

“ЎЗБЕКИСТОН ТЕМИР ЙЎЛЛАРИ” АЖ
ТОШКЕНТ ТЕМИР ЙЎЛ МУХАНДИСЛАРИ ИНСТИТУТИ



2019-2020 уқув йили

Инглиз тили фанидан иқтисод факултети

3,4 босқич талабалари

Оралиқ назорати учун

Машқлар ва тестлар тушаман

Тузувчи: Атаева Г.Б.

Тошкент 2019

ASSESSMENT TESTS

PROFESSION OF AN ECONOMIST

A: Questions 1-14 are incomplete sentences. Beneath each sentence you will see four words or phrases, marked (A), (B), (C), and (D). Choose the one word or phrase that best complete the sentence.

1. One of the most difficult decisions is choosing what to do for a
(A) salary;
(B) living; (C)
employee; (D)
work.
2. She has always wanted to follow a definite ...
(A) company;
(B) training;
(C) business;
(D) career.
3. She likes the company because it trains its
(A) employers;
(B) crew; (C)
staff; (D)
persons.
4. Working for IBM as a manager he gained useful
(A) experiences;
(B) experienced;
(C) experience;
(D) experiencing.
5. She is so ... on getting to the top of her profession and she never lets anything get in her way.
(A) willing;
(B) desperate;
(C) eager;
(D) intent.
6. He proved to be distinctly ... to working in a position of responsibility
(A) incompatible;
(B) inapt; (C)
unfit; (D)
unsuited.
7. They started the business in ... of making a lot of money quickly, but things didn't work out that day.
(A) expectation;
(B) belief;
(C) certainty;

- (D) likelihood.
8. I'd like to start my own business, but I'm not sure how to ... about it.
(A) come;
(B) bring;
(C) go;
(D) see.
9. He has been with the company for 30 years , but the management has now decided to ... with his services.
(A) discard;
(B) dispense;
(C) disuse;
(D) dismiss.
10. Eventually he ... up the courage to ask for a pay rise.
(A) plucked;
(B) grabbed;
(C) grasped;
(D) snatched.
11. She took the course with ... to improving her employment prospects.
(A) regard;
(B) view;
(C) consideration;
(D) relation.
12. Despite having a low income, she manages to
(A) get by;
(B) keep up;
(C) live on;
(D) stand for.
13. She was on her ... throughout the interview because she didn't want to say anything stupid.
(A) defense;
(B) lookout;
(C) caution;
(D) guard.
14. What was is that ... you to change career so suddenly?
(A) moved;
(B) originated;
(C) resulted;
(D) drew.

B. *Read the following passage. It is followed by several questions about it. For questions 15-21 you are to choose the one best answer, (A), (B), (C), or (D), to each question.*

Until recently, most American entrepreneurs were men. Discrimination against women in business, the demands of caring for families, and lack of

business training had kept the number of women entrepreneurs small. Now, however, businesses owned by women account for more than \$40 billion in annual revenues, and this figure is likely to continue rising throughout the 1980s. As Carolyn Doppelt Grey, an official of the Small Business Administration, has noted, "The 1970s was the decade of women entering management, and the 1980s has turned out to be the decade of the women entrepreneur".

What are some of the factors behind that trend? For one thing, as more women earn advanced degrees in business and enter the corporate world, they are finding obstacles. Women are still excluded from most executive suites. Charlotte Taylor, a management consultant, had noted, "In 1970s women believed if they got an MBA and worked hard, they could become chairman of the board. Now they've found out that isn't going to happen, so they go out on their own."

In the past, most women entrepreneurs worked in "women's" fields – cosmetics and clothing, for example. But this is changing. Consider ASK Computer Systems, a \$22-million-a-year computer software business. It was founded in 1973 by Sandra Kurtzig, who was then a housewife with degrees in math and engineering. When Kurtzig founded the business, her first product was software, and her office was a bedroom at home, with a shoebox under the bed to hold the company's cash. After she succeeded with the newspaper software system, she hired several bright computer science graduates to develop additional programs. When these were marketed and sold, ASK began to grow. It now has 200 employees, and Sandra Kurtzig owns \$66.9 million of stock.

Of course, many women who start their own businesses fail, just as men often do. They still face *hurdles* in the business world, especially problems in raising money; the banking and finance world is still dominated by men, and old attitudes die hard. Most businesses owned by women are still quite small.

But the situation is changing; there are likely to be many more Sandra Kurtzigs in the years ahead.

15. What is the main idea of this passage?
 - (A) Women today are better educated than in the past, making them more attractive to the Business world.
 - (B) The computer is especially lucrative for women today.
 - (C) Women are better at small businesses than men are.
 - (D) Women today are opening more businesses of their own.
16. All of the following was mentioned in the passage as determines to women in the business world EXCEPT...
 - (A) women were required to stay at home with their families.
 - (B) women lacked ability to work in business.
 - (C) women faced discrimination in business.
 - (D) women were not trained in business.
17. According to the passage, Charlotte Taylor believes that women in the 1970s...
 - (A) were unrealistic about their opportunities in business management.

- (B) were still more interested in education than business opportunities.
 - (C) had fewer obstacles in business than they do today.
 - (D) were unable to work hard enough to succeed in business.
18. The author mentions the “shoebox under the bed” in the third paragraph in order to ...
- (A) show the frugality of women in business.
 - (B) show the resourcefulness of Sandra Kurtzig.
 - (C) point out that initially the financial resources of Sandra Kurtzig’s business were limited.
 - (D) suggest that the company needed to expand.
19. The word *hurdles* in the last but one paragraph can be best replaced by...
- (A) fences;
 - (B) obstacles;
 - (C) questions;
 - (D) small groups.
20. It can be inferred from the passage that the author believes that business operated by women are small because ...
- (A) women prefer small, intimate setting.
 - (B) women can’t deal with money.
 - (C) women are not able to borrow money easily.
 - (D) many women fail at large businesses.
21. The author’s attitude about the future of women in business is...
- (A) skeptical;
 - (B) optimistic;
 - (C) frustrated;
 - (D) negative.

Questions 22-25 refer to the following advertisement:

Outstanding opportunities with local real estate corporation. Requires strong background in real estate, financing, closing. Some legal training helpful. Prefer candidate with M.A. and two or more years of successful real estate experience. Broker’s license required. Salary range \$16,000-23,000 commensurate with education and experience. Begin immediately. Interviews will be conducted Tuesdays and Thursdays, June 10 and 12. Call for an appointment 243-1153, or send a letter of application and resume to:

Personnel Department
Executive Real Estate Corporation
500 Capital Avenue
Lawrence, Kansas 67884

22. Which of the following is NOT a requirement for the job advertised?
- (A) At least two years’ experience.
 - (B) An M.A.
 - (C) A broker’s license.

