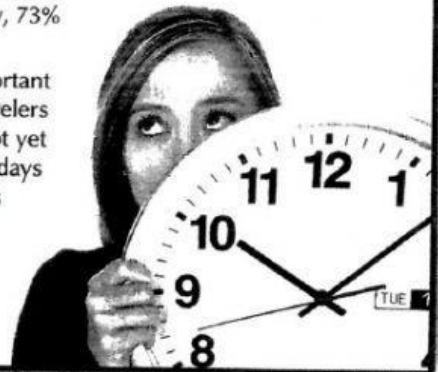
Guidelines for Reducing the Effects of Jet Lag

Jet lag is a condition that affects people who cross several (more than two) time zones by air. Crossing one or two time zones normally does not cause jet lag as the difference in time is usually around 3 hours. However, when the time difference is 6 hours or more, the body experiences daylight and darkness in unfamiliar rhythms, causing disruptions in sleep patterns, eating, digestion and body temperature.

Some evidence suggests that traveling west to east is more disruptive than going east to west. Westward travel compels a traveler to experience a longer day, while traveling east forces them to stay awake for an entire day after arriving in their new time zone.

A recent survey showed that 96% of flight attendants suffered the same symptoms as airline passengers: 94% reported a lack of energy, 53% confusion and irritability, 73% dehydration, and 35% a loss of appetite.

Remedies to combat jet lag vary greatly between individuals. The most important thing, though, is to gradually adjust to a new sleeping schedule. Most travelers experience difficulty getting to sleep, despite feeling tired, as their body has not yet adjusted to the new daylight and darkness rhythms. Normally, the number of days that the broken sleep pattern persists for is equal to the number of time zones passed through. For this reason, travelers should sleep a few extra hours on the days prior to their departure. Nausea and stomach trouble can be avoided by eating light, carbohydrate-rich, low-protein meals, and moving around as much as possible. Finally, keep alcohol and caffeine intake to a minimum.



196 For whom are the guidelines intended?

- A Train passengers
- B Travelers flying long distances
- C People having difficulty sleeping
- D Airline executives

197 What do the guidelines NOT say about jet lag?

- A Flight attendants cope better than passengers.
- B It does not affect everyone the same way.
- C Traveling westward causes less discomfort.
- D Cabin crew also suffer from it.

198 How could a traveler avoid stomach trouble?

- A By drinking coffee
- B By eating a lot of snacks
- C By moving around a lot
- D By traveling at night

199 What is implied about the sales force's previous behavior?

- A They were alert and energetic.
- B They consumed large meals.
- C They asked for time off work.
- D They traveled frequently to Asia.

200 What measures has management adopted to help the sales force deal with jet lag?

- A Encouraging them to get extra sleep
- B Offering them special meals
- C Giving them vacation time
- D Reducing their period of travel

MEMO

TO: Members of our Asian sales team
FROM: John Easterling, VP Sales
DATE: April 10
SUBJECT: Jet lag

With our new joint venture coming into effect, many more of you will be making frequent trips to Asia. You are advised to pay close attention to the enclosed guidelines. It can't be stressed enough that in the competitive environment you'll be entering, you'll all need to be as alert and energetic as your host country counterparts. Please avoid the mistakes we made in the past – only eat lightly before and during your flight. Above all, though, get extra sleep for two or three nights before you travel. You'll be getting off work two hours early the last two days before your trip for that reason. That should suggest how seriously we take the issue.