- (D) Extensive legal training.
23. The salary range indicates that...
- (A) everyone earns a beginning salary of \$16,000.
 - (B) the salary depends upon the amount of education and work experience that the applicant has.
 - (C) some applicants would earn less than \$16,000.
 - (D) candidates with an M.A. would earn \$23,000.
24. What should an interested candidate submit with his or her application?
- (A) A current address and telephone number.
 - (B) A signed contract.
 - (C) A summary of work experience.
 - (D) A request for employment.
25. This passage would most probably be found in...
- (A) the classified section of a newspaper.
 - (B) a college catalog.
 - (C) a textbook.
 - (D) a dictionary.

ECONOMICS

A. Directions: In questions 1-17 each sentence has four underlined words or phrases. The four underlined parts of the sentence are marked (A), (B), (C) and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

1. (A) Economics is (B) as old like the human race: it is probably (C) the first art which (D) man acquired.
2. The first major book (A) about economics "An Inquiry (B) into the Nature and Causes of the Wealth of Nations" (C) was published with great success (D) in 1776.
3. (A) After the great American economist Paul, (B) every economic society (C) has to answer three (D) fundamental questions, What, How, and For whom.
4. (A) We could define economics (B) as the human science which studies the relationship (C) among scarce resources and the various uses (D) which compete for these resources.
5. (A) Small droppings in (B) business activity (C) are called recessions, (D) while substantial declines are called depressions.
6. (A) In general, the faster (B) a country's economic growth, the faster (C) rising in (D) living standards.
7. (A) A business becomes profitable when (B) it makes more money (C) than the sum (D) of their expenses.
8. The government (A) is making (B) every effort (C) to avert (D) an economic crises.
9. (A) The focus of (B) economics (C) is (D) the production and distributing

- of goods and services.
10. Economics Today (A) is (B) interesting, informative, and (C) it is easy (D) to read.
 11. (A) Despite of growing industrial activity, the majority (B) of the American people continued to (C) make their living from farming (D) until the beginning of the twentieth century.
 12. Scarcity results from (A) disbalance (B) between (C) unlimited wants and (D) relatively limited resources.
 13. Economists (A) have tried to discourage the use of the phrase “underdeveloped nation” and (B) encouraging the more accurate phrase “developing nation” (C) in order to suggest (D) an ongoing process.
 14. (A) An unexpected raise in the cost of living (B) as well as a decline in employment opportunities (C) has resulted in the rapid creation (D) by Congress of new government program for the unemployed.
 15. Although we are (A) concerned with the problem of energy sources, we (B) must not fail (C) recognizing the need (D) for environmental protection.
 16. (A) But for the crisis he (B) hadn't lost his job and (C) would be well off (D) at present.
 17. In 1848, at the first women's rights convention, delegates (A) drew up a declaration demanding equality with males (B) in education (C) and economic opportunities (D) and in vote.

B. *Read the following passage. It is followed by several questions about it. For questions 18–23 you are to choose the one best answer (A), (B), (C), or (D), to each question.*

The relationship of economics to history is rather different from that of the other social sciences. Curious as it may sound, this relationship in many respects comes close to that between history and literature. Economics, after all, is the science (in the broad meaning of the term) of something which men actually do. Even if the science did not exist, men would still make economic decisions, economic predictions, and participate in the various forms of economic organization which, in part, it is the economist's function to describe. Similarly, the disciplined study of literature is concerned with something which men would also do anyway even if the discipline study did not exist: compose poems, act out dramas, write novels, and read them. Political science, or the discipline of politics, has, it is true, many similarities to economics, particularly when it is concerned with generalization about political structures.

18. What does the passage mainly discuss?
 - (A) The similarity between economics and politics.
 - (B) History's and literature curious relationship.
 - (C) A definition of economics.
 - (D) Economics relationship with other sciences.
19. History is related to economics...

- (A) in many different kinds of ways.
 - (B) in a different way from its relationship to literature.
 - (C) in the same way as it is related to literature.
 - (D) just as political science is related to economics.
20. The social science mentioned in the passage is:
- (A) economics.
 - (B) history.
 - (C) literature
 - (D) politics.
21. Economics looks at:
- (A) all kinds of decision making.
 - (B) people's real life behavior.
 - (C) broad aspects of organization over time.
 - (D) the description of historical events.
22. Studying literature involves:
- (A) much hard work.
 - (B) putting poems and plays to music.
 - (C) looking at some normal activities of man.
 - (D) reading and writing novels.
23. The word "that" in line 1 refers to:
- (A) history.
 - (B) economics.
 - (C) the relationship.
 - (D) the other social sciences.

Although the *Wealth of Nations* by Adam Smith appeared in 1776, it includes many of the ideas that economists still consider the foundation of private enterprise. The ideas put forth by Smith compose the basis of the philosophies of the school of thought called classical economics.

According to Smith's ideas, free competition and free trade are vital in fostering the growth of an economy. The role of government in the economy is to ensure the ability of companies to compete freely.

Smith, who was himself a Scot, lived during the period of the Revolutions in America and in France. During this epoch, the predominant political thought was a strong belief in freedom and independence in government. Smith's economic ideas of free trade and competition are right in line with these political ideas.

24. A "school" in line 3 is:
- (A) a common belief.
 - (B) a college.
 - (C) a university.
 - (D) an educational institution.
25. Which of the following is closest in meaning to the word "free" in line 4?
- (A) Cheap.

- (B) No cost.
- (C) Uncontrolled.
- (D) Democratic.

26. The word "line" in line 9 could best be replaced by...

- (A) straightness.
- (B) directness.
- (C) file.
- (D) agreement

ECONOMIC SYSTEMS

A. *In questions 1-14 each sentence has an underlined word or phrase. Below each sentence are four other words or phrases, marked (A), (B), (C), and (D). You are to choose the one word or phrase that best keeps the meaning of the original sentence if it is substituted for the underlined word or phrase.*

1. Quite a few transactions take place on the basis of tradition.
 - (A) Several.
 - (B) Many.
 - (C) Little.
 - (D) Much.
2. The cost of living in the US has risen at a rate of 6 percent per year during last ten year period.
 - (A) Tenth.
 - (B) Century.
 - (C) Decade.
 - (D) Quarter.
3. J.P. Morgan had a reputation for being a prudent businessman.
 - (A) Clever.
 - (B) Wealthy.
 - (C) Careful.
 - (D) Dishonest.
4. Marxist theory holds that most aspects of an institution are shaped by economic factors.
 - (A) Elevated.
 - (B) Defined.
 - (C) Reformed.
 - (D) Detailed.
5. At the culmination of the Depression in 1933, millions of Americans were unemployed.
 - (A) Resolution.
 - (B) Peak.
 - (C) Compulsion.
 - (D) Commencement.
6. Collective bargaining is a process by which management and unions

- work out their differences.
- (A) Raise.
 - (B) Contradict.
 - (C) Resolve
 - (D) Ignore.
7. Economist John Calbraith argued for more public goods in his book “The Affluent Society”.
- (A) Wealthy.
 - (B) Greedy.
 - (C) Outspoken.
 - (D) Impoverished.
8. Some economists are proposing that the US institute a consumption tax rather than an income tax.
- (A) In addition to.
 - (B) In place of.
 - (C) At the expense of.
 - (D) Alongside.
9. A cut in the budget puts 10 percent of the state employees’ jobs in jeopardy.
- (A) Range.
 - (B) Review.
 - (C) Perspective.
 - (D) Danger.
10. Soon after the financial success of the Model T, Henry Ford announced that from then on his company would share its profits with its employees.
- (A) Divide.
 - (B) Save.
 - (C) Invest.
 - (D) Spend.
11. Few countries today enjoy prosperous economies.
- (A) Static.
 - (B) Stable.
 - (C) Poor.
 - (D) Flourishing.
12. Keynes argued that to avoid an economic depression the government _____ spending and lower interest rate.
- (A) is;
 - (B) higher;
 - (C) increase;
 - (D) should increase.
13. Out of John Kenneth Galbraith’s *The Affluent Society* _____ for an increase in public goods, potentially at the expense of private goods.

- (A) came the argument;
 - (B) his argument;
 - (C) argued;
 - (D) the economist is arguing.
14. Some economist now suggest that home equity loans are merely a new trap to push consumers beyond _____ .
- (A) they can afford;
 - (B) they can afford it;
 - (C) what is affordable;
 - (D) able to afford.

B. *Read the following passage. It is followed by several questions about it. For questions 15-20 you are to choose the one best answer, (A), (B), (C), or (D), to each question.*

The United States had just finished with the turmoil of World War 1 when the 1920's were upon it. This decade, one of the most colorful in U.S. history, was commonly referred to as the Roaring Twenties. At various times it was nicknamed the Jazz Age and the Dollar Decade. Whatever the label, this era brought economic growth, rising wealth, and lasting social and political changes.

During the 1920's, an expanding economy resulted in exploding business profits and an increased standard of living for most Americans. In less than ten years, the national income jumped by over 40%. Much of this increase can be attributed to the use of labor-saving machinery that allowed workers to produce goods more quickly and less expensively.

Americans were encouraged their new-found wealth on consumer purchases. Even low-income families could afford to buy an automobile, and the use of credit allowed millions of American families to acquire luxury items such as refrigerators and washing machines. Promises of great wealth convinced many Americans to invest in the stock market, also on borrowed money.

Ironically, it was obsession with profits and consumption that eventually brought an end to the prosperity of Dollar Decade. Also, politicians and the American public viewed business as the foundation of society leading to the philosophy that the economy could regulate itself best without government controls. By 1929 the U.S. economy was heading for trouble, and the illusion of prosperity was broken by the catastrophic stock market crash on October 29 of that year.

15. What is the main topic of this passage?
- (A) A colorful era in U.S. history.
 - (B) The turmoil of World War 1
 - (C) The nicknames of various decades.
 - (D) Lasting social and political changes.
16. According to the passage, the U.S. national income rose dramatically in the 1920's primarily due to...

- (A) a stable economy;
 - (B) a declined standard of living;
 - (C) the use of labor-and cost-saving equipment;
 - (D) a redistribution of wealth.
17. According to the passage, how did many Americans pay for their luxury purchases?
- (A) With disposable income.
 - (B) With stock market profits.
 - (C) With money from their savings accounts.
 - (D) With money borrowed on credit.
18. It can be inferred that the 1920's were nicknamed the Dollar Decade because of ...
- (A) a falling standard of living.
 - (B) preoccupation with making money and consuming.
 - (C) the introduction of washing machines and refrigerators.
 - (D) restricted access to credit.
19. In the last paragraph, the author uses the expression "the illusion of prosperity" to suggest that...
- (A) the economy was in worse shape than anyone thought.
 - (B) investment in the stock market was a smart move.
 - (C) the economy was capable of regulating itself.
 - (D) business was the basis of American society.
20. It can be inferred that the stock market crash of 1929 was caused largely by ...
- (A) an overly efficient business philosophy.
 - (B) the failure of Americans to invest in the market.
 - (C) lack of government control over credit.
 - (D) disaffection for the great and overindulgence of the decade.

SUPPLY AND DEMAND

A: Questions 1-10 are incomplete sentences. Beneath each sentence you will see four words or phrases, marked (A), (B), (C), and (D). Choose the one word or phrase that best completes the sentence.

1. The greater the demand, ... the price.
 - (A) higher;
 - (B) high;
 - (C) the higher;
 - (D) the high.
2. ... in the world export diamonds.
 - (A) only little nations;
 - (B) only few nation;
 - (C) only a little nations;
 - (D) only a few nations.
3. ... the law of demand consumers will ordinarily buy larger quantities of units of a product at a low price than they will at a higher price.

- (A) in accordance of;
 - (B) in accordance to;
 - (C) according with;
 - (D) according to.
4. The price ... which goods are sold is determined by the interaction of both demand and supply.
- (A) at;
 - (B) with;
 - (C) for;
 - (D) in.
5. A demand curve shows how many products will be ... at different prices.
- (A) demand;
 - (B) demanding;
 - (C) demanded;
 - (D) being demanded.
6. The law of demand and supply was first worked ... by D. Lardner, an Irish professor of philosophy.
- (A) through;
 - (B) out;
 - (C) back;
 - (D) off.
7. Whole-grain food products ... in most large supermarkets across the U.S. and Canada.
- (A) now can purchase;
 - (B) can now be purchased;
 - (C) now to purchase;
 - (D) the purchase of which.
8. Prices for bikes can run ... \$250.
- (A) as high as;
 - (B) as high to;
 - (C) so high to;
 - (D) so high as.
9. To generate income, magazine publishers must decide whether to increase the subscription price or
- (A) to sell advertising;
 - (B) if they should sell advertising;
 - (C) selling advertising;
 - (D) sold advertising.
10. The level of aggregate demand is ... in the economic system.
- (A) the most important determined factor;
 - (B) the most important determining factor;
 - (C) the more important determined factor;
 - (D) the more important determining factor.

B. Read the following passages. They are followed by several questions about them. For questions 11-13 you are to choose the one best answer, (A), (B), (C), or (D), to each question.

Recent technological advances in manned and unmanned undersea vehicles have overcome some of the limitations of divers and diving equipment. Without a vehicle, divers often became sluggish and their mental concentration became limited. Because of undersea pressure which affected their speech organs, communication among divers was difficult or impossible. But today, most oceanographers make observations by means of instruments which are lowered into the ocean or from samples taken from the water. Direct observations of the ocean floor are made not only by divers but also by deep-diving submarines. Some of these submarines can dive to depth of more than seven miles and cruise at depth of fifteen thousand feet. Radio-equipment buoys can be operated by remote control in order to transmit information back to land-based laboratories, including data about water temperature, currents and weather.

11. Divers have had problems in communicating underwater because ...
 - (A) the pressure affected their speech organs.
 - (B) the vehicles they used have not been perfected.
 - (C) they did not pronounce clearly.
 - (D) the water destroyed their speech organs.
12. This passage suggests that the successful exploration of the ocean depends upon ...
 - (A) vehicles as well as divers.
 - (B) radios that divers use to communicate.
 - (C) controlling currents and the weather.
 - (D) the limitations of diving equipment.
13. Undersea vehicles ...
 - (A) are too small for a man to fit inside.
 - (B) are very slow to respond.
 - (C) have the same limitations that divers have.
 - (D) make direct observations of the ocean floor

WORK AND UNEMPLOYMENT

A. Directions: In questions 1-17 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A), (B), (C), and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

1. An American college (A) typically offers (B) a blend of (C) naturally and social sciences and (D) humanistic studies.
2. (A) The family-sized farm is no longer (B) economically (C) competitive (D) like it was in the 19th century.
3. A) Despite of (B) growing industrial activity, the majority of the American people (C) continued to make their living (D) from farming until the beginning of the 20th century.

4. Public Opinion Magazine reported that 57 percent of Americans (A) strongly (B) believe that mothers with young children (C) should not work outside of the home unless (D) their families badly needed the extra income.
5. A large percentage of the federal employees at the Denver government center (A) are participating in an experimental (B) four-day (C) work week aimed at curbing gasoline consumption and pollution two of (D) the most urgent problems facing cities today.
6. The insurance program (A) used to include not only employees (B) but (C) their (D) families.
7. Since (A) there was not any clarity the (B) farm workers refused (C) to sign the new contract and voted to go on strike (D) instead.
8. (A) Bored of his job, (B) he made an appointment (C) to see an advisor (D) at the counseling center.
9. The Wagner act (A) guarantees (B) workers in the U.S. (C) the right (D) to organizing labour unions.
10. Marry Harris Jones, (A) known as “Mother Jones”, was a (B) prominence figure in the (C) labor movement at (D) the turn of the century.
11. The work performed (A) by these officers (B) are not (C) worth our pay-
ing (D) them any longer.
12. He (A) has been hoped for a raise for (B) the last four months, but his boss is reluctant (C) to give him (D) one.
13. His job is quite (A) important to the total function of the firm (B) because he is responsible (C) for maintain the records of sales and costs for (D) all the departments.
14. (A) Fewest than half the staff (B) joined the new (C) optional dental (D) insurance program.
15. The department chairman asked his staff to help with the registration (called on/counted on) .
16. Kevin quit his career of an engineer because he found it too difficult (checked out of/dropped out of) .
17. (A) Before she moved here, Arlene had (B) been (C) at the head of the or-
ganization (D) since four years.
18. Angil’s bilingual ability and previous experience (A) were the quali-
ties (B) what (C) helped her get the job over all (D) the other candidates.

B. Questions 19-28 are incomplete sentences. Beneath each sentence you will see four words or phrases, marked (A), (B), (C), and (D). Choose the one word or phrase that best completes the sentence.

19. Manufactures often sacrifice quality ...
 - (A) for a larger profit margin;
 - (B) in place of to earn more money;
 - (C) to gain more quantities of money;
 - (D) and instead earn a bigger amount of money.

20. Nancy hasn't begun working on her Ph. D. ... working on her master's.
(A) still because she is yet;
(B) yet as a result she is still;
(C) yet because she is still;
(D) still while she is already.
21. Last year Matt earned ... his brother, who has a better position.
(A) twice as much as;
(B) twice as many than;
(C) twice as many as;
(D) twice an more as.
22. Of the two new teachers, one is experienced and ...
(A) the others are not;
(B) another is inexperienced;
(C) the other is not;
(D) other lacks experience.
23. The doctor told his receptionist that he would return ...
(A) as early as it would be possible;
(B) at the earliest that it could be possible;
(C) as soon as possible;
(D) at the nearest early possibility.
24. Jane changed her major from French to business, ...
(A) with hopes to be able easier to locate employment;
(B) hoping she can easier get a job;
(C) with the hope for being able to find better a job;
(D) hoping to find a job more easily.
25. The doctor insisted that his patient ...
(A) that he not work too hard for three months
(B) take it easy for three months
(C) taking it easy inside of three months
(D) to take some vacations for three months
26. The more she worked, ...
(A) the less she achieved;
(B) she achieved not enough;
(C) she did not achieve enough;
(D) she was achieving less.
27. When Henry arrived home after a hard day at work, ...
(A) his wife was sleeping;
(B) his wife slept;
(C) his wife has slept;
(D) his wife has been sleeping.
28. He ... looked forward to the new venture.
(A) eagerly;
(B) with great eagerness;

- (C) eagerly;
- (D) in a state of increasing eagerness.

C. Read the following passage. They are followed by several questions about them. For questions 29-36 you are to choose the one best answer, (A), (B), (C), or (D), to each question.

The Works Progress Administration (WPA) was formed in 1935 during the height of the Great Depression as part of President Franklin Delano Roosevelt's New Deal package to bring the economy around and provide relief for the millions of unemployed throughout the country: the goal of the program was to maintain people's skills and respect by providing work to as many as possible during this period of massive unemployment. For the eight years that the WPA was in existence from 1935 to 1943, the WPA was responsible for providing jobs to approximately eight million people at a cost of more than eleven billion dollars.

One of the more controversial programs of the WPA was the Federal Arts Project, a program to employ artists full-time at such tasks as painting murals in libraries, theaters, train stations, and airports; teaching various techniques of art; and preparing a comprehensive study of American crafts. Criticism of the program centered on what was perceived as the frivolity of supporting the arts at a time when millions were starving, industry was sagging, farms were barren, and all that could flourish were bankruptcy courts and soup kitchens.

29. This passage mainly discusses ...
 - (A) the Great Depression;
 - (B) the benefits of Franklin Delano Roosevelt's New Deal;
 - (C) the New Deal and one of its controversies;
 - (D) bankruptcy courts and soup kitchens.
30. The word 'package' in line 2 could best be replaced by ...
 - (A) carton;
 - (B) secret gift;
 - (C) box;
 - (D) bundle of related items.
31. According to the passage, the stated purpose of the WPA was to...
 - (A) create new American masterpieces;
 - (B) raise the standard of American art;
 - (C) introduce new art techniques to the American public;
 - (D) improve the economy.
32. The word 'massive' in line 5 is closest in meaning to ...
 - (A) tremendous;
 - (B) rocky;
 - (C) clustered;
 - (D) dangerous.
33. The word 'controversial' in line 8 is closest in meaning to ...

- (A) disputed;
 - (B) successful;
 - (C) creative;
 - (D) comprehensive.
34. All the following probably helped to make the Federal Arts Project controversial except that...
- (A) the Federal Arts Project employed many who would otherwise have been out of work;
 - (B) train stations and airports were decorated with murals;
 - (C) the Federal Arts Project commissioned art works;
 - (D) a tremendous study of American crafts was produced.
35. The expression 'centered on' in line 11 could best be replaced by...
- (A) encircled (B) located on; (C) focused on; (D) surrounded.
36. When the author states that '... all that could flourish were bankruptcy courts and soup kitchens', he probably means that...
- (A) banks and restaurants did well during the depression;
 - (B) the poor could not afford to use banks or eat soup;
 - (C) the only organizations to thrive were those that dealt with the poor;
 - (D) many restaurants declared bankruptcy during the Depression.

BANKING

A. Directions: In questions 1-15 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A), (B), (C) and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

1. Alexander Hemilton's financial program (A) included a (B) central bank to serve the Treasury, provide a depository for public money, and (C) regulation of the (D) currency.
2. Since banks usually give gifts to customers (A) who (B) deposited large amounts to savings accounts; it is a good idea (C) to ask the bank officials whether you (D) are entitled to receive one.
3. Neither my traveler's check nor the money that my father (A) cabled me (B) are sufficient (C) to pay (B) for the tickets.
4. (A) The high the rate of inflation, (B) the higher (C) the price of (D) commodities.
5. (A) As every (B) other nation, the (C) United States used to define (D) its unit of currency, the dollar, in terms of the gold standard.
6. Bank deposits are (A) a medium of exchange (B) because (C) it is generally accepted (D) as payment.
7. You can write a cheque to yourself or (A) a third party and the bank (B) is obliging (C) to pay whenever the cheque (D) is presented.
8. Reserves are the amount of gold (A) this is immediately (B) available in the vault (C) to meet (D) depositor's demands.
9. (A) A financial intermediary is an institutional that (B) specialized in (C)

- having brought lenders and borrowers (D) together.
10. (A) A commercial bank borrows money from (B) public, crediting (C) them with (D) a deposit.
 11. The crucial feature of banks (A) are that some of their liabilities are used (B) as a means of payment, and (C) therefore part of (D) the money stock.
 12. Liquidity (A) refers on the speed and the certainly (B) with which an asset (C) can be converted back into money, (D) whenever the assetholders desire.
 13. Although these assets (A) are traded daily on the stock exchange, so in principle these securities (B) can be cashed in any time the bank (C) is wishing, their price fluctuates from (D) day to day.
 14. (A) In the 1980s the government removed controls on the amount of deposits the banking sector (B) could attract, and (C) increased the range of deposit accounts which could (D) pay interests.
 15. (A) The latter meant that deposits could (B) be increasingly used (C) as a store of wealth, rather than (D) hold just for transactions purposes.

B. Read the following passages. They are followed by several questions about them. For questions 16-31 you are to choose the one best answer, (A), (B), (C), or (D), to each question.

A massive banking crisis occurred in the United States in 1933. In the two preceding years, a large number of banks had failed, and fear of lost savings had prompted many depositors to remove their funds from banks. Problems became so serious in the state of Michigan that Governor William A. Comstock was forced to declare a moratorium on all banking activities in the state on February 14, 1933. The panic in Michigan quickly spread to other states, and on March 6, President Franklin D. Roosevelt declared a banking moratorium throughout the United States that left the entire country without banking services.

Congress immediately met in a special session to solve the banking crises and on March 9 passed the Emergency Banking Act of 1933 to assist financially healthy banks to reopen. By March 15, banks controlling 90 percent of the country's financial reserves were again open for business.

16. The passage states that all the following occurred prior to 1933 EXCEPT that...
 - (A) many banks went under.
 - (B) many bank patrons were afraid of losing their deposits.
 - (C) a lot of money was withdrawn from accounts.
 - (D) Governor Comstock canceled all banking activities in Michigan.
17. The word "moratorium" in line 4 is closest in meaning to which of the following?
 - (A) Death.
 - (B) Temporary cessation.
 - (C) Murder.

- (D) Slow decline.
18. The passage indicates that the moratorium declared by Roosevelt affected...
- (A) the banks in Michigan.
 - (B) the banks in most of the U.S.
 - (C) only the financially unhealthy banks
 - (D) all the banks in the U.S.
19. Which of the following can be inferred from the passage?
- (A) Congress did not give any special priority to the banking situation
 - (B) The Emergency Banking Act helped all banks to reopen.
 - (C) Ten percent of the country's money was in financially unhealthy banks.
 - (D) Ninety percent of the banks reopened by the middle of March.
20. Which of the following best describes the organization of the passage?
- (A) A theme followed by an example.
 - (B) A problem and a solution.
 - (C) Opposing viewpoints of an issue.
 - (D) A problem and its causes.

The organization that today is known as the Bank of America did start out in America, but under quite a different name. Italian American A.P. Giannini established this bank on October 17, 1904, in a renovated saloon in San Francisco's Italian community of North Beach under the name Bank of Italy, with immigrants and first-time bank customers comprising the majority of his first customers. During its development, Giannini's bank survived major crises in the form of a natural disaster and a major economic upheaval that not all other banks were able to overcome.

One major test for Giannini's bank occurred on April 18, 1906, when a massive earthquake struck San Francisco, followed by a raging fire that destroyed much of the city. Giannini obtained two wagons and teams of horses, filled the wagons with the bank's reserves, mostly in the form of gold, covered the reserves with crates of oranges, and escaped from the chaos of the city with his clients' funds protected. In the aftermath of the disaster Giannini's bank was the first to resume operations. Unable to install the bank in a proper office setting, Giannini opened up shop on the Washington Street Wharf on a makeshift desk created from board and barrels.

In the period following the 1906 fire, the Bank of Italy continued to prosper and expand. By 1918 there were twenty-four branches of the Bank of Italy, and by 1928 Giannini had acquired numerous other banks, including a Bank of America located in New York City. In 1930 he consolidated all the branches of the Bank of Italy, the Bank of America in New York City, and another Bank of America that he had formed in California into the Bank of America National Trust and Savings Association.

A second major crisis for the bank occurred during the Great Depression of the 1930's. Although Giannini had already retired prior to the darkest days of

the Depression, he became incensed when his successor began selling off banks during the bad economic times. Giannini resumed leadership of the bank at the age of sixty-two. Under Giannini's leadership, the bank weathered the storm of the Depression and subsequently moved into a phase of overseas development.

21. According to the passage, Giannini...
 - (A) opened the Bank of America in 1904.
 - (B) worked in a bank in Italy.
 - (C) set up the Bank of America prior to setting up the Bank of Italy.
 - (D) later changed the name of the Bank of Italy.
22. Where did Giannini open his first bank?
 - (A) In New York City.
 - (B) In what used to be a bar.
 - (C) On Washington Street Wharf.
 - (D) On a makeshift desk.
23. According to the passage, which of the following is NOT true about the San Francisco earthquake?
 - (A) It happened in 1906.
 - (B) It occurred in the aftermath of a fire.
 - (C) It caused problems for Giannini's bank.
 - (D) It was a tremendous earthquake.
24. The word "raging" in line 8 could best be replaced by...
 - (A) angered;
 - (B) localized;
 - (C) intense;
 - (D) feeble.
19. It can be inferred from the passage that Giannini used crates of oranges after the earthquake...
 - (A) to hide the gold.
 - (B) to fill up the wagons.
 - (C) to provide nourishment for his customers.
 - (D) to protect the gold from the fire.
20. The word "chaos" in line 10 is closest in meaning to...
 - (A) legal system.
 - (B) extreme heat.
 - (C) overdevelopment.
 - (D) total confusion.
21. The word "consolidates" in line 17 is closest in meaning to...
 - (A) hardened.
 - (B) merged.
 - (C) moved.
 - (D) sold.
22. The passage states that after his retirement, Giannini...

- (A) began selling off banks.
 (B) caused economic misfortune to occur.
 (C) supported the bank's new management. (D) returned to work.
23. The expression "weathered the storm of" in line 23 could best be replaced by...
 (A) found a cure for.
 (B) rained on the parade of.
 (C) survived the ordeal of.
 (D) blew its stack at.
24. Where in the passage does the author describe Giannini's first banking clients?
 (A) Lines 2-5.
 (B) Lines 7-8.
 (C) Lines 12-13.
 (D) Lines 14-16.
25. The paragraph following the passage most likely discusses...
 (A) bank failures during the Great Depression.
 (B) a third major crisis of the Bank of America.
 (C) the international development of the Bank of America.
 (D) how Giannini spent his retirement.

MANAGEMENT

- A. *Directions: In questions 1-22 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A), (B), (C), and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.*
1. The Internal Revenue Service (A) uses computers to check tax return (B) computations, to determine the reasonableness of deductions, and (C) for verifying the accuracy of (D) reported income.
 2. (A) Some economists now suggest that home equity loans (B) are merely a new trap to push consumers (C) beyond what (D) had been affordable.
 3. (A) Some general theories of motivation identify (B) limited number of central motives, (C) from which (D) other motives develop.
 4. (A) Prices for (B) bikes can (C) run (D) as high to \$250.
 5. The value (A) of the dollar (B) declines (C) as the rate of inflation (D) raises.
 6. The new model (A) costs twice (B) more than (C) last (D) year's model.
 7. The rest of the stockholders (A) will receive (B) his reports (C) in

- the
mail along with a copy of (D) today's proceedings.
8. J.P. Morgan (A) had (B) a reputation (C) in being a prudent (D) businessman.
 9. (A) The Consumer Price Index (B) lists (C) how much every car (D) cost.
 10. (A) A balance of international payment (B) refers to the result of the business which a nation (C) carries on with other nations in a given (D) periods.
 11. The Internal Revenue (A) Service makes all Americans (B) to file (C) their tax forms (D) by April 15 every year.
 12. (A) Despite of the increase in air fares, most people (B) still (C) prefer (D) to travel by plane.
 13. Economists have tried (A) to discourage (B) the use of the phrase under-developed nation and (C) encouraging the more accurate phrase “developing nation” (D) in order to suggest an ongoing process.
 14. Home buyers (A) is proceeding (B) cautiously (C) because of the high in-terest (D) rates.
 15. As the demand (A) increases, manufactures who previously produced only a large luxury car, (B) is compelled (C) to make (D) a smaller model in order to compete in the market.
 16. The interest (A) rate on a (B) minimum balance savings account is a little higher (C) then the interest rate on a regular (D) savings account.
 17. (A) Finances can (B) consists of a combination of stocks, (C) bonds, and (D) properties.
 18. Top management must (A) took a hard (B) look at its current (C) product lines to see if resources can (D) be reallocated.
 19. To control quality and (A) making decisions (B) about production (C) are (D) among the many responsibilities of an industrial engineer.
 20. Let you and (A) I agree (B) to cancel the last shipment unless the com-pany (C) meets the conditions of (D) our original contract.
 21. It is necessary that the direction (A) will sign (B) all (C) of the copies, not just the (D) top one.
 22. (A) Statistics (B) show that (C) the greatest number of B.A. degrees in recent years (D) has been conferring in the fields of business manage-ment, education, and social science.

B. Read the following passage. They are followed by several questions about them. For questions 23-32 you are to choose the one best answer, (A), (B), (C), or (D), to each question.

Passage 1

Although the composition and role of the board of directors of a company will vary from one organization to the next, a few generalizations may be made. As regards the composition of the board, customarily some directors are prominent men and women selected to give prestige to the group. Others

are usually chosen from among retired executives of the organization for their specialized knowledge of the company.

It is generally true that, as long as the top management maintains the confidence of the board of directors, the directors will not actively intervene to dictate specific policies. This is the same administrative procedure usually followed by the board of trustees of a college or university, and is similar many respects to the parliamentary system of ministerial responsibility practiced in Great Britain.

23. The word prominent in line 4 most nearly means... (A) professional;
(B) ethical;
(C) important;
(D) elderly.
24. Who generally formulates policies for a company? (A) Top manager.
(B) A dictator.
(C) The board of directors.
(D) Retired executives.
25. According to this passage, who would not be a likely candidate as a member of the board of directors of City Bank?
(A) A retired president of City Bank. (B) A respected lawyer.
(C) A City Bank employee. (D) A state senator.
26. The title below that best expresses the ideas in this passage is... (A) The Board of Directors.
(B) The Board of Trustees.
(C) The Parliamentary System. (D) Management.

Passage 2

Eight basic practices have been found to be characteristics of successfully managing companies. One of these is management's "bias toward action; this was manifest in a willingness to experiment and take risks. In such a company all new ideas get tested and then get stored rather than discarded if they don't work right away. Long, detailed strategies are not the rule, and ideas are solicited from everyone, not just from corporate planners.

Many of these ideas are considered part of the management's conventional wisdom in highly profitable Japanese corporations, but few of them are common practice in the majority of American business concerns, many of which do not realize the New Law of Business Life: that strong cultures make for

highly successful companies.

27. What does the word “these” in line 2 refer to? (A) Basic practices.
(B) Successfully managed companies. (C) New ideas.
(D) Different styles of management.
28. What does the word “this” in line 2 refer to? (A) The action of management.
(B) A bias toward action.
(C) A willingness to experiment. (D) Evidence of risk-taking.
29. What do the words “such a company” in line 3 refer to? (A) One that is successful.
(B) One that plans ahead
(C) One that takes risks.
(D) One that likes long’ detailed strategies.
30. What do the words “these ideas” in line 7 refer to? (A) Basic practices.
(B) Strong cultures.
(C) Careful strategies.
(D) Ideas suggested by all employers.
31. What does the word “them” in line 8 refer to? (A) Conventional methods.
(B) Japanese companies. (C) These ideas.
(D) Business concerns.
32. What does the word “which” in line 9 refer to? (A) Profitable Japanese corporations.
(B) Common business practices. (C) American business concerns. (D) New Law of Business Life

ACCOUNTING

- A. Questions 1-6 are incomplete sentences. Beneath each sentence you will see four words or phrases, marked (A), (B), (C), and (D). Choose the one word or phrase that best completes the sentence.*
1. Some economists are proposing that the United States Institute a consumption tax rather than an income tax.

- (A) in Addition
to; (B) in place
of;
(C) at the expense
of; (D) alongside.
2. The “Consumers Price Index”
lists... (A) how much costs every
car.
(B) how much does every car
cost. (C) how much every car
costs.
(D) how much are every car cost.
3. The life fund is a pool of money into which all the premiums are paid
and from which all ... are eventually paid out.
(A) loans;
(B)
savings; (C)
benefits;
(D)
interest.
4. Insurance makes trading easier by ... a variety of
risks. (A) eliminating;
(B)
describing; (C)
ensuring; (D)
creating.
5. California relies heavily on income from Kruit Crops, and
... (A) Florida also.
(B) Florida too.
(C) Florida is as
well. (D) so does
Florida.
6. This year will be difficult for this organization because...
(A) they have less money and volunteers than they had last
year. (B) it has less money and fewer volunteers than it had last
year.
(C) the last year it did not have as few and little volunteers and money.
(D) there are fewer money and volunteers that in the last year there
were.

B. *In questions 7-9 each sentence has an underlined word or phrase. Below each sentence are four other words or phrases, marked (A), (B), (C), and (D). You are to choose the one word or phrase that best keeps the meaning of the original sentence if it is substituted for the underlined word or phrase.*

7. The new accounts offered by the bank are compounded semi-

annually. (A) every year;
(B) every six
months; (C) every
two years; (D) every
half month.

8. Discretionary funds are included in most budgets to cover expenses that the constructor might run into during the work.
(A) forget to
do; (B) pay
for;
(C) meet
unexpectedly; (D) add
on.
9. City taxes are based on an estimate of the value of one's property. (A) appraisal;
(B) forecast;
(C)
diagnosis;
(D) outline.

C. Directions: In questions 10-20 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A),(B),(C),and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

10. Harvey seldom (A) pays his bills (B) on time and (C) his brother (D) does too.
11. Each of (A) the students (B) in the accounting class has to type (C) their
(D) own research paper this semester.
12. Merchants and (A) others people have kept (B) records of their transac-tions (C) since very (D) early times.
13. In 1494 Luca Pacioli (A) has written a book where the system (B) of ac-counting which (C) evolved (D) among the merchants of Italy was formu-lated.
14. In 1605 a (A) Dutchman, Simon Stevin, advocated that the profit and (B) loss account should (C) produce at (D) yearly intervals.
15. Some companies are large (A) enough (B) to employment a permanent tax specialist, but (C) in most cases the practicing accountant with special taxation expertise will (D) undertake this work.
16. The practitioner may find himself involved with tax planning, advising his clients (A) either companies (B) and individuals, on how best (C) to reduce the burden (D) of taxation.
17. (A) Many small (B) business receive advice (C) as to how to finance (D) their operations from the practitioner.
18. The type (A) of work done by (B) executive accountants can (C) be

fur-ther (D) subdivide.

19. (A) Financial accountants act (B) as stewards, showing the financial (C) effect of the actions (D) by the owners and managers of the business.
20. The financial accountant (A) produces (B) the accounts which are (C) letter checked (D) by the auditor.

D. Reorder the sentences below to create one coherent text. Underline all the connecting words which help you to do this.

- a) Firstly money is collected at source from everyone in Australia who has a job.
- b) Tax on petrol is also aimed at reducing the number of vehicles on the roads by discouraging motorists from using their cars.
- c) The Australian government collects tax in a number of different ways. d) Income tax, as this is known, can be as high as 48% for some people.
- e) In addition to this tax on luxuries, there is a special tax on fuel which brings in a large amount of revenue for the government.
- f) Secondly, the government gains money by imposing tax on all goods purchased or services received so that every time money changes hands a tax of 10% is paid.
- g) The term “services” includes anything from getting a haircut to having your house painted.
- h) Another way that the government raises money is by charging an additional tax on luxuries such as wine, tobacco or perfume

MARKETING

A. Directions: In questions 1-8 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A), (B), (C), and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

1. The sales representatives were asked to go over the figures in their reports before the conference.
(A) relate;
(B) revise;
(C) review;
(D) calculate.
2. The warranty guaranteed that all defective parts would be replaced with-out charge.
(A) lost;
(B) imperfect;
(C) unused;
(D)

dorsal.

3. If a country has a floating currency, importers and exporters may have to keep changing the prices of their goods.
(A) swimming; (B) flying;
(C) flowing;
(D) soft .
4. Some countries try to be saturated with certain commodities so that they are not dependent of imports.
(A) economic; (B) sufficient;
(C) self-sufficient; (D) self-financing.
5. It's better to start exporting on a small scale and than expand if things go well.
(A) enlargement;
(B) bigger;
(C) increase;
(D) shorten.
6. Because of high shipping costs, it made more sense to give rights to a manufacturer to produce our range of furniture.
(A) to license;
(B) lease;
(C) control;
(D) handle.
7. Quality control is an essential aspect of the manufacturing process. (A) an alternative;
(B) an introspective;
(C) an encompassing; (D) a necessary.
8. Some manufacturers were accused of selling goods abroad at a very low price because they are not wanted in the home market.
(A) dumping;
(B) revaluing;
(C) flooding;

(D)
devaluation.

B. Directions: In questions 9-17 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A), (B), (C), and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

9. That product that you (A) bought at the lower price is (B) the more inferior to the (C) one that we see at a (D) slightly higher price.
10. The manufacturer is not only (A) raising his price but (B) also decreasing the (C) production of his product (D) as well.
11. (A) It is the responsibility of the marketing department (B) to promote and (C) to organize the sale of products (D) to the purchaser.
12. (A) It is questions (B) like these the marketing department (C) will have to answer even before production (D) will commence.
13. (A) It becomes (B) obviously that making and selling (C) are two facets of the same (D) undertaking.
14. The marketing manager and the production manager (A) are two members of the same team, depending (B) on each other in much the same way (C) as the players (D) in the Liverpool football team.
15. (A) As well as satisfying (B) existing needs, marketers can also anticipate and create new (C) ones (D) needs.
16. (A) A product's features, the methods of distributing and (B) promotion it, and (C) its price, can all be changed during (D) the course of its life.
17. (A) Quite (B) apart from the marketing of consumer products, with which everybody is familiar, (C) it is (D) a great deal of marketing of industrial goods.

C. Read the following passage. They are followed by several questions about them. For questions 18-27 you are to choose the one best answer, (A), (B), (C), or (D), to each question.

The "karat" marking on jewelry tells you what proportion of gold is mixed with other metals. If 14 parts of gold are mixed with 10 parts of base metal, the combination is called 14 karat (14k) gold. The higher the Karat rating, the higher the proportion of gold in the object. The lowest karat gold that can be marketed in the USA is 10 karat. Jewelry does not have to be marked with its karat quality but most of it is. If there is a karat quality mark, next to it must be the US registered trademark of the person or company that will stand behind the mark, as required by the National Gold & Silver Stamping Act.

18. "Proportion" most nearly means... (A) ratio;
(B) mix;

- (C)
registered;
(D) quality.
19. If a ring is stamped 24 k, in
has... (A) 204 parts gold;
(B) 24 parts gold;
(C) two and four-tenths parts
gold; (D) 10 parts gold.
20. “Registered” most nearly
means... (A) documented;
(B)
marketed; (C)
mixed; (D)
stamped.
21. According to the text, the phrase “stand behind” most nearly
means... (A) not in front;
(B) to the
side; (C) back
up; (D) give
up.
22. “Marketed” most nearly
means (A) engrated;
(B)
registered; (C)
mixed; (D)
sold.
23. “Karat” as it used in the jewelry industry, refers to the
... (A) jeweler’s appraisal;
(B) U.S. registered trademark;
(C) amount of gold mixed with other
metals; (D) money value.
24. Gold which is 10 karat in proportion...
(A) represents the highest grade of gold in the
U.S.; (B) cannot be sold in the U.S.;
(C) never carries a karat quality mark;
(D) represents the lowest-grade gold marketable in the
U.S.
25. If gold is marked with a karat quality mark, it must
also...
(A) bear a national gold and silver stamp;
(B) bear the registered trademark of the entity standing behind the
mark; (C) bear a “made in the USA” mark;
(D) bear a percentage mark.
26. If the jewelry is marked, 14 parts of gold mixed with 10 parts of

base metal will always bear...

(A) a 14k mark

; (B) a 10k

mark; (C) an

18k mark;

(D) a platinum mark.

27. This paragraph serves the consumer as... (A) important buying information; (B) a challenge to buy more gold; (C) a debate over gold prices; (D) advice about buying silver.

ADVERTISING

- A. *Directions: In questions 1-11 each sentence has four underlined words or phrases. The four Underlined parts of the sentence are marked (A), (B), (C), and (D). Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.*
1. The "Fairness Doctrine" of the FCC (A) requires that radio and television (B) stations give equal time to (C) opposing sides of (D) issues contro-
versial.
 2. Major (A) advertising companies have (B) traditionally
volunteered (C) its time (D) to public service accounts.
 3. The (A) six main parts of a (B) business letter (C) are the address, the
inside address, the salutation, the body, the closing, and (D) signing your
name.
 4. A new product (A) should be judged not (B) by the promises made
in commercials and advertisements, (C) but also by the
results (D) demonstrated in actual use.
 5. Commercials on the educational television network (A) are (B)
generally shorter (C) comparing to those (D) on other networks.
 6. In the (A) cosmetics world Avon Products Inc. (B)
emphasizes (C) personnel selling (D) while Revlon Inc. emphasizes
advertising.
 7. Public relations (A) are concerned primarily with people outside (B)
the target market, although (C) it (D) may include them.
 8. (A) Customer's contact (B) personnel are (C) an important secondary
au-dience (D) for service advertising.
 9. Writers and media (A) personnel sell (B) themselves best (C) by the
im-pression given in their verbal (D) expression.
 10. While verbalization is (A) the most common form of language
in (B) existence, humans make use of many (C) others systems and
tech-niques (D) to express their thoughts and feelings.

11. Writers and media (A) personal sell (B) themselves best (C) by the im-pression given in their verbal (D) expression.

B. *Questions 12-23 are incomplete sentences. Beneath each sentence you will see four words or phrases, marked (A), (B), (C), and (D). Choose the one word or phrase that best completes the sentence.*

12. With effective advertising a company can become a ... name. (A) house;
(B) household;
(C) housewife's;
(D) home.

13. We need an effective campaign to ... our new product range. (A) fire;
(B) set out;
(C) set off;
(D) launch.

14. During the commercial ... , there was an advertisement for a new women's magazine.
(A) break;
(B) breakage;
(C) pause;
(D) interval.

15. The first thing an ad must do is ... the reader's eye. (A) trap;
(B) catch;
(C) find;
(D) reach.

16. We need a name for the product which will ... to teenagers. (A) draw;
(B) attract;
(C) succeed;
(D) appeal.

17. All advertisers must obey the industry's ...
(A) practice code;
(B) code of practice;
(C) practical code;
(D) code word.

18. Advertising on television is very expensive during ... viewing hours. (A) peak;

- (B) high;
(C) audience;
(D) big.
19. We did a lot of research to ensure that the advertisement would appeal to the ... audience.
(A) aim;
(B) arrival; (C) goal; (D) target.
20. Newspaper advertising ... for 45% of the total. (A) accounted
(B) counted;
(C) comprised;
(D) came.
21. Advertisers look at each newspaper's ... figures before deciding where to place their advertisements.
(A) circular;
(B) population; (C) circulation;
(D) revenue.
22. If you advertise at airports, you have a ... audience. (A) captured;
(B) slave;
(C) captivated;
(D) captive.
23. She does the art work while I write the ... for each advertisement. (A) copy;
(B) copies;
(C) copyright;
(D) media.

B. *Skim the following two passages very quickly. Do not read every word carefully. Then answer the first questions under each passage. Look again at the two passages that you skimmed, scan them and then answer the second questions under each passage.*

It is true that in publicity one brand of manufacture, one firm, competes with another; but it is also true that every publicity image confirms and enhances every other. Publicity is not merely an assembly of competing messages: it is a language in itself which is always being used to make the same

general proposal. Within publicity, choices are offered between this cream and that cream, that car and this car, but publicity as a system only makes a single proposal. It proposes to each of us that we transform ourselves, or our lives, by buying something.

24. What is the passage about?
- (A) The effects of publicity.
 - (B) Competition between systems.
 - (C) Making general proposals.
 - (D) The transformation of the world around us.
25. What does the language of publicity do?
- (A) It makes one general proposal
 - (B) It transforms all of us.
 - (C) It enhances everyone's lives.
 - (D) It assembles confusing messages.

One of the most widespread uses of survey research today is for rating radio and television programs. Commercial ratings of network radio programs were first undertaken by the C.E. Hooper Company in 1935. Then, the A.C. Nielsen Company, founded in the early 1940's, invented its mechanical re-cording device, the audiometer, that was attached to radio receivers to monitor the station and the amount of time a set was tuned in to it. Neilson bought the Hooper Company in 1950. By the mid-1970s Neilson was offering an 'instantaneous Neilson' service by connecting some 1,200 sets to a central computer for overnight tabulation of audience.

26. What is the passage about?
- (A) Survey research for radio and television ratings.
 - (B) The relation between the Hooper Company and the Neilson Company.
 - (C) The uses of central computers.
 - (D) How radios are monitored by stations.
27. When was the first commercial rating of radio programs?
- (A) In the 1950's.
 - (B) In the 1940's.
 - (C) In the 1970's.
 - (D) In the 1930's.

